



News release
Stockholm April 20, 2026

Net Insight integrates InSync FrameFormer into Nimbra Edge extending Premium Live Media Processing

Motion-compensated frame rate and format conversion becomes an orchestrated value-added service, governed by Nimbra Live Intelligence

Net Insight is expanding its Open Media Platform for Live by integrating [InSync](#) Technology's FrameFormer into Nimbra Edge as a value-added service. Fully orchestrated through Nimbra Live Intelligence, the integration adds premium, motion-compensated frame rate and format conversion to live media workflows, giving broadcasters, rights holders and service providers greater flexibility in how and where high-quality processing is deployed.

As live media workflows become more distributed across facilities, partners, regions and network domains, media processing can no longer be treated as a fixed infrastructure function. With FrameFormer integrated into Nimbra Edge, customers can deploy advanced conversion capabilities in central processing hubs, regional facilities, or distributed environments, based on latency, cost, and partner requirements.

This extends the role of the Open Media Platform beyond transport and orchestration, enabling advanced media processing to be deployed and governed as part of the live workflow itself. As the control and intelligence layer of the platform, Nimbra Live Intelligence provides unified visibility, control and automation across these environments, while Nimbra Edge delivers the scalable execution layer for media transport and processing.

The integration addresses a common challenge in global content distribution, where premium live feeds often need to be adapted to different regional standards without compromising quality. By embedding InSync's motion-compensated conversion technology into Nimbra Edge, Net Insight enables broadcast-grade frame rate and format conversion for demanding live workflows such as premium sports, where motion integrity and output consistency are critical.

For rights holders and broadcasters, this provides the flexibility to centralize conversion for greater efficiency and consistency, or to distribute processing closer to regional affiliates, platforms or partners where local format requirements or latency targets apply. For rights

takers and downstream distribution partners, it simplifies handoff by delivering standards-compliant outputs that fit more easily into local playout and distribution chains, without requiring dedicated conversion infrastructure at every point of interconnect.

In channel distribution workflows, the combined solution also simplifies international channels' delivery by handling regional format differences within the Open Media Platform ecosystem. The result is a more operationally efficient and commercially flexible way to adapt and distribute live content across markets, without fragmenting workflow control or adding unnecessary standalone infrastructure.

"FrameFormer has long been trusted in premium broadcast environments where motion quality cannot be compromised," says Nick Quattromini, Head of Channel Management at InSync Technology. "By making it available as an integrated service within Net Insight's platform, customers can apply that quality more flexibly across live workflows, while maintaining the operational control needed for global content distribution."

"This collaboration strengthens our Open Media Platform by extending it with premium processing from InSync in a fully orchestrated environment," says Andreas Eriksson, CEO of Net Insight. "Together, we enable customers to adapt and distribute premium live content across markets and formats with greater flexibility, predictability and control, while keeping workflow governance unified across the platform."

Learn more about the integrated solution with InSync's FrameFormer at NAB Show 2026 in Las Vegas. [Please book a meeting and visit Net Insight's booth W1653](#) on April 19-22, 2026.

Image Attachments

[Net Insight InSync Logos](#)
[INSYNC FRAMEFORMER](#)

Attachments

[Net Insight integrates InSync FrameFormer into Nimbra Edge extending Premium Live Media Processing](#)