



## Shop LC and The Jewelry Channel Elevate Online Shopping Experience with Harmonic

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### Retail Giants to Deliver High-Quality, Low-Latency Video Streaming with Harmonic's VOS360 SaaS

SAN JOSE, Calif., Oct. 16, 2019 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that Austin, Texas-based online auction shopping network Shop LC and its U.K.-based sister company, The Jewelry Channel (TJC), leaders in internet retailing of jewelry and lifestyle products, will use Harmonic solutions to power their OTT services. Using Harmonic's VOS<sup>®</sup>360 SaaS, Shop LC and TJC will be able to distribute live OTT content to any screen with exceptional quality of experience and low latency, as well as deliver on-demand content for web shoppers.



"Low latency is critical for live OTT. Having Harmonic as a video delivery partner gives us the confidence to provide an outstanding online shopping experience to our customers," said Vineet Vashisht, chief technology officer at VGL Group, Shop LC's and TJC's parent company. "Harmonic's VOS360 SaaS sets the benchmark for delivering high-quality, low-latency live video streams, and that is why we're also looking at replacing our on-prem playout system and creating pop-up channels with Harmonic in the near future."

Harmonic's VOS360 SaaS will give Shop LC and TJC the unique capability to stream CMAF DASH and low-latency HLS video. Using its time-shift feature, Shop LC and TJC can easily create high-quality VOD assets for use on their website, including videos and images related to retail products, thereby offering an enhanced shopping experience to customers.

"Harmonic's expertise in cloud and video streaming technologies ensures that Shop LC and TJC can provide a world-class live OTT experience to customers, along with high-quality on-demand content that engages customers and boosts sales," said Shahar Bar, senior vice president, video products and corporate development, at Harmonic. "With 24/7 operations, a cloud-neutral approach and extensive expansion options, VOS360 SaaS not only streamlines the current workflow for the shopping channels but also provides ample confidence of enhancements in the future."

Harmonic will showcase its latest video streaming innovations at NAB Show New York, Oct. 16-17 in booth N336. Further information about Harmonic and the company's solutions is available at [www.harmonicinc.com](http://www.harmonicinc.com).

#### About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally. The company has also revolutionized cable access networking via the industry's first virtualized cable access solution, enabling cable operators to more flexibly deploy gigabit internet service to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and SaaS technologies, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and VOD content on every screen. More information is available at [www.harmonicinc.com](http://www.harmonicinc.com).

*This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements concerning Harmonic's business and the anticipated capabilities, advantages, reliability, efficiency, market acceptance, market growth, specifications and benefits of Harmonic products, services and technology are forward-looking statements. These statements are based on our current expectations and beliefs and are subject to risks and uncertainties, including the risks and uncertainties more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2018, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on information available to Harmonic as of the date hereof, and Harmonic disclaims any obligation to update any forward-looking statements.*

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