

SIS LIVE has Selected Net Insight for Transport of Live HD Premier League Football Content

Media transport solution deployed at English Premier League football stadiums

LAS VEGAS – NAB 2015 booth SU4321 – At NAB today, Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, announces that the company's media transport solution has been deployed by SIS LIVE, one of the UK's leading broadcast connectivity experts, to transport live content from English Premier League football matches for aggregation at its MediaCityUK hub in Salford.

As broadcasters look to transport live sporting content across networks with increasingly higher quality, they face greater challenges in doing so efficiently, both in terms of time and cost. In addition to this industry-wide issue, SIS LIVE faced the unique challenge in looking for further flexibility in switching circuits and a need for increased visibility from a network management perspective. The company's NOC (Network Operations Centre) team needed these features to ensure SIS LIVE responds to faults effectively and efficiently.

To help SIS LIVE address these challenges and achieve greater efficiencies, the company has deployed Net Insight's Nimbra 600 series media switch routers (MSRs) across English Premier League football grounds for JPEG2000 encoding and decoding of live content over a 1G link. The Nimbra MSRs are being used to take live feeds from each English Premier League stadium to the SIS LIVE MediaCityUK hub over a dedicated IP network for aggregation, enabling editing of live content and create its programming, in both standard definition and high definition (HD). SIS LIVE is also using Net Insight's Touch&Switch technology, which offers a simple and intuitive way to connect ports and switch Nimbra services using a touch-screen or PC application.

"When choosing a solution we looked at a number of alternatives but none compared to Net Insight's offerings. We required a solution that not only offered end-to-end visibility in the network but also on every single service, with the ability to switch from any port to another, so Net Insight's Nimbra was the clear choice based on its service centric properties, ease of use and operational simplicity," says Dave Gill, Head of Solutions at SIS LIVE. "We're also making really efficient use of our bandwidth too, through Net Insight's Nimbra Touch&Switch solution, enabling us to turn circuits on and off when necessary, while both ourselves and our customers are delighted with the quality achieved, the rapid response to pulling circuits up and the increase in visibility and management of the network."

"We are aware of the changing requirements of service providers and broadcasters as they look to transport live media content in a variety of new formats, with high QoS and in a profitable way. This deployment with SIS LIVE stands testimony to that and once again demonstrates our strength in delivering the right solutions that clearly match, and go beyond, the needs of our customers," says Fredrik Tumegård, CEO of Net Insight.

Net Insight was awarded the SIS LIVE project in November 2014 and was able to get the majority of stadiums on net within a three-week period, with the first stadiums going live within a few days of installation.

To discover more about the impact of Net Insight's solutions, see the demos on display and learn more about how the company's other solutions are helping operators, service providers and broadcasters, please visit the Net Insight booth (SU4321) at NAB.

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 200 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

About SIS LIVE

For more information, please visit www.sislive.tv