

Net Insight's Nimbra platform chosen for Chongqing Television's digital transport network

Chinese broadcaster to efficiently deliver quality digital TV with equipment for contribution and distribution networks

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STOCKHOLM, Sweden – Net Insight, leading developer of efficient and scalable optical transport solutions for media, IP and broadcast networks, today announced its Nimbra media transport platform has been selected by Chongqing Television (CQTV), broadcasting group based in central China, to deploy a Digital Terrestrial TV network.

Net Insight's Nimbra platform will provide efficient transport of compressed video, fast Ethernet, uncompressed audio (AES-EBU) and Gigabit Ethernet data services for CQTV to distribute digital television services within the city of Chongqing. The new network includes a combination of Net Insight's Nimbra 360 and Nimbra One switches, Nimbra Vision Network Management system and a powerful multicast engine for efficient TV distribution, which will be carried over STM-1 microwave links.

The Nimbra platform has several unique features for Digital Terrestrial TV and Mobile TV networks such as Time Transfer for GPS-free time synchronization. In addition, Nimbra offers a flexible and cost-effective solution for delivering advanced multimedia services in media networks. TV operators deploying Digital Terrestrial TV based on the Nimbra platform not only get a DTT network but a multi-service transport infrastructure that opens up for new business opportunities.

"With the capabilities that digital video brings to the broadcast industry, CQTV will have a great opportunity to provide a variety of media services to its customers by building a next-generation media network," said Fredrik Trägårdh, CEO for Net Insight. "Over all, Digital TV is on the rise in China, the world's largest TV market that presents significant growth opportunities in the DTT and Mobile TV markets for us".

With this first order, CQTV will start building its network for both TV contribution and distribution in Q4 2008 and continue the roll out in phases through 2009. Net Insight received the order in cooperation with its partner New Digital Technologies (NDT) Group, a renowned distributor and system solutions provider in the broadcast and telecommunication industries in China.

For more information, please contact:

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About Net Insight

Net Insight delivers the world's most efficient and scaleable optical transport solution for Broadcast and 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 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.

World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 25 countries. Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit www.netinsight.net

About NDT

NDT group is a renowned distributor and system solution provider in the broadcast, telecommunication and other professional media industries in China. Our area of services ranging from design, system integration, product distribution and consultancy. Major customers in China are TV stations, network companies and etc. NDT provide applications on program source, production, master-control and transmission areas. We provide end-to-end solution from signal source to digital content distribution. There is around 100 staffs with offices and subsidiaries in many cities in China. The NDT group headquarter in Hong Kong. The operation centre is located in Beijing. NDT received many awards includes the SARFT for Technology Innovation Award, Nationwide Top 50 Enterprises in Satellite Communication Industry, Quality Service Enterprises in China, Excellence System Integrating Enterprises Award, and etc.

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