

Net Insight receives order for Digital Terrestrial TV network in Poland

STOCKHOLM, Sweden – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks has received a significant order to build the new nationwide media network for Emitel in Poland. Net Insight won this order in partnership with Ericsson Poland.

Emitel, the leading terrestrial radio and TV network operator in Poland, will use Net Insight's Nimbra platform and software technology for digital terrestrial TV and GPS-free synchronization. The new media network also includes contribution services between 16 TV studios in Poland.

The new technology will enable viewers in Poland access to TVP (Telewizja Polska) channels in digital quality. The nationwide system for distribution of TV services is based on the standard DVB-T.

Net Insight won this order in partnership with Ericsson Poland. Equipment, such as head-end and installation services will be delivered by Ericsson Television (previously Tandberg Television).

Implementation is expected to be finalized before the end of 2010.

"Ericsson's strong local presence and our end-to-end solution complemented by Net Insight's media network technology were essential for winning this extensive tender in fierce competition", says Staffan Henriksson, President of Ericsson in Poland.

"The new media solution will protect and utilize existing investments in network capacity and proven technology," says Przemyslaw Kurczewski, President of Emitel.

"I am pleased that Net Insight is part of this project together with Ericsson and Emitel delivering the new digital terrestrial TV network in Poland," says Fredrik Trägårdh, CEO of Net Insight. "This order is the sixth DTT network that Net Insight wins over six months".

Net Insight AB discloses the information provided herein pursuant to the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication on July 16th, 2010 at 08.45 CET.

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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.

World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 40 countries. Net Insight is quoted on the NASDAQ OMX Nordic Exchange. For more information, visit www.netinsight.net

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About Ericsson

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices. Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York. For more information, visit www.ericsson.pl

About Emitel

Emitel, a TP Capital Group company, is the leading terrestrial radio and TV broadcast infrastructure operator in Poland. Services provided by us are divided into three groups: radio, TV and communications.

Our services are characterized by the highest quality, innovative solutions, and the newest technologies. We are the country leader in digital radio/TV emission and development of services based on the state-of-the-art wireless systems.

We are dynamically getting into Ethernet and IP based services as Virtual Private Networks, Internet Access, Content Delivery or Dynamic Digital Signage.

Our offer includes also designing and installation of radio diffusion and radio communications systems with related technical consulting, as well as leasing infrastructure to broadcasters and operators. For more information, visit www.emitel.pl