



LG U+ selects Net Insight for new nationwide IP media network

Stockholm, Sweden – LG U+, a leading mobile network operator in South Korea, and a new customer to Net Insight, will leverage Net Insight’s Nimbra platform for a nationwide IP media network. The deal that was won and finalized earlier this year, means Net Insight’s position within IP in the rapidly growing South Korean media market is strengthened and the network provides LG U+ with a foundation for cutting-edge media transport.

The deal from the new prominent customer LG U+, was won and finalized earlier this year together with Net Insight’s Korean partner Sanam Technology and strengthens Net Insight’s market position in a fast growing market. Due to contractual reasons, it could only be disclosed after its completion. The order value was not significant but the win highlights Net Insight’s leadership in delivering reliable, scalable, and future-proof media transport solutions that cater to the developing needs of the media industry. LG U+ will benefit from a solution that bridges the traditional workflows with the growing shift towards IP-based media workflows, ensuring seamless operations, ease of use, and future adaptability.

The solution, based on Net Insight’s Nimbra platform, will enable LG U+ to manage critical media functions with confidence, maintaining high levels of quality, security, and flexibility, thanks to the built-in redundancy offered by standards such as JPEG XS, ST2022-2, ST2022-7 and the advanced IP Media Trust Boundary capabilities. The IP Media Trust Boundary enhances media traffic control with automated routing, real-time stream monitoring, multi-layered network segmentation, and seamless adaptation of data flows, ensuring robust and agile IP network interconnectivity.

“We chose Net Insight as our trusted vendor due to its long-standing reputation for delivering dependable, future-proof solutions that advance with the industry,” says Hyo-sik Shin, Team leader at LG U+. “Net Insight’s versatile media transport technology makes it easy to bridge the gap between SDI workflows and the new IP media world, ensuring we are prepared for the future of media production and distribution.”

“For over 15 years we have relied on Net Insight’s solutions as a cornerstone of our offerings. Its technology has consistently proven to be stable and reliable, earning the trust of our clients year after year,” says Jeong-seon Oh, CEO at Sanam Technology. “Partnering with Net Insight means we can deliver dependable, high-performance solutions that our customers count on.”

“Providing this transformative nationwide media network in partnership with Sanam strengthens our market position in this growing market, fully aligning with our strategy of reinforcing our leadership in IP media technology,” says Crister Fritzson, CEO of Net Insight. “We look forward to our future collaboration and the opportunity to grow further and develop the network over time to support LG U+’s evolving business needs.”

For further information, please contact:

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About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most open video transport and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution and remote production media workflows.

For over 25 years, the world’s leading content owners, broadcasters, production companies, service providers and enterprises have trusted Net Insight’s Emmy® Award winning Nimbra technology to guarantee media delivery. Today, Net Insight partners with hundreds of customers in over 70 countries to ensure media flows across managed and unmanaged IP networks, and the cloud – from anywhere, to everywhere. It enables customers to get the best from any mix of virtualized, cloud and IP technology and is the only platform to support all the major industry standards, protocols and clouds.

For more information, please visit netinsight.net

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About LG U+

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About Sanam Technology

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Attachments

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