

Brazilian broadcaster selects Net Insight for regional DTT network

STOCKHOLM, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announced that the Brazilian broadcaster TV Integração, affiliate to TV Globo, selects Net Insight's Nimbra platform for building a new multi-service, regional DTT network covering contribution, distribution and IT services.

The new DTT network will be built on the Net Insight Nimbra platform and will offer TV Integração a cost-effective network optimizing bandwidth utilization and integrating all services in one network. The network is part of a governmental initiative with the purpose of reaching cities with more than 50.000 habitants for digital TV and should be finalized before FIFA 2014.

"We have selected Net Insight for its Nimbra platform solution, optimal for integrated services for contribution and distribution of ISDB-Tb, the Brazilian standard for digital TV, over IP radio link networks", says Mr Paulo Feres, Director Engineering at TV Integração.

The first phase of the rollout is based on more than 50 nodes consisting of the Nimbra 300 series. The network will partly be operational as early as during in the fourth quarter of 2012.

"TV Integracao is a new customer and a good example how broadcasters use the Nimbra platform to fully leverage their digital radio link network investment by integrating all services in the same infrastructure and thereby reducing communication costs", says Fredrik Trägårdh, CEO of Net Insight. "This is the first regional multiservice DTT network for Net Insight in Brazil."

For further information, please contact:

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About Net Insight

Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV, Mobile TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insight's Nimbra™ platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

*More than 150 world class customers run mission critical video services over Net Insight products in over 50 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.
For more information, visit www.netinsight.net*

About TV Integração

For more information, visit www.redeglobo.globo.com/mg/tvintegracao/

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