

Italy's Rai Way Selects Net Insight for Nationwide Video Contribution Network

STOCKHOLM, Sweden - Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announces that Italian Rai Way, the sole provider of network services to the public broadcasting company Radiotelevisione Italiana (RAI), has selected the company's media transport solution as part of a project to build a national fiber contribution network over IP/MPLS.

Rai Way's network will span 22 sites, with any-to-any contribution of video in a nationwide infrastructure, connecting 17 regional television sites with five central sites, two main sites in Rome, Teulada and Saxa Rubra and Milan, Turin and Napels. Net Insight's solution will be used to transport all video services, including compressed video over JPEG2000, offering a fully redundant solution.

The order is valued at around EUR 1.7 million and delivery is expected to take place during the last quarter of 2014 and during the first quarter of 2015. The contract has been awarded in partnership with Diem Technologies, Net Insight's distributor and systems integration partner. The tender has been won by Sirti SpA as the main contractor.

"With its outstanding video transport capabilities, performance and ease of use in deploying new services, Net Insight's transport solution stood out from the competition," says Amedeo Paulone, Large Account Commercial Director at Sirti SpA. "With the Nimbra technology in place, we'll be able to provide our customer with excellent QoS and a real future proof competitive advantage."

"Rai Way, as the public service license holder, is guaranteeing its service to 99% of the Italian population and has recently converted its transmission and broadcasting network into a digital and terrestrial network," says Fredrik Tumegård, CEO of Net Insight. "Net Insight is proud to support Rai Way in building a modern network that will offer high quality TV services to the Italian market and it further strengthens our position in the professional broadcast and media industry in Southern Europe."

Net Insight's Service Aware Media Network (SAMN) enables efficient video transport over IP networks without loss of quality and Rai Way will benefit from the unique functionality inherent in Net Insight's solutions, which enhance the performance of IP network for media traffic, creating a truly service aware media network, delivering 100 per cent quality of service (QoS) and end-to-end service integrity.

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 October 24, 2014 at 08.45 CET.

For further information, please contact:

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About Net Insight

Net Insight delivers the worlds 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 further information, please visit www.netinsight.net

About Rai Way

For further information, please visit www.raiway.it

About Sirti Spa

Sirti is the leading company in Italy for the design and construction of network infrastructures and integration of telecommunications systems. Established in 1921, it operates in the telecommunications, ICT, energy and transport sectors through an operational structure of 4,000 people in Italy and abroad. Sirti has also been a successful player at an international level especially in Saudi Arabia, UAE, in Libya, Qatar and Scandinavia.

For further information please visit: www.sirti.com

About Diem Technologies

Diem Technologies is the main distributor and system integrator for Net Insight and Nimbra in Italy.

For further information please visit: www.diemtech.com