

Net Insight Launches Industry-First Customer Self-Provisioning of Ethernet Services at NAB 2015

Unique offering will enable broadcasters to virtually extend new IP-based infrastructures beyond campuses with full control of bandwidth and quality

LAS VEGAS – NAB 2015, booth SU4321 – Today at NAB, Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, announces the launch of its new industry-first customer self-provisioning of Ethernet services solution. In partnership with ScheduALL, the leading global provider of Enterprise Resource Management (ERM) solutions for media, broadcast and transmission businesses, Net Insight is adding to its unique customer provisioned network solution that allows for full automation of on-demand network services over existing IP infrastructure while maintaining the quality expected by the broadcast industry, with the introduction of full self-provisioning support for Ethernet services.

Net Insight now enables broadcasters and media companies to book by-the-minute Ethernet services along side traditional media services. This will enable broadcasters to virtually extend their new IP-based infrastructures beyond campuses with full control of bandwidth and quality, which drastically simplifies the introduction of new workflows.

The new service provides support for VLAN virtualization and can be combined with a selection of different redundancy mechanisms including hitless 1+1 protection. The first implementations in service provider networks have already taken place with successful results, and customer provisioned Ethernet services specifically addressing the media industry are expected to launch during spring this year.

“Our solution is the first to support automated provisioning with full resource and cost control, delivering adaptable and guaranteed bandwidth by-the-minute in full scale commercial deployments,” says Martin Karlsson, CTO and vice president product portfolio at Net Insight. “Combined with support for hitless protection our solution brings both the quality and reliability required by broadcasters to extend their IP/Ethernet based live editing capabilities beyond the campus. This provides broadcasters with the ability to use remote resources when they want and need them as if they were part of their local network.”

To discuss Net Insight's Customer Provisioned Networks concept, see the other demos on display and learn more about how the company's 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:

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

About ScheduALL

Since 1989, ScheduALL has been providing ERM solutions to the largest media, broadcast and transmission businesses in more than 50 countries across the globe. ScheduALL's smart technology has received several industry awards for its market-leading innovations, and is giving the largest businesses in the media industry the visibility and intelligent control to simplify the entire end-to-end process, from booking to distribution. For more information, please visit www.scheduall.com/

About Customer Provisioned Networks

Customer provisioned networks is a solution where broadcasters are able to book and provision transmission capacity in a service provider network through a simple online portal and get immediate feedback on availability and cost. With customer self-provisioning, broadcasters can simplify workflows for occasional use by utilizing service provider networks to transport media traffic whenever needed, while preserving high-end media service requirements, including low packet loss, jitter and wander. For service providers on demand bandwidth will increase with self-provisioning, enabling service providers to operate network capacities more efficiently. By handing over the provisioning of services to customers, service providers can radically cut operating expenses.