

## Net Insight Adds HEVC Coding to Nimbra VA 225

*Integrated HEVC encoding improves bandwidth efficiency with video quality that pushes the boundaries of live contribution over the internet*

**Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announces it has added HEVC coding capabilities to the Nimbra VA 225 to improve video quality and bandwidth efficiency. The Nimbra VA 225 now has integrated HEVC (high-efficiency video coding) in addition to the current H.264 codec.**

The Nimbra VA series already provides the market's lowest total cost of ownership for internet contribution. With the addition of HEVC compression in the Nimbra VA 225, further savings can be realized with enhanced bandwidth efficiency.

With its Nimbra VA family of video appliances, Net Insight enables broadcasters and content owners to deliver more content by leveraging the reach of the Internet and other low-cost IP infrastructures. With combined H.264 and HEVC multi channel codecs along with integrated internet transport, the Nimbra VA 225 provides a turn-key solution for Internet contribution in a one-box solution.

"The use of the Internet for live professional broadcast production is disrupting the media transport industry," said Martin Karlsson, CTO and vice president product portfolio of Net Insight. "With the Nimbra VA 225, our customers can reach content from a multitude of sources at a cost point that was previously unattainable. This opens a whole new market where niche and local content can be monetized."

### **For further information, please contact:**

Martin Karlsson, CTO and vice president product portfolio of Net Insight, +46 8 685 04 00,  
martin.karlsson@netinsight.net

### **About Net Insight**

*Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Our aim is to lead progress and enable a global media marketplace where live content can be exchanged and interaction among TV audiences can take place in real-time. We want to create the media experience of the future, centered on content.*

*Net Insight delivers products, software and services for effective, high-quality media transport, coupled with the effective management of resources, all, which creates an enhanced TV experience. Net Insight's offerings span across the entire media spectrum, starting from TV cameras and TV*

*studios, right through to the TV consumers. Our solutions benefit network operators, and TV and production companies, by lowering total cost of ownership, improving their workflow efficiencies and providing them with the ability to capture new business opportunities.*

*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 Stockholm.*

**For more information, please visit [netinsight.net](http://netinsight.net)**