

## **Net Insight receives significant order from The Switch**

*For a nationwide video contribution network across North America*

**LAS VEGAS (NAB), United States – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, has received a significant order from The Switch™ for a nationwide Uncompressed HD video network across North America.**

Beers Enterprises Inc., owner and operator of The Switch, has chosen Net Insight and its Nimbra platform for its 50-city network expansion. The Switch currently provides advanced video switching services from its facilities in New York, Los Angeles, Miami, and Washington DC as well as from its international locations of London and Toronto. The company has embarked on a plan to expand to 44 additional North American cities in the next year. Additionally, The Switch will upgrade its network in its existing 6 locations.

The order value for the first phase exceeds SEK 10 million.

The investment in the new infrastructure will position The Switch as the largest provider of customer controlled fiber switching in North America. The first phase of the network expansion will include dozens of cities in North America and London and is expected to come online in late summer of 2011.

ScheduALL's ScheduLINK will be utilized as the resource allocation management and scheduling system. With the combined capabilities of ScheduLINK and Net Insight's Nimbra Vision, customers of The Switch will now be able to book any media resources needed through ScheduLINK for transmission configuration, as well as the scheduling and management of occasional use circuits and bandwidth.

In addition to offering service in 44 new cities, The Switch has invested in upgrades to its customer controlled user interface. Customers of The Switch will now be able to switch on-demand or schedule their transmissions in advance via ScheduLINK. Each city of The Switch will have the ability to connect to all fifty locations by utilizing Inter-City on Demand (ICOD), The Switch's long haul fiber transmission service.

The Switch will also offer advanced switching service capabilities in utilizing a new 8X video access module from Net Insight, enabling customers to switch in all video formats including Uncompressed 3G, Uncompressed HD-SDI, Compressed HD (JPEG2000) and 270 Mbps SDI.

"We chose Net Insight and its Nimbra platform because of their functionality, enabling high quality transport of any video format. Net Insight's scalable and efficient transport solution will help us to rapidly expand our network across North America," said Scott S. Beers, President and CEO of the Switch.

"I regard this as an important win for Net Insight. Many demanding service providers in the US have selected the Nimbra platform for reliable, flexible and high quality media services," said Fredrik Trägårdh, CEO at Net Insight. "The Switch is a very proactive company that we are proud to do business with."

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 April 13, 2011 at 08.30 CET.

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

Fredrik Trägårdh, CEO of Net Insight, +46 8 685 04 00, [fredrik.tragardh@netinsight.net](mailto:fredrik.tragardh@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.*

*World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 50 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.  
For more information, visit [www.netinsight.net](http://www.netinsight.net)*

### **About The Switch**

*Beers Enterprises, Inc. (BEI) is owner and operator of The Switch, the leading video switching center in the New York metropolitan area. The Switch also provides advanced video switching services from its facilities in Los Angeles, Miami, Washington DC and from its international locations of London, England, and Toronto, Canada. The Switch was created in 1991 to provide cost-effective, customer controlled television and audio signal routing services to the broadcast industry. Our customers include domestic and international television networks, common carriers, local broadcast stations, and producers and distributors of sports, entertainment, news, financial and public service television programming. The Switch has been embraced by the marketplace since its inception and has grown to its current market leadership position.*

*For more information, visit [www.theswitch.tv](http://www.theswitch.tv)*

### **About ScheduALL**

*ScheduALL is the leading global provider of Enterprise Resource Management (ERM) solutions for the broadcast, satellite/transmission, media, and entertainment industries. As a market leader with a 20-year track record of success, ScheduALL is clearly recognized as the partner of choice for operational management solutions with over 1,200 installations in more than 39 countries. The modular approach and scalable product sets provide a collaborative platform for users across multiple environments. ScheduALL clients include all of the major U.S. broadcast networks, BBC, FOX News Network, The Associated Press, Intelsat, SES World Skies, Turner Studios, Mediaset, Technicolor, Deluxe, CBC, ABC Australia, and RTL.*

*For more information, please visit [www.scheduall.com](http://www.scheduall.com)*