

Net Insight Recognized by Broadband Technology Report for Outstanding Cable Solution

Nimbra VA 220 receives impressive rating from cable industry judges in Diamond Technology Reviews

STOCKHOLM, Sweden – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that its Nimbra VA 220 was awarded 4 Diamonds in *Broadband Technology Report's* prestigious 2014 Diamond Technology Reviews.

In order to add services and remain competitive, operators must find ways to increase their return on investment (ROI) and reduce OPEX. This can be achieved with Net Insight's Nimbra VA 220, which utilizes the public Internet and other best-effort networks for media transport, as opposed to costly leased lines or satellite contribution links.

Net Insight's Nimbra VA 220 video appliance enables fast and cost-efficient media transport over the Internet, combining the powerful media protection capabilities of the company's previous Nimbra VA 210, with built-in state-of-the-art high performance encoding and decoding. In addition, with the Nimbra VA 220's built-in low latency encoder and decoder in combination with the transport layer enable fixed and predictable latency. Latency issues are resolved further enhancing the quality of service (QoS).

"The Diamond Technology Reviews always highlight the most compelling products for operators each year. Our great panel of judges saw Net Insight's value in managing bandwidth through compression and use of unmanaged networks. Cable operators are looking for ways to increase efficiency and reduce overhead and that's what gets the judges excited. They obviously voted their approval!," says Tom Gorman, 2014 Diamond Review Chair and President of opXL.

"Overcoming the cost and technical barriers for transport over best-effort networks is a key challenge for operators who need to provide the highest possible QoS," says Martin Karlsson, vice president product portfolio at Net Insight. "Net Insight developed the Nimbra VA 220 for cable operators and over-the-top (OTT) providers to make the most of their networks without the burden of increased OPEX and expensive network upgrades. These are the key factors of being recognized by Broadband Technology Report."

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, 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 per cent 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

About Broadband Technology Report

Broadband Technology Report (BTR), celebrating its 10th anniversary in 2014, is the cable and telecom industry's premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and

maintain highperformance communications networks. BTR, backed by more than 70 years of combined industry experience, delivers its email, online, print and video production services to more than 18,500 subscribers. If you are interested in subscribing, consult <http://www.btreport.net/subscribe.html>

About the Diamond Technology Review program

The BTR Diamond Technology Reviews ("the Diamonds") is a renowned industry program – now in its 9th year - that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of cable telecommunications engineering experts. Engineering executives from Bright House, Buckeye, Comcast, Boyer Broadband, Suddenlink, and Time Warner Cable were among the third-party judges for the 2014 Diamonds. Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year's SCTE Cable-Tec Expo (October 2013). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.