



Press release
Stockholm September 4, 2019

Net Insight launches Nimbra 400 series

Reaffirming its position in professional internet media transport

Stockholm, Sweden – Net Insight today announces the next generation of its Emmy® Award-winning internet media transport offering, the Nimbra 400 series. The new product line is a response to the increasing demand for live media internet transport for premium applications.

Professional media transport over the internet has transformed the broadcast industry over the past decade, enabling broadcasters and service providers to reach new locations faster and more cost-efficiently than ever before. This rapidly growing market segment, driven by technology shifts such as increased use of cloud resources, as well as regulatory shifts such as refarming of the C-band, is now estimated by IABM to 66 MUSD annually with a yearly growth of 22%.

With internet transport expanding further into premium live media workflows, broadcasters now start to blend fiber and internet in the same workflows. This puts increased expectations on both reliability and seamless cross-platform management.

Nimbra 400 has been designed from the ground up to meet these new challenging performance and quality requirements, leveraging Net Insight's more than 20 years of experience in building high-end media equipment. At the same time, with its flexible x86 COTS building practices and software-based architecture the Nimbra 400 series give users true flexibility.

"When we launched our internet transport products back in 2012, we had a clear software-first mindset, which has allowed us to bring new features to market at an incredible pace," says Love Thyresson, Head of Internet Media Transport at Net Insight. "I'm proud to say, the Nimbra 400 series is the perfect balance of high-end media gear and a flexible virtualized platform."

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The Nimbra 400 series updates and expands on Net Insight's offering within premium internet transport and effectively replaces the existing Nimbra VA series of products. It will be showcased at Net Insight's booth 1.B40 at IBC2019 on 13-17 September and is available now for worldwide distribution.

For further information, please contact:

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About Net Insight

Net Insight is a global leader in media networks, resource optimization and streaming solutions. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content – regardless of geographical location, technical resources or distribution network. With its deep market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers.

More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit netinsight.net

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Attachments

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