

Net Insight and Hibernia Networks to Demonstrate High Quality of Service over Unmanaged IP Networks at NAB 2013

Live NAB demo to show how media operators can achieve high quality, cost-effective contribution over unmanaged IP networks

LAS VEGAS, (NAB Booth #SU2324); United States – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, announced today that it will display a live demo at NAB 2013 with Hibernia Networks. The demo will show how media can be transported over unmanaged IP networks with a high level of quality required to capture live OTT content to reach new audiences, generate new subscribers and offer end users the Quality of Experience expected today.

The Net Insight and Hibernia Networks' NAB demonstration will showcase qualitative transport of video content from London to Las Vegas, over 5,200 miles, where the last-mile will be over unmanaged IP networks using Net Insight's Nimbra VA 210. Hibernia Networks, which specializes in delivering video feeds over its global fiber-based network, will be used for the international contribution.

Net Insight's Nimbra VA 210 offers the highly sought after, prospect of transporting content over unmanaged IP networks, with a high level of quality for video contribution, delivering significantly reduced costs for content creation and production. Operators can expand network footprints by addressing markets that are currently out of their reach due to costs related to first-mile connectivity. With the Nimbra VA 210, media operators can tap into new channels for specialized content to be produced in a profitable way.

"We have a long and established relationship with Net insight and we can guarantee high QoS which has been one of the major catalysts for us gaining new customers," says Felipe Alvarez, SVP Global Infrastructure, of Hibernia Networks. "Net Insight's Nimbra VA 210 represents an important step forward for us and our customers wishing to utilize unmanaged IP networks to transport content with a level quality that users and subscribers have become accustomed to today."

Hibernia's network is one of the largest Nimbra-based global networks. It has been instrumental in delivering quality live feeds from major events, such as the Olympics, the Academy Awards, the FIFA World Cup, the Masters Golf Tournament, NCAA Basketball, Fortune 500 business investor and internal business conferences and political conventions featuring the two major US parties.

"Contribution and production of tier-2 and tier-3 events, such as regional sports and some localized news acquisition has been prohibitive for many media providers due to the high cost, availability issues and lease times associated with managed first-mile connectivity," says Per Lindgren CTO and VP Business Development of Net Insight. "The Nimbra VA 210 adds further credence to Net Insight's long established portfolio of products by now offering high QoS and service integrity over unmanaged IP."

Net Insight and Hibernia Networks will be showcasing the live demo highlighting the capabilities of the Nimbra VA 210 over unmanaged IP networks from the show floor at NAB 2013. Show attendees can view the demonstration at the Net Insight's NAB booth SU2324, April 8-11.

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 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 175 world class customers run mission critical video services over Net Insight products in over 60 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.
For more information, visit www.netinsight.net*

About Hibernia Networks

Hibernia Networks owns and operates a global network connecting North America, Europe and Asia. Hibernia offers over 120 network Points of Presence (PoPs) on over 24,000 kilometers of fiber.

Hibernia Networks serves wholesale, financial and media customers with unparalleled support, flexibility and service. Hibernia's wholesale services provide secure and diverse dedicated Ethernet, DTM and optical-level services, including GigE, 10G and LanPhy wavelengths and traditional SONET/SDH services. Hibernia's financial services unite hundreds of global banks and financial exchanges with low latency connectivity. Hibernia's media services are dedicated to flawless delivery of video signals over fiber, supporting media companies across the globe with over 150 media connection points. Hibernia Networks is owned by Columbia Ventures Corporation and funds managed by Constellation Growth Capital.

For more information on Hibernia's cutting-edge network and services, please visit www.hibernianetworks.com.

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