

## Net Insight Selected For TeliaSonera International Carrier's Sports Contribution Network

*Nimbra platform to support uncompressed standard-definition video for Swedish premier football league*

15 April, 2009

*NOTE: NET INSIGHT FIRST ANNOUNCED THIS ORDER ON FEBRUARY 10, 2009, BUT WITHOUT CUSTOMER NAME AND CUSTOMER QUOTE.*

**Stockholm, Sweden – Net Insight, leading developer of efficient and scalable optical transport solutions for media, IP and broadcast networks, today announced its Nimbra platform has been selected by TeliaSonera International Carrier to support live sport broadcast transmissions of Sweden's premier football league, Allsvenskan.**

TeliaSonera is incorporating Net Insight's Nimbra platform into its contribution network to transport uncompressed standard-definition video from all 16 arenas in the Swedish league to a central production and editing facility in Stockholm.

"Sweden's largest football league and its fan base rely on us to provide an optimal viewing experience for all televised games. We wouldn't trust this transport task to anyone other than Net Insight," said Jonathan Wood, head of media services at TeliaSonera International Carrier. "Since 2006, we have trusted our most rigorous and important media network transport to Net Insight based on the unmatched quality and flexibility that the Nimbra platform offers for live, uncompressed video to exceed the most stringent customer demand."

TeliaSonera International Carrier has added both the Nimbra 360 and Nimbra 680 switches to the network, designed for the transmission of digital video and offer a flexible and cost-effective solution for delivering advanced multimedia services in broadcast and media networks. With the highest network utilization, multicasting of all types of services, guaranteed quality of service and the possibility of extending the network entirely in pace with customer growth, Net Insight's Nimbra platform offers the most efficient, reliable and cost-effective network solutions available today.

"Our Nimbra platform has proven to be the top choice for many demanding contribution networks responsible for transporting live sports footage in many professional sports venues including the U.S. and Sweden as well as global events such as the Beijing Olympics," said Fredrik Trägårdh, CEO of Net Insight. "Working with TeliaSonera International Carrier for such a high caliber live sports opportunity in Sweden gives Net Insight another excellent opportunity to increase the standard for sports viewing experiences. Our unsurpassed technology and dedication to our partners is the reason Net Insight has been selected to support TeliaSonera's continued business expansion."

Net Insight's Nimbra platform offers advanced multimedia services in media networks with integrated video and audio interfaces such as ASI, SDI, HD-SDI, 3G-SDI, AES/EBU and strong support for IP/Ethernet and SDH/Sonet. In addition, it is a versatile transport and distribution solution with several unique characteristics for DTT and mobile TV networks such as the Time Transfer feature for GPS-free time synchronization.

Net Insight's Nimbra equipment was delivered during the first quarter of 2009 and the network was fully operational in March 2009 in preparation for the 2009 season.

**For more information, please contact:**

Fredrik Trägårdh, CEO of Net Insight AB, +46 8 685 04 69, [fredrik.tragardh@netinsight.net](mailto:fredrik.tragardh@netinsight.net)

**About Net Insight**

*Net Insight delivers the world's most efficient and scalable 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 30 countries. Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit [www.netinsight.net](http://www.netinsight.net)*

**About TeliaSonera International Carrier ([www.teliasoneraic.com](http://www.teliasoneraic.com))**

*TeliaSonera International Carrier is a global provider of cross-border (and domestic) communication services. Through intelligent use of our wholly-owned network and high-quality technology, we deliver a wide range of IP, capacity and voice services. We also provide the media, education and online gaming industries with services tailored to their specific needs. We own and operate more than 43,000 kilometers (27,000 miles) of fiber network, which covers more than 100 points of presence in 35 countries across Europe, the US and Asia. We are a leading global IP provider and the number one carrier in Europe. Visit us at [www.teliasoneraic.com](http://www.teliasoneraic.com)*