



## Net Insight Launches Nimbra VA 220 for Contribution and Distribution Over the Internet

*New video appliance reduces OPEX by combining video and audio compression and error-protected transport with built-in encoder and decoder*

**LAS VEGAS – NAB Booth SU3821 – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today at NAB announces the launch of its latest video appliance, the Nimbra VA 220. By combining error protected transport mechanism with MPEG encoding and decoding, Net Insight's Nimbra VA 220 enables operators and service providers to drastically reduce operational expenses (OPEX).**

In order to add services and remain competitive, broadcasters and service providers must increase their return on investment by reducing opex. This can be achieved with Net Insights' Nimbra VA 220, which utilizes the Internet and other best effort networks for media transport as opposed to costly leased lines or satellite contribution links. In addition, with its built-in encoder and decoder, the Nimbra VA 220 is a cost-effective alternative to a multi-vendor approach of dedicated encoder, decoder and transport equipment.

Furthermore, the Nimbra VA 220 resolves issues with latency for enhanced quality of service (QoS). The built-in very low latency encoder and decoder, combined with the transport layer, enable fixed and predictable latency. Latency can be configured to fit a specific scenario. For example, it can be very low, utilizing forward error correction (FEC) and re-transmission when network conditions allow, up to longer latency, using only re-transmission when harsh network conditions exist.

"Overcoming the cost and technical barriers for transport over best-effort networks is a key challenge for service providers who are striving to provide the highest possible QoS to its customers," said Martin Karlsson, vice president product portfolio at Net Insight. "Net Insight developed the Nimbra VA 220 for broadcasters, cable operators and OTT providers alike to make the most of their networks without the burden of increased operational costs and expensive network upgrades."

The Nimbra VA 220 is ideal for live events contribution for broadcasters, contribution or distribution services for broadcast media service providers, live fronthaul contribution for cable MSOs, and live content acquisition for linear over-the-top (OTT) service providers. The Nimbra VA series also offers solutions for standalone encoding/decoding and for adapting ASI-to-IP.

To see the new Nimbra VA 220 and find out more about how the solution can help operators and service providers enhance QoS, improve efficiency and optimize networks, visit the Net Insight booth at NAB (SU3821).

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

Martin Karlsson, 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](http://www.netinsight.net)