

## Net Insight Wins Prestigious 2015 IABM Design & Innovation Award

*Broadcast and digital media industry body recognizes company's innovation and creativity in system automation and control*

**Stockholm, Sweden** – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces that IABM has named the company's Customer Provisioned Network (CPN) solution as a recipient of the 2015 IABM Design & Innovation Awards in the System Automation and Control category. The awards cast a spotlight on new solutions and products that create new opportunities for the broadcast and media industry.

The need for more flexible and agile workflows is changing the broadcast and media industry. It is driving technology shifts to IP, file-based workflows, and software-based media processing. The full potential of these new workflows, however, can only be unlocked if service providers deliver connectivity and capacity on-demand, and place content producers and broadcasters in control of where and when they have connectivity.

Using software defined networking, Net Insight's customer provisioned network (CPN) solution gives service providers access to on-demand connectivity. This can be provisioned on a per-minute basis with full control of network capacity. Services with guaranteed bandwidth, guaranteed quality and guaranteed SLAs can be booked through a self-service app in just seconds. Connections can be set up immediately or scheduled for future use with complete automation of the entire order-to-bill process.

"Our CPN makes it as easy to book connectivity as it is to buy a plane ticket online," said Martin Karlsson, CTO and VP product portfolio at Net Insight. "This IABM award recognizes our success in supporting customers with the ability to effectively compete via our innovation in automation and control. Our recent acquisition of ScheduALL clearly shows our future ambition in the area and strengthens our ability to innovate".

Net Insight's customer provisioned network solution is being showcased at the company's IBC 2015 show stand (#1.B40) in Amsterdam, from September 11-15.

**For further information, please contact:** Martin Karlsson, CTO and VP Product portfolio of Net Insight, +46 8 685 04 00, martin.karlsson@netinsight.net

### About Net Insight

*Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.*

*The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.*

*More than 200 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is quoted on the NASDAQ OMX, Stockholm.*

For more information, please visit [netinsight.net](http://netinsight.net)

#### **About the IABM**

*The IABM is the authoritative voice of the broadcast and media technology supply industry worldwide. Its wide range of services to members encompasses market research and intelligence, training, expert representation at standards bodies and broadcasting unions, executive networking opportunities, and preferential purchasing. A presence at every major broadcast tradeshow, the IABM also provides a valuable channel for communication among broadcast manufacturers, government, and regulatory bodies. Additional IABM activities include awards programs for innovation and scholarships designed to stimulate the development of the broadcast and electronic media industries on an international basis. For more information, please visit [www.theiabm.org](http://www.theiabm.org)*

#### The IABM Contact:

Lisa Collins

Head of Marketing

Tel: + 44 (0)1684 450030

Email: [lisa.collins@theiabm.org](mailto:lisa.collins@theiabm.org)

Website: [www.theiabm.org](http://www.theiabm.org)

Leila Hrycyszyn

The Whiteoaks Consultancy

+44 (0)1252 727313

Email: [leilah@whiteoaks.co.uk](mailto:leilah@whiteoaks.co.uk)