



Net Insight Enables Use of Internet for Digital Terrestrial TV (DTT) distribution

Company to show how using the Internet as a distribution network will offer DTT market the opportunity to introduce DTT services in a more flexible and economical way

LAS VEGAS – NAB 2015, booth SU4321 – At NAB 2015, Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, will show how the company's award-winning Nimbra VA 200 solution is helping broadcasters to introduce Digital Terrestrial TV (DTT) in a scalable and affordable way.

By leveraging the reach and capabilities of readily available public infrastructures, such as the Internet, the Nimbra VA 200 series is the ideal choice to reliably and cost-efficiently transport digital video signals to transmitters or head ends for local distribution. Based on the successful and reliable transport properties of Net Insight's Nimbra VA 200 series, transporting TV channels with high quality of service (QoS) over the Internet is now a reality, offering more flexibility than traditional satellite distribution models.

Broadcasters, however, hesitate to make these investments as digital television markets in many countries have yet to grow. With the Nimbra VA 200 series it is possible to scale up networks in economically viable areas first, without taking on the burden of full satellite operational costs from day one. In addition, the Nimbra VA 200 series provides a very flexible solution for occasional-use contribution from these remote sites. At NAB this year, Net Insight will share examples of deployments where the use of the Nimbra VA 200 series has reduced costs for DTT operators by up to 90 percent.

"Today most "free-to-air" DTT distribution requires heavy investment in dedicated high-quality IP networks or a costly satellite distribution solution from day one. Our solution provides a truly scalable investment that is reliable and offers high QoS, while using the Internet to transport high quality content makes it extremely accessible and very cost efficient," says Martin Karlsson, CTO and vice president product portfolio at Net Insight.

To find out more about how the Nimbra VA 200 series complements DTT networks, see the other demos on display and learn more about how Net Insight's other solutions are helping operators, service providers and broadcasters to transport content across all types of networks efficiently, please visit the company booth (SU4321) at NAB 2015.

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 200 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, please visit www.netinsight.net