

QMEDIA SELECTS NET INSIGHT FOR ITS U.S. – NATIONWIDE OPTICAL BROADBAND MEDIA NETWORK

Qmedia to Integrate DTM Technology Into its Digital Platform and Protocol
Media/TALQ™ to Enable and Enhance its Full Service Offerings

Stockholm, Sweden - July 10, 2001 - Net Insight (www.NetInsight.net) (SX: NETI B), a leading provider of advanced real-time broadband infrastructure technology, today announced that New York City-based Qmedia, one of the world's leading Digital Media service providers for the Professional Media Industry (PMI), has selected Net Insight as their media transport solution and will begin deploying Net Insight's Nimbra series optical switches in their new North American [Zero to 270Mbps] network this fall. Qmedia's digital network buildout project involving a team of selected vendors is estimated to be well into 8 figures over 24 months. Subsequent to this award, Net Insight has received their first order from Qmedia.

Qmedia is building one of the first nationwide digital networks that will interconnect the PMI in North America. This network will enable the major media players to produce and distribute content at dramatically lower cost and with high definition quality. The optical network will consist of over 10,000 fiber route miles interconnecting the media centers of New York, Los Angeles, Chicago, Atlanta, Miami, Toronto and Vancouver. In addition, the network will reach over 50 cities covering 65% of U.S. television-viewing households.

Qmedia is pioneering the field of transporting uncompressed digital media in real-time to enable many new applications its customers desire. Some of the services to be offered include Program Distribution, Point-to-Point, Point-Multipoint, National Multipoint, Regional Multipoint and Digital Video Production services. Initially, Qmedia is focused on connecting the network to broadcast stations, production studios and media facilities and has signed strategic agreements with Fujitsu, Level 3 and ADC for optoelectronic equipment, fiber and network interfaces.

"Net Insight's Nimbra Series solution has cutting-edge technology specific for media networks," said Russ Hamm, Founder of Qmedia. "With its DTM protocol and ASIC technology, Net Insight's optical switches will be muxing and carrying uncompressed serial digital video streams at 270Mbps and IP streams simultaneously over fiber. This will assist us in delivering nationwide digital media services with superior quality and at significant lower costs."

John Kostak, VP of Global Marketing for Net Insight, said this strategic partnership was a significant customer addition for the company. "We are pleased to work with Qmedia and provide them with the transport

technology for their nationwide optical network dedicated to pictures and sound. During the evaluation period, we validated a strong demand for these solutions in the PMI, but not without hearing the emphasis on a quick ROI and cost savings. That's precisely what our partnership is addressing first and foremost," added Kostak.

About Qmedia *Qmedia is building the first Nationwide Digital Platform for the Professional Media Industry ("PMI"). This platform will enable the \$100 billion PMI to produce and distribute content at dramatically lower cost and with high definition quality. Core services include program distribution, point-to-point, point-to-multipoint, national and regional multipoint, and digital video production. The Platform has over 8,000 fiber miles at 640 Gbps connecting 44 major metropolitan markets including New York, Los Angeles, Nashville, Miami, and Denver. More information is available at www.qmedia.net*

About Net Insight

Net Insight develops and markets network switches for fiber-optic broadband networks. Using Net Insight solutions, operators can offer everything from new advanced real-time services to studio-quality video, and Internet communication to traditional telephony and data. The services can be supplied across one and the same infrastructure simply and cost-effectively. Net Insight has approximately 140 employees in Sweden and the USA. The company is listed on the Stockholm Stock Exchange (SX: NETI B). For more information, please visit www.netinsight.net

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