



## Harmonic Providing Free Access to Video Streaming Innovation During Global Lockdown

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### Enabling Up to 50% Bandwidth Reduction for 90 Days Through Harmonic EyeQ™

SAN JOSE, Calif., April 16, 2020 /PRNewswire/ -- The current global health crisis has given rise to rapid growth in network traffic, resulting in strain across global broadband networks. In order to address the recent surge and to support its many customers during these unprecedented times, Harmonic (NASDAQ: HLIT) today announced it will provide its EyeQ™ content-aware encoding (CAE) technology free for the next 90 days to help alleviate the current network constraints.



Harmonic's EyeQ technology leverages artificial intelligence to reduce streaming congestion on broadband networks by up to 50% without impacting quality. It serves as a highly effective tool to combat the recent surge and a step above recently utilized methods such as resolution and bit rate reductions. EyeQ CAE is available on all Harmonic media processors, through a software license, and the VOS®360 Live Streaming Platform.

"Due to the nearly global lockdown, the demand for high-quality streaming services has exploded and as such has led to excessive constraints on broadband networks. Adding our EyeQ technology to the mix can greatly decrease bandwidth consumption for high-quality video and alleviate strain on local and national broadband networks," said Shahar Bar, senior vice president, video products and corporate development at Harmonic. "By offering free licenses for the expected lockdown timeframes, Harmonic is providing an effective tool to help both media companies and broadband networks alike."

Harmonic will highlight its EyeQ CAE technology through Live Connection, a 30-day virtual showcase highlighting Harmonic's latest video streaming innovations. The online interactive series will shine light on the powerful benefits of Harmonic's software solutions and cloud-based platforms providing increased agility, flexibility, efficiency and continuity to meet the growing consumer demand for streaming and broadcast services. To register for the Harmonic Live Connection virtual showcase, please visit [live.harmonicinc.com](https://live.harmonicinc.com).

Further information about Harmonic and the company's solutions is available at [www.harmonicinc.com](https://www.harmonicinc.com).

#### About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in virtualized cable access and video delivery solutions, enables media companies and service providers to deliver ultra-high-quality video streaming and broadcast services to consumers globally. The company 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 software platforms, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and on-demand content on every screen. More information is available at [www.harmonicinc.com](https://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, 2019, 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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