



Net Insight Joins AIMS for IP Media Solutions

Company bolsters position in helping broadcast and media industry to transition from SDI to IP

Stockholm, Sweden – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces its membership to the Alliance for IP Media Solutions (AIMS), an independent media and entertainment trade association formed to promote the adoption of standards to facilitate the broadcast and media industry's transition from SDI to IP.



The AIMS Alliance is a not-for-profit organization made up of broadcast and media industry suppliers driving the adoption, standardization and development of open standards that facilitate a transition from SDI to IP through education, awareness and the promotion of solutions that support those open standards.

AIMS is also chartered to work with organizations, such as the Video Services Forum (VSF), the Society of Motion Picture and Television Engineers (SMPTE) and the European Broadcasting Union (EBU), to advance new standards by providing support and testing in real-world environments.

“Today we are actively working with our customers on their transition from SDI to IP, and share the view of AIMS that open and interoperable standards are crucial for this technology shift,” says Martin Karlsson, CTO & vice president, product portfolio at Net Insight. “We see great value in broad industry collaboration and are already members of VSF, SMPTE, MEF and ETSI. We believe that AIMS will be a key driver in the transition to IP, and we look forward to collaborating with the other members of the alliance.”

For further information, please contact:

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About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.

The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.

More than 500 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is listed on NASDAQ OMX, Stockholm.

For more information, please visit netinsight.net

About AIMS

For more information, please visit www.aimsalliance.org