

## Net Insight meets growing media demand in China with new master distributor

**BEIJING (CCBN2013 Exhibition), China – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, meets the growing demand for expansion and network upgrades in China and wins new business with its master distributor NI Systems Limited. Net Insight now has over 20 customers in China using the Nimbra solution.**

NI Systems has already demonstrated that network operators and broadcasters in China have a need for Nimbra products, having already won several orders for Net Insight's solutions since the company was established during the fall 2012. Provincial networks in China are now developing and it is in these areas where the majority of the latest orders for Nimbra solutions have been placed to enable expansion and network upgrades.

Net Insight's Nimbra platform for service providers and broadcasters enables high quality video transport and distribution in combination with high performance datacom services, offering 100 percent quality of service (QoS) for real-time IP and native media services.

"Net Insight is perceived as the leader of media transport solutions in China, and with the broad range of Nimbra products available I am convinced that our company will be able to grow Net Insight's business in China further," says He Ye, General Manager of NI Systems Limited.

Recent Net Insight projects in China include:

- A multi-purpose provincial BMN network using Nimbra 600 series MSRs, connecting new studio buildings with other broadcast facilities including connections to DTT, CATV and satellite operators
- Expansion of provincial DTT distribution networks using Nimbra 300 series MSRs
- Studio links and satellite uplinks using the cost-efficient Nimbra 140 series

"Our global customer references and the quality of our solutions have helped us establish relationships with China's network operators and broadcasters. We look forward to capitalizing on opportunities that exist in China and we have every confidence that NI Systems will help in establishing us as a major player in the Chinese market," says Fredrik Trägårdh, CEO at Net Insight.

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

Fredrik Trägårdh, CEO of Net Insight, +46 8 685 04 00, [fredrik.tragardh@netinsight.net](mailto:fredrik.tragardh@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, Mobile 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 175 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, visit [www.netinsight.net](http://www.netinsight.net)*

### **About NI Systems**

*NI Systems Ltd., a company within the CSS Group, is the master distributor of Net Insight in China to further strengthen the support to customers and resellers and sustain the growth of Net Insight's market share in China.*

*Under Net Insight's authorization, NI Systems Ltd. bears full responsibility for the promotion, sales, and service for Net Insight's products in the China region. NI Systems will be a competence center for Net Insight, providing advanced technical and marketing support. NI Systems Ltd. is also responsible to expand the market, especially in broadcasting applications, including DTT, Microwave Networks, Cable TV, IPTV, Studio Links, Telco networks, and so on. Part of this expansion will be implemented through new distribution channels and NI Systems will welcome all resellers and system integrators that find business opportunities for Net Insight products.*