

## Net Insight Incorporates ScheduALL® Into Company Brand

*As the integration of ScheduALL continues the market will now be addressed under one company brand*

**Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announces that ScheduALL's brand is now incorporated into the company's umbrella brand. Acquired by Net Insight in September 2015, ScheduALL products and solutions will now be marketed under the Net Insight banner.**

ScheduALL brings strong expertise in an area that is complementary to Net Insight's core, strengthening its position in the media service and workflow orchestration arenas. The enhanced solution portfolio will further ensure the highest quality media content across networks – from camera lens to the end viewer's screen.

"Net Insight's ScheduALL solutions fall in line with our vision to provide end-to-end solution to better serve the broadcast and television market across production, contribution and distribution," said Fredrik Tumegård, CEO of Net Insight. "Net Insight is increasingly becoming a more relevant company and brand to a larger part of the broadcast and media community and promises to shape the future of the media industry. Integrating ScheduALL into the Net Insight family is a crucial part of that evolving plan."

"There has been immense value invested in the ScheduALL brand and it will continue as the name for our scheduling product line," said Anna Karin Verneholt, vice president of strategy, marketing and communications at Net Insight. "With one common brand and approach to the market Net Insight will be a strong driver of trends across the entire media industry and will enable us to differentiate ourselves from the competition."

Since the acquisition of ScheduALL, Net Insight has accelerated the deployment of advanced solutions, providing automated, assured orchestration for on-demand network services. Net Insight has also won high profile awards and industry kudos with its customer provisioned network (CPN) proposition, which it now offers on the back of integrating ScheduALL's products into the company's portfolio.

*To find out more about ScheduALL's integration into the Net Insight brand, and discover more about the company's latest products and solutions, visit the company's Stand #1.B40 & #1.D30 at IBC 2016, 9-13 September.*

**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. 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 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)**