



Harmonic Transforms OTT Multiscreen Delivery for Kartina TV

June 10, 2015

Utilizing Electra(TM) XVM, the Industry's First Completely Virtualized Media Processor, Kartina TV Improves Video Quality While Increasing Bandwidth Efficiency and Flexibility

SAN JOSE, CA -- (Marketwired) -- 06/10/15 -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced that Kartina TV, a German-based service provider serving Russian-speaking individuals around the globe, has deployed Harmonic's Electra™ XVM virtualized media processor for OTT multiscreen delivery. Utilizing the software-based media processing platform for real-time HEVC encoding, Kartina TV can deliver 150 SD and 30 HD channels to subscribers on a variety of devices using less bandwidth, with a low total cost of ownership (TCO) and industry-leading video quality. Powered by Harmonic's VOST™ virtualized media processing platform and architecture, which operates on common hardware platforms in IT data center environments, the Electra XVM media processor simplifies Kartina TV's infrastructure, increasing flexibility, scalability and operational efficiency.

"Currently, Kartina TV offers over 150 channels from countries located around the former Soviet Union, more than 2,000 on-demand movies and a large selection of HD channels. As we expand our OTT multiscreen offering, bandwidth efficiency, video quality and flexibility are key," said Dimitri Dietrich, CTO, Kartina TV. "When tested against a variety of other solutions on the market, Harmonic's Electra XVM virtualized media processor provided superior video quality, higher density and less power consumption. By offering a new approach to encoding, Harmonic enables us to distribute additional video content in a fraction of the time and cost by leveraging IT economics."

The Electra XVM media processor provides video content and service providers with unparalleled function integration, increased operational flexibility and unlimited scalability. Virtual machine instances of the Electra XVM processor can be turned up or down dynamically on demand and leverage data center capacity according to the mix of tasks performed, from encoding to graphics, branding and playout. This high level of flexibility is provided to Kartina TV without compromising on video quality or functionality.

At the heart of the Electra XVM media processor is the Harmonic PURE Compression Engine™, a sophisticated software encoding core that supports multiple codecs (e.g., MPEG-2, MPEG-4 AVC and HEVC), formats (e.g., SD, HD, and UHD) and encoding schemes (e.g., CBR, VBR and ABR), that allows Kartina TV maximum bandwidth efficiency, flexibility and superior video quality. Using the Electra XVM virtualized media processor alongside an MPEG-DASH packaging system, Kartina TV has unlocked additional workflow efficiencies and cost savings while ensuring a high-quality streaming video experience for subscribers on any viewing device.

"Kartina TV's vision for OTT delivery is quite disruptive, comprising virtualized media processing, HEVC encoding and MPEG-DASH packaging. Ultimately, Harmonic was chosen for this project because we delivered an infrastructure solution that supports these next-generation technologies at a low TCO," said Michael Salomon, regional sales manager, at Harmonic. "Leveraging our market-leading experience in video compression technologies, the Electra XVM solution enables Kartina TV to deliver excellent video content at the lowest possible bitrates. By offering a virtualized approach to media processing through our VOS architecture, Harmonic provides customers with business agility, scalability and significant CAPEX and OPEX savings through reduced cooling, fewer boxes, less wiring, maintenance and personnel requirements."

At ANGA COM, stand 10.1/S10, in Cologne, Harmonic will showcase a range of video delivery solutions designed to bring increased operational efficiencies and cost savings to service providers and operators. Further information about Harmonic and the company's products is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT) is the worldwide leader in video delivery infrastructure for emerging television and video services. Harmonic enables customers to produce, deliver and monetize amazing video experiences, with unequalled business agility and operational efficiency, by providing market-leading innovation, high-quality service and compelling total cost of ownership. More information is available at 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, including statements related to the anticipated capabilities and benefits of Harmonic's Electra™ XVM virtualized media processor, VOST™ virtualized media processing platform and architecture, and our PURE Compression Engine™ product. Our expectations and beliefs regarding these products may not materialize and are subject to risks and uncertainties, including the possibility that the products may not meet some or all of their anticipated capabilities or provide some or all of their anticipated benefits, such as significant cost savings, increased operational flexibility, unparalleled functional integration, unlimited scalability, workflow efficiency, bandwidth efficiency, lower power consumption, higher density, and superior video quality.

The forward-looking statements contained in this press release are also subject to other risks and uncertainties, such as those 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, 2014, 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.

EDITOR'S NOTE - Product and company names used herein are trademarks or registered trademarks of their respective owners.

CONTACTS:

Paulien Ruijsenaars
Senior Director, Corporate Marketing
Harmonic

+1.408.490.7021

paulien.ruijsenaars@harmonicinc.com

Blair King

Director, Investor Relations

Harmonic

+1.408.490.6172

blair.king@harmonicinc.com

Source: Harmonic Inc.