

## Net Insight Enters Russian Market with Country's Leading Broadcaster VGTRK

*New customer builds contribution network for major sporting event*

**Stockholm, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that, through its premium partner OKNO-TV, has secured its first ever order in Russia. The company's Nimbra 600 series Media Switch Routers (MSRs) will be deployed by the country's leading television and radio broadcast company to support a major global sporting event taking place in 2014.**

VGTRK, the state owned All-Russian State Television and Radio Broadcasting Company, with more than 80 regional TV and radio networks broadcasting in all regions of Russia, is building a contribution network from the 2014 games' venue to its Moscow-based studio and will deploy the Nimbra 600 series MSRs across its network. Net Insight's solution will transport uncompressed and compressed live video content with full resilience and 100 percent quality of service (QoS).

"This is our first, important step into Russia and proves yet again that our smart and scalable transport solution continues to meet the high standards demanded by top broadcasters around the world today," says Fredrik Tumegård, CEO at Net Insight. "The order reinforces the pedigree that Net Insight enjoys in live sports production and contribution, providing efficient, flexible service provisioning and service-centric management, and simultaneously guaranteeing quality of service."

VGTRK will take delivery of the Nimbra 600 series MSR's in December 2013, with the aim of being in operation in early 2014.

### **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, please visit [www.netinsight.net](http://www.netinsight.net)

### **About VGTRK**

For more information, please visit [www.vgtrk.com](http://www.vgtrk.com)

### **About OKNO-TV**

For more information, please visit [www.okno-tv.ru/](http://www.okno-tv.ru/)