



Harmonic Powers WRAL-TV's ATSC 3.0 Experimental TV Station

June 29, 2016

Harmonic's Broadcast Encoders Enable the Broadcaster to Make a Seamless Transition From ATSC 1.0 to ATSC 3.0

SAN JOSE, CA -- (Marketwired) -- 06/29/16 -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced that WRAL-TV, Capitol Broadcasting Company's NBC affiliate in Raleigh-Durham, is testing the next-generation ATSC 3.0 broadcast television standard in 4K/UHD and HD with High Dynamic Range (HDR) and Wide Color Gamut (WCG) using Harmonic broadcast encoders powered by the Harmonic PURE Compression Engine™. WRAL-TV kicked off its new ATSC 3.0 TV station by airing the live noon newscast while broadcasting a 4K UHD documentary, "Take Me Out to the Bulls Game," leveraging the ATSC 3.0 standard in its current form.

"Once ATSC 3.0 is approved and commercial TV stations begin the migration process, they'll be able to deliver better pictures with 4K UHD and 1080p resolution along with HDR and WCG," said Pete Sockett, director of engineering and operations at WRAL-TV. "An important part of this testing process is ensuring the integrity of those images with the best possible fidelity for our viewers, and Harmonic's HEVC encoders have proven to fulfill that need."

Expected to be completed later this year, ATSC 3.0 is a new suite of digital television standards that leverage advanced modulation technology, IP delivery as the transport mechanism and HEVC compression to provide the most robust television service possible. Using the next-generation television system, broadcasters will be able to deliver a range of offerings including interactive services and enhanced video and audio capabilities to increase viewer satisfaction and quickly monetize content.

"As TV display size and fidelity increase, the video complexity increases. In the ATSC 3.0 environment, the use of advanced compression techniques will be critical for stations to continue delivering quality products while maximizing bandwidth efficiency and ensuring a superior television viewing experience," said Doug Triplehorn, regional vice president for North American Broadcast at Harmonic. "Our broadcast encoders make picture quality a priority objective, delivering pristine UHD for a more immersive experience with higher resolution and HDR processing for better contrast. We're proud to partner with WRAL on this trial, which will set the benchmark for ATSC 3.0 deployments in the North American broadcast market."

Further information about Harmonic and the company's products is available at www.harmonicinc.com.

About Capitol Broadcasting Company

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates [WRAL-TV](#), [WRAL Digital](#), [WRAZ-TV](#), [WRAZ Digital](#), [WRAL-FM](#), [WRAL-HD2](#), [WCMC-FM](#), [WCMC-HD1](#), [WDNC-AM](#), [WCMC-HD2](#), [WCMC-HD3](#), [WCLY-AM](#), [WCMC-HD4](#), [Microspace](#), [CBC New Media Group](#) and [Wolfpack Sports Properties](#) (a joint venture with Learfield Sports) in Raleigh, NC; [WILM-TV](#) and [Sunrise Broadcasting](#) in Wilmington, NC; [The Durham Bulls Baseball Club](#) in Durham, NC; and real estate interests including the [American Tobacco Project](#) and Diamond View office buildings in Durham, NC.

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 broadcast encoders powered by the Harmonic PURE Compression Engine™. 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 the delivery of pristine picture 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, 2015, 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.

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