

## Net Insight Honored by Broadband Technology Reports' 2013 Diamond Technology Reviews

*Nimbra VA 210 solution receives special "Honorable Mention" and scores high with judges*

**Stockholm, Sweden – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that its Nimbra VA 210 has received a special "Honorable Mention" as a product that shows a unique usefulness and purpose, or technological advance, and has been awarded a score of 3.5 in *Broadband Technology Reports'* prestigious 2013 Diamond Technology Reviews.**

The Nimbra VA 210 expands network footprints to offer media operators the opportunity to address markets that previously have been out of their reach, due to costs related to first-mile connectivity, enabling new channels for specialized content to be transported to users and subscribers in a profitable way. It also enables fast deployment and quicker time to market by utilizing Internet access instead of dedicated connections, and provides a new way to quickly deploy network redundancy, providing back up and disaster recovery for satellite services.

"In a record-breaking year for product submissions and a blue-ribbon panel of judges who expected to see viable, adoptable solutions, Net Insight's Nimbra VA 210 made an impression. With so many video transport methodologies and products available to the operator community, both MSO and independent, the Nimbra VA 210 seems to have found acceptance and recognition as a viable video transport solution," said Tim Hermes, Publisher and Founder of *Broadband Technology Report*.

Net Insight's unique solution offers an industry-leading combination of content-aware Forward Error Correction (FEC) and selective retransmission over best effort IP networks. By incorporating content-aware FEC, which reduces effective packet loss and selective retransmission of unrecoverable data loss, coupled with clock synchronization, the Nimbra VA 210 can provide the reliable QoS layer that customers desire to confidently ingest content over unmanaged IP networks.

"We are proud to receive an Honorable Mention for our Nimbra VA 210 solution and it is fantastic to receive such a great score in the Diamond Technology Review. A number of our customers are already seeing what can be achieved by using best-effort IP networks to transport video content in such a cost effective and efficient way, without losing the quality expected by paying subscribers," said Per Lindgren, CTO and SVP Business Development at Net Insight.

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

Per Lindgren, CTO and SVP Business Development of Net Insight, +46 8 685 04 00,  
[per.lindgren@netinsight.net](mailto:per.lindgren@netinsight.net)

### **About Net Insight**

*Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV, Mobile 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 per cent 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](http://www.netinsight.net)

**About Broadband Technology Report**

*Broadband Technology Report (BTR), celebrating its 9th anniversary in 2013, is the cable and telecom industry's premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by more than 70 years of combined industry experience, delivers its email, online, print and video production services to more than 19,500 subscribers. If you are interested in subscribing, consult <http://btreport.net>. BTR is owned by PennWell Corporation.*

**About the Diamond Technology Review program**

*The BTR Diamond Technology Reviews ("the Diamonds") is a renowned industry program - now in its ninth year - that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of cable telecommunications engineering experts. Engineering executives from Bright House, Buckeye, Comcast, MediaComm, Rogers, Suddenlink, and Time Warner Cable were among the third-party judges for the 2013 Diamonds. Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year's SCTE Cable-Tec Expo (October 2012). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.*

For more information, visit [www.btreport.net/](http://www.btreport.net/)