

## **Net Insight to Showcase Vision for Customer and Application Provisioned Networks at IBC 2015**

*Expanded Customer Provisioned Networks offerings with mobile self-service app continue to drive market potential for on-demand network provisioning*

**Stockholm, Sweden** – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces the company's vision for the future of customer and application provisioned networks. The company's unique approach to on-demand network provisioning will enable automated, programmable and globally interconnected networks. As part of this vision, Net Insight expands its Customer Provisioned Networks solution with the launch of mobile self-service app Nimbra Connect.

The shift to IP promises the possibility to fully support automated workflows and to interconnect geographically dispersed studios and production facilities across the globe. Net Insight's vision leverages software defined (SDN) and programmable networks to enable applications and entire workflows to automatically provision on-demand network capacity where and when it is needed. Customers will enjoy guaranteed quality, as well as orchestrated services across the media and entertainment ecosystem.

"Net Insight's Customer Provisioned Networks solution is revolutionizing the industry, from making workflows more agile to enabling new business models that are vital to staying competitive in today's rapidly changing media landscape," said Martin Karlsson, CTO and vice president product portfolio at Net Insight. "By expanding this unique on-demand provisioning offering with new tools and application provisioning networks, we're opening up new possibilities for rewarding TV experiences for our customers and their audiences."

The company's highly successful Customer Provisioned Networks solution delivers automated provisioning of network services through a self-service customer portal, today expanded with the new self-service app for iOS, Nimbra Connect. Building on this success, Net Insight's application provisioning enables applications to automatically request connectivity and capacity when needed, as seen with the File-Acceleration-as-a-Service Platform the company announced yesterday. Broadcasters can integrate their workflows and applications across service provider owned networks through open application programmable interfaces (API). This provides service providers with the network flexibility to provide on-demand capacity, while assuring broadcasters only pay for the capacity they need.

Net Insight's Nimbra Connect for Customer Provisioned Networks exemplifies its progress towards its vision. The new easy to use and intuitive self-service application allows for extremely simple and fast service provisioning and enables scheduling, configuring and activation of live broadcast services in less than 15 seconds.

To find out more about Net Insight's view on the future of Application Provisioned Networks and to see Nimbra Connect in action, please visit the company's IBC booth 1.B40, from September 11-15, 2015.

**For further information, please contact:**

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