

## **Net Insight Launches Virtualized Nimbra VA at IBC 2016, extending its Internet Media Transport offering to the Cloud**

*Network Function Virtualization (NFV) technology, with applications such as the Nimbra VA,  
extends media networks to private data centers and public cloud services*

**Stockholm, Sweden – IBC 2016 (stand #1.B40) – Net Insight, the leading provider in media transport and resource scheduling, today launches a virtualized version of its leading Internet Media Transport solution – the Nimbra VA. Adding to the company’s unique approach to Customer and Application Provisioned Networking, the virtualized Nimbra VA lets broadcasters and service providers easily extend their media networks to the cloud.**

Cloud technology is about to disrupt traditional production, making broadcast workflows more agile than ever before. Still, getting live content to and from the cloud is a challenge, often limiting broadcasters to non-live productions. As a consequence, service providers will need to support their customers with media connectivity to data centers and public cloud services, as well as reliable inter- and intra-cloud connectivity. Traditionally this has been difficult, as doing so with dedicated hardware is not only costly but also inflexible.

The virtualized Nimbra VA makes live media contribution to any cloud environment a reality, finally enabling live workflows to move to the cloud. In addition it enables service providers to automate their service deployments, providing a more dynamic service offering in all steps of the service chain - from ingest to playout.

“We see a clear trend where our customers expect a higher degree of flexibility, both in terms of service adaption and a quicker service turn-up, and also in terms of business models such as occasional use,” said Kris Barker, head of connected solutions at Arqiva. “As a provider of media services, we believe NFV and SDN technology such as the virtualized Nimbra VA will not only help us to serve our customers better and more rapidly than anyone else, but will also enable us to continuously reinvent ourselves and stay competitive.”

Net Insight has previously outlined its vision for future media networks, where NFV together with Customer and Application Provisioned Networking provides services tailored to each customer’s requirements, on-demand and without lead times. Dynamic applications and cloud connectivity are key components in making this vision a reality.

“Cloud based production is challenging service providers to deliver new types of services, but also to adapt to faster changes in the market. Virtualized solutions such as the Nimbra VA gives them the tools to do so.” said Martin Karlsson, CTO and vice president product portfolio at Net Insight. “Their dynamic nature means that wherever they are needed, they can be deployed and adjusted in real-time to meet customer demands in an elastic fashion.”

The virtualized Nimbra VA is available for select customers now, with general availability in 2017.

*To find out more about how Net Insight is changing the future of media networks with virtualization and to see its award winning Nimbra VA in action, please visit the company's IBC stand #1.B40.*

**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)**

**About Arqiva**

*Arqiva is a leading UK communications infrastructure and media services provider dedicated to connecting people wherever they are through the delivery of TV, radio, mobile, WiFi and the Internet of Things (IoT). We are an independent provider of telecom towers, with over 8,000 sites across Great Britain, and are also the only supplier of national terrestrial television and radio broadcasting services in the UK. Our advanced networks support the exponential growth of connected devices and the ever-increasing demand for data from smartphones to tablets, connected TVs, smart meters, cars and medical devices.*

*Customers include major UK and international broadcasters such as the BBC, ITV, Sky Plc., Turner Broadcasting, the independent radio groups, major telco providers – including the UK's four mobile network operators – and retail, leisure, energy and water companies.*

**For more information, news and insights from Arqiva, please visit the website at: [www.arqiva.com](http://www.arqiva.com)**