

## Net Insight to Showcase Lossless 4K Video Transport Solution at IBC 2013

*Broadcasters can now begin migration to 4K transport over 1GE and 10GE connections*

**Stockholm, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, will be demonstrating its solution for lossless 4K Ultra HD video transport at IBC in Amsterdam, from September 13 to 17.**

The company will illustrate how broadcasters can begin the migration to 4K Ultra HD transport over commonly available 1GE and 10GE connections using Net Insight's Nimbra 600 MSR series, and its JPEG2000 modules with built-in intra-stream synchronization. The modules can uniquely run all uncompressed SDI and ASI video formats, ranging from ASI to 3G-SDI, per port configurable.

Today, broadcasters are looking to ramp-up their 4K production, bringing added value and higher quality content to customers, however, live 4K content increases the demand for network capacity to four times 3G-SDI, which is 12 Gbps. This does not fit well with today's service provider infrastructures based on 1GE and 10GE connections, thus broadcasters are limited to non-linear workflows and file-based distribution, which effectively excludes them from live 4K Ultra HD contribution.

Now, with high-quality JPEG2000 compression, which is the only technical and commercial enabler for live 4K Ultra HD contribution available today, broadcasters can efficiently transport live 4K Ultra HD content over these connections while maintaining image quality and low latency.

At IBC 2007, Net Insight already pioneered and demonstrated the worlds' first multicast of uncompressed 4K video streams over a public transport network, which was honored with a "Best of IBC2007" award.

Please visit Net Insight at booth 1.B40 to hear about how you can start 4K transport already today. See the demos and speak with executives to learn more about Net Insight's solutions.

### **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](http://www.netinsight.net)