

**Norkring extends multi-service terrestrial media network with Net Insight's  
Nimbra platform**  
*Audio contribution network connects Norwegian radio stations*

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**Stockholm, Sweden – Net Insight, leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, today announced an order from Norkring to connect NRK (Norwegian Broadcasting Corporation) regional studios to its multi-service terrestrial media network.**

Norkring is Norway's leading provider of broadcasting services, delivering infrastructure and network services to premier broadcasters and network operators. The company, owned by Telenor, operates a multi-service contribution and distribution network for digital terrestrial television and radio broadcast with maximum network utilization and flexibility. Over the last two years, Norkring has been planning, building and operating the Norwegian DTT network based on Net Insight's Nimbra platform.

The development of the network is a continuing process and this step add on national AES/EBU audio contribution from all NRK regional studios. With these additional Nimbra 360 nodes, NRK will be able to connect its radio production network with the efficient and highly reliable terrestrial network. The contribution network will also carry Ethernet data along with the AES/EBU audio traffic.

The Nimbra 360 was especially designed for digital terrestrial networks and offers a flexible and cost-effective solution for delivering advanced multimedia services in broadcast and media networks. The unique multicast feature found in Nimbra switches makes it easy to distribute both digital TV and radio and with uncompressed video and audio services the network turns into a very powerful media contribution platform. Norkring's Nimbra-network also incorporates the unique Time Transfer feature for time synchronization, which eliminates the need for costly and potentially vulnerable GPS synchronization receivers in the network.

Equipment deliveries will start during the fourth quarter 2008.

**For more information, please contact:**

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**About Net Insight**

*Net Insight delivers the world's most efficient and scalable optical transport solution for Broadcast and 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.*

*World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 30 countries. Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit [www.netinsight.net](http://www.netinsight.net)*

**About Norkring**

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

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