

TV Globo Powers Brazilian Digital TV Network with Net Insight's Nimbra Platform

26 August 2009

STOCKHOLM, Sweden – Net Insight, a leading developer of efficient and scalable optical transport solutions for media, IP and broadcast networks, has delivered initial Nimbra equipment to a point-to-point link for TV Globo, one of the largest broadcasters and media operators in South America.

Net Insight's Nimbra 360, designed for the transmission of digital video, offers a flexible and cost-effective solution for delivering advanced multimedia services in broadcast and media networks. The Nimbra 360 platform provides TV Globo with efficient transport of compressed video, fast Ethernet and Gigabit Ethernet data services and serves as a powerful multiservice solution for the company to efficiently stream digital television services. Net Insight's unique Time Transfer capability allows for highly accurate distribution of real time synchronization codes over the same network that carries video signals. This eliminates the need for costly, and potentially vulnerable, GPS receivers in the network or for special broadcast studio to transmitter links.

"Net Insight has been selected in our project as they are the only company we have found that can meet our needs for time stamping, Ethernet data, microwave link E3 capacity and ISDB-T system requirements all in one solution," said Liliana Nakonechnyj of TV Globo. "The Nimbra is a versatile network switch on the market and Net Insight is a trusted partner for us as we continue to evolve the South American television industry."

TV operators deploying the Nimbra 360 gain a multi-service transport infrastructure that opens up new business opportunities. Adding a higher-speed backbone and plug-in modules for uncompressed video and audio services turns the network into a very powerful media contribution platform. The same platform can also be used for mobile TV whether distributed over IP or ASI MPEG. With four built-in multirate SONET/SDH SFP ports and one Gigabit Ethernet port, the product is ready to go for demanding applications already in its basic configuration. In addition, up to 16 DVB-ASI ports or other combinations of multiservice access and trunk interfaces are available using the two slots for plug-in modules.

"South America is a growth market and we believe that our first step with TV Globo will lead to further business in the region," said Fredrik Trägårdh, CEO of Net Insight.

For further information, please contact:

Fredrik Trägårdh, CEO of Net Insight AB, +46 8 685 04 69, fredrik.tragardh@netinsight.net

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 35 countries. Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit www.netinsight.net.

About TV Globo

TV Globo is a Brazilian television network, owned by media conglomerate Organizações Globo. Presently, the network covers 98,53% of Brazil's territory, reaching 5.482 municipalities and 99,47% of the population. Almost

NET INSIGHT AB

Box 42093
SE-126 14 Stockholm
Sweden

Phone: +46 8 6850400
Fax: +46 8 6850420
www.netinsight.net

Org.No: 556533-4397
Vat.No: SE556533439701
E-mail: info@netinsight.net

90% of the network's programming is produced in-house, which makes TV Globo the country's largest job provider for artists, authors, journalists, producers and technicians. These professionals produce close to 2.500 annual hours of telenovelas and programs, a world record in teledramaturgy, as well as over 1.800 hours of tele-journalism. Globo is headquartered in the Jardim Botânico neighborhood of Rio de Janeiro. For more information, visit www.redeglobo.globo.com.