

## North American Tier-One Cable Operator uses Net Insight for Wired Fronthaul Content Acquisition

*Cost-effective video transport over Internet replaces satellite*

**Atlanta, GA., (SCTE Cable-Tec Expo) – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that a tier-one North American cable operator has selected the company's Nimbra VA 210 solution to transport video from six remote broadcasters over public internet, replacing the traditional satellite approach while maintaining quality of service (QoS).**

Until now, cable operators have deployed satellite for fronthaul content acquisition, which has proven to be a limiting factor. By replacing this, the Nimbra VA 210 allows for the effective use of low-cost Internet connections for acquisition of niche channels. The Nimbra VA 210 provides a solution that includes content-aware Forward Error Correction (FEC) and selective retransmission, enabling video streams to be transmitted over Internet connections with a level of quality that compares to today's satellite feeds, but in a more cost-effective way.

Net Insight's Nimbra VA 210 answers the growing demand for high-quality video transport over unmanaged IP networks and introduces new alternatives for satellite backup and disaster recovery.

"Net Insight together with the tier-one operator are challenging the traditional use of satellite for fronthaul content acquisition in the cable TV market," says Per Lindgren, CTO and SVP Business Development at Net Insight. "Through the Nimbra platform, Net Insight also offers cable TV operators the potential to become more competitive in the new media landscape by increasing the utilization of bandwidth to boost the number of TV channels. Competitiveness can also be increased by delivering higher picture quality and enhancing the quality of experience for subscribers."

The tier-one cable operator will deploy the Nimbra VA 210 platform, enabling content fronthaul acquisition via Internet to a centralized headend for redistribution. This deployment is the first phase and additional streams and broadcasters are anticipated in the future.

To discuss further what Net Insight offers to the cable TV market please visit the company's stand at SCTE Cable-Tec Expo, booth #1010, on October 22-24, 2013.

### **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 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 percent 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, please visit [www.netinsight.net](http://www.netinsight.net)