Press release
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Net Insight to share its view on Network Function Virtualization at NAB 2016

With Network Function Virtualization network services can be adapted to each and every customer using a simple, converged infrastructure based on standard hardware and software

***Las Vegas – NAB 2016, booth #SU3821* – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces the company's vision for the future of media networking using Network Function Virtualization (NFV). Leveraging the company's unique approach to customer and application provisioned networking, NFV enables the ability to quickly add new services with value added functionality that is tailored to each customer's needs and preferences.**

Service providers are actively looking for ways to avoid being reduced to a "bit pipe" – delivering a commodity service with diminishing value. A software-defined network with customer and application provisioning solves this issue. It allows customers to decide where and when they need connectivity, and enables service providers to develop innovative pricing models, such as pay-as-you-go. However, to truly move up the value chain this is not sufficient.

Virtualized network functions (VNFs) that run in software, on standard hardware platforms, allow for the addition of network and media functions to an existing network without installing or replacing existing hardware. This enables media companies to adapt more quickly to changing market requirements and changing customer needs. Functionality can be added and upgraded, without site visits, without CAPEX investments in new hardware, and without complicating networks with diverse equipment.

"A customer and application provisioned network built using NFV technology provides a simple, converged network infrastructure, on which new services can be quickly introduced where and when needed," said Martin Karlsson, CTO and vice president product portfolio at Net Insight. "With standard software and hardware the possibilities to expand with value added functions are endless. This, enables media networks to provide connectivity and value added services that adapt to each and every customer, on-demand and in real-time, delivered from one single platform. From basics like format conversion and monitoring to more advanced encoding and beyond."

As part of its vision for NFV, Net Insight will showcase its new software-based Nimbra MSR prototype and a flexible Media Processing Module for its existing Nimbra MSR portfolio at the show.

To find out more about Net Insight's view on how Network Function Virtualization will change the future of media networks and to see the company's soft Nimbra MSR prototype in action, please visit the company's NAB stand (#SU3821), where "Speaker's Corner" sessions on the topic of NFV will also be held at 3.30pm on Monday April 18, 4.30pm on Tuesday April 19, and 1.30pm Wednesday April 20.

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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 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 www.netinsight.net