

Net Insight Launches New Nimbra OT 100 Solution for UHDTV Media Transport at IBC 2014

Company introduces solution that enables cost efficient transport of live 4K and 8K UHDTV content

AMSTERDAM – September 12, 2014 – (IBC stand #1.B40) – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, today at IBC announces the launch of the Nimbra OT 100, that enables broadcasters and media operators to efficiently and cost-effectively distribute live 4K and 8K ultra high-definition television (UHDTV) productions.

The increased demand for media transport capacity has been driven by the need for higher bandwidth for today's new media services, such as more video content and higher resolution formats. This has resulted in broadcasters and media operators requiring large amounts of HD content to be cost-efficiently transported across networks.

To address this challenge, Net Insight's new Nimbra OT 100, in combination with the company's Nimbra 600 series of Media Switch Routers (MSRs), provides 100G transport capacity over a single fiber or wavelength to support distributed live 4K and 8K UHDTV productions. This provides broadcasters and media operators with seamless network capacity improvements from today's 10G and 40G to 100G, without the need to for extensive upgrades, ensuring networks are prepared to handle both current and future requirements.

The Nimbra OT 100 is also integrated into Net Insight's centralized Nimbra management platform, delivering efficient and flexible end-to-end media transport, offering the industry's highest quality of service (QoS) and lowest operating expenditure (OPEX).

"The need for better and more efficient transport capacity is an issue that faces the whole broadcast and media services industry as providers seek to offer more and more high quality content and services," says Martin Karlsson, vice president product portfolio at Net Insight. "Our Nimbra OT 100 is truly a unique solution that sets us apart from our competitors as it's the only fully integrated 100G solution that enables customers to transport uncompressed HD/UHD content with the highest possible QoS and efficiency."

To discuss how broadcasters and service providers can efficiently and cost effectively transport both 4K and 8K UHD media content across any type of IP network, as well as find out more about how the company's solutions enhance QoS, improve efficiency, optimize and simplify networks, visit the company's stand at IBC 2014 (#1.B40).

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