

## Net Insight signs new Channel Partner in Mexico

*Expanding presence in Latin America*

**Stockholm, Sweden – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, today announces the addition of SiSelectrón S.A. de C.V. in Mexico to its business partner network. SiSelectrón will penetrate the broadcast and DTT markets with Net Insight's solutions.**

SiSelectrón is a well-established systems integrator and service partner in all Mexican states, representing companies like Ericsson Television and will now focus on establishing Net Insight in the Mexican market for customers within the broadcasting and Digital Terrestrial TV (DTT) area.

"We are convinced that Net Insight's leadership in video transport and the Nimbra platform will result in new business opportunities for us," says Juan Pablo Alonso, Managing Director at SiSelectrón.

"SiSelectrón has the market expertise and contacts that we are looking for when choosing a new business partner," says Per Lindgren, VP Business Development and co-founder of Net Insight. "We believe that Mexico is a fast-growing market and we want Net Insight to be well positioned in it."

### **For further information, please contact:**

Per Lindgren, VP Business Development and co-founder of Net Insight, +46 8 685 04 00,  
[per.lindgren@netinsight.net](mailto:per.lindgren@netinsight.net)

### **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](http://www.netinsight.net)*

### **About SiSelectrón S.A. de C.V.**

*SiSelectrón is a systems integrator offering high-tech solutions, with extensive experience in broadcast, security and IT sectors. SiSelectrón has a customer base of leading companies in Mexico, both in the private and public sectors.*

*We consist of an operational network of engineers and technicians covering the whole country, committed to the services provided.*

*For more information, visit [www.siselectron.com.mx/index.php](http://www.siselectron.com.mx/index.php)*