



NBC Olympics Selects ScheduALL as its Resource and Transmission Management Solution Provider for its Production of 2016 Olympic Games in Rio

ScheduALL Software to enable NBC Olympics to manage transmission feeds and resources during its coverage of 2016 Rio Olympics

Stockholm, Sweden – NBC Olympics, a division of the NBC Sports Group, has selected ScheduALL a Net Insight company, to provide resource and transmission management for its production of the Games of the XXXI Olympiad, which take place in Rio de Janeiro, Brazil, from August 5 - August 21. The announcement was made today by Craig Lau, VP Technology, NBC Olympics and Fredrik Tumegård, CEO of Net Insight.

NBC Olympics has turned to ScheduALL for an eighth consecutive Games to deliver advanced resource management solutions in order to coordinate the highly dynamic environment of the Games. NBCU will be able to leverage the expertise of ScheduALL's software and services group to orchestrate the logistics of people, equipment, locations and transmission feeds.

"For the eighth consecutive Games, ScheduALL has the privilege to contribute to the success of the NBC Olympics production," said Fredrik Tumegård, CEO of Net Insight. "We understand that flawless execution of the transmission feed is incredibly important to the success of NBC Olympics' presentation of the Rio Games. As a result, many people at ScheduALL dedicate copious amounts of time ahead of the broadcast preparing for a perfect execution. During the games, we are proud to have a Senior Implementation Manager travel to Rio de Janeiro to work alongside NBC Olympics throughout the entirety of the Games."

Lau said: "ScheduAll has provided rock solid reliability in the absolutely critical environment of managing NBC resources, insuring that our transmissions, recordings, and production facilities are utilized at maximum efficiency."

Prior to its first ScheduALL implementation for the Athens Olympic Games in 2004, NBC Olympics relied on a manual process for managing and scheduling feeds. ScheduALL manages critical information such as video router assignments and satellite uplink scheduling, and automatically passes the information to downstream systems to facilitate on-air coverage for each feed.

For further information, please contact:

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About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.

The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.

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

For more information, please visit netinsight.net

About NBC Olympics

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBC Universal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history.

For more information on NBC Olympics' coverage of the Rio Olympics, please visit:

<http://nbc sportsgrouppressbox.com/>

About ScheduALL

ScheduALL, a Net Insight company, has been providing resource scheduling solutions to the largest media, broadcast and transmission businesses in more than 50 countries across the globe since 1989. The software has received several industry awards for its market-leading innovations and is clearly recognized as the standard for resource management solutions in a rapidly changing industry. Visit www.scheduall.com for more information.

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