

## PacTV expands Media Network with Net Insight's Nimbra Solution

**STOCKHOLM, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that Pacific Television Center (PacTV), a leader in transmission and live broadcast production will upgrade and expand its existing Nimbra-based media network. With the upgrade in place PacTV will continue to meet the growing demands of its customers in further improving their quality of service (QoS) and enhancing their media transport capabilities.**

PacTV serves multiple customers across North America, Latin America, Canada, Australia and Europe, including the likes of CBS, FOX, ESPN, Network TEN, BSkyB and the BBC. The network expansion covers the three cities Toronto, Washington and Denver and it will carry ASI signals as well as data services and JPEG2000 compressed media content.

"As the PacTV network expands, managing it becomes more challenging. Net Insight has demonstrated its capabilities in delivering the best solution for network management, making the decision to upgrade our existing Nimbra solution easy," says PacTV's Nick Castaneda, VP of Business Development. "With this upgrade we will be able to better manage the network with JPEG2000 capabilities built directly into the transport equipment while integrating it with our facilities in London, Los Angeles, and New York."

"PacTV has used our Nimbra solution for several years, so we are naturally delighted that they have chosen to remain with our service aware media network platform and upgrade their current network infrastructure," says Fredrik Trägårdh, CEO at Net Insight.

### **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 percent and enhancing competitiveness in delivery of existing and new media services.*

*More than 150 world class customers run mission critical video services over Net Insight products in over 50 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.*

*For more information, visit [www.netinsight.net](http://www.netinsight.net)*

### **About Pacific Television Center**

*For more information, visit [www.pactv.com/](http://www.pactv.com/)*

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