

Net Insight wins order from Telecom Italia Media Broadcasting

Provides contribution network services with 100 % QoS

STOCKHOLM, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, has been chosen by Telecom Italia Media Broadcasting for a contribution network through its partner Diem Technologies.

Telecom Italia Media Broadcasting (TIMB), a Telecom Italia Media Group company, is a major Terrestrial Television Network Operator in Italy who operates, manages and develops transmission networks through which group-owned and third parties digital and analog television channels are broadcasted all over the Italian territory.

Net Insight's Nimbra platform will transport media between studios and sites in Rome and Milan in TIMB's contribution network using JPEG2000 technology for video compression. The order includes support as well as Nimbra Vision, the network management system for comprehensive status and performance monitoring of Nimbra-based networks. The order was won in partnership with Net Insight's premium partner Diem Technologies in Italy.

"We chose Net Insight from a Quality of Service perspective and the fact that it is a one integrated solution, easy to implement and use", says Crescenzo Micheli, CTO at Telecom Italia Media Broadcasting. "We were also impressed by the performance of the JPEG 2000 compression solution over our existing network as well as the performance monitoring capabilities of the infrastructure."

"The major network operator Telecom Italia Media Broadcasting is a new customer win in a growing market for Net Insight", says Fredrik Trägårdh, CEO of Net Insight. "Our new partner Diem Technologies were instrumental in winning this project."

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 Insights 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 130 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*

About Telecom Italia Media Broadcasting

For more information, visit www.telecomitaliamediabroadcasting.it

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