



## Harmonic Delivers Ground-Breaking Compression Improvements for OTT With EyeQ(TM)

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### The Innovative Real-Time Video Compression Optimization Solution Helps Grow Profits and Improve Quality of Experience for OTT Providers

SAN JOSE, CA -- (Marketwire) -- 09/08/16 -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced EyeQ™, a real-time video compression optimization solution that delivers a superior viewing experience on internet-connected devices while reducing OTT bitrates by approximately 50 percent. An optional enhancement for the software-based Harmonic PURE Compression Engine™, EyeQ directly improves the bottom line for video content and service providers through reduced network delivery and storage costs, an increased ability to reach more consumers over congested mobile networks, and by enabling a more consistent viewing experience with enhanced video quality and less buffering.

"OTT services for both the first screen and mobile devices are becoming increasingly important. Viewers now expect a first-screen quality of experience on every device, with increased video resolution and no buffering, despite network conditions. To make matters even more challenging, accelerating consumption rates are driving up storage and delivery costs," said Bart Spriester, senior vice president, video products, at Harmonic. "Harmonic understands compression better than any other video infrastructure provider and we are excited to unleash the power of EyeQ to ensure happier viewers. And when viewers spend more time in front of the screen, there's more opportunity for content monetization. By lowering CDN and storage costs by half, EyeQ has the potential to help deliver significant CAPEX and OPEX savings, and increased profitability, for operators."

The product of a multi-year research effort and several filed patents, EyeQ delivers bandwidth savings using existing AVC-based codecs with no requirement to upgrade existing client devices. Artificial intelligence embedded in the solution leverages the mechanics of the human visual system to continuously assess video quality in real time and focus bits where and when they matter most for the viewer. Unnecessary bits can be eliminated, allowing content providers to consistently meet video quality targets at the lowest possible bandwidth. EyeQ's video compression optimization delivers consistent, superior video quality with overall bandwidth usage significantly reduced versus constant bitrate encoding schemes.

Harmonic will demonstrate EyeQ at IBC2016, Sept. 9-13, at stand 1.B20. Further information about Harmonic and the company's products is available at [www.harmonicinc.com](http://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](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, including statements related to the anticipated capabilities and benefits of Harmonic's EyeQ video compression optimization product. Our expectations and beliefs regarding these matters may not materialize and are subject to risks and uncertainties, including the possibility that the EyeQ product may not meet some or all of its anticipated capabilities or provide some or all of its anticipated benefits, such as consistently meeting product performance targets or providing the level of financial benefits and savings expected by customers.*

*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.*

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