



## Harmonic VOS(TM) 360 Cloud Service Receives Prestigious IABM Design & Innovation Award at IBC2016

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SAN JOSE, CA -- (Marketwired) -- 09/21/16 -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced that its new VOS™ 360 cloud media processing service captured the prestigious IABM Award for Design & Innovation during IBC2016 Europe's largest event for the broadcast industry. The awards recognize exciting new products, services and projects that offer significant solutions or new opportunities to the broadcast industry.

"We are honored to accept this significant industry award recognizing Harmonic for its contribution in optimizing video production and delivery," said Bart Spriester, senior vice president, video products at Harmonic. "The VOS 360 cloud media processing service is just the latest addition to our portfolio of comprehensive solutions that help customers and business partners cost-effectively deploy traditional television and next-generation multiscreen services with exceptional video quality. This award further showcases our commitment to creating innovative solutions that move our industry forward."

Presented at the IBC exhibition in Amsterdam each year, the IABM Design & Innovation Awards are some of the most comprehensive and competitive technology awards around the world, with entries assessed by a panel of 40 independent, expert judges. Harmonic's VOS 360 cloud media processing service ([www.vos360.tv](http://www.vos360.tv)) was given the IABM Award for Design & Innovation in the services category due in part to its native cloud-based approach, which is fundamentally changing video production and delivery for live and VOD content.

"Periods of major change and disruption in the industry stimulate some of the most exciting and innovative developments, with new generation solutions for a wider range of broadcast and media activities," said John Ive, IABM director of technology and strategic insight, and chair of the awards judging panel. "This award recognizes the value of Harmonic's VOS 360 to broadcasters and other service providers as they evolve their business models to keep ahead of rapidly changing media consumption habits."

By providing operators with a software-as-a-service (SaaS) solution hosted in the public cloud and maintained and monitored by Harmonic, VOS 360 allows customers and business partners to launch revenue-generating, broadcast-quality OTT services in minutes instead of months with reduced capex and Harmonic's industry-leading video quality.

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 VOS™ 360 media processing service. Our expectations and beliefs regarding this service may not materialize and are subject to risks and uncertainties, including the possibility that the service may not consistently meet performance targets or provide 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.*

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

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