



Ooredoo Pioneers First 4K/UHD Channels in the Middle East With Harmonic

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Harmonic's Electra™ VS System Supports IPTV and OTT Delivery, Ensuring Crystal-Clear Video Quality on Every Screen Using HEVC Encoding

SAN JOSE, Calif., March 15, 2017 /PRNewswire/ -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced that Ooredoo, an international telecommunications operator headquartered in Doha, Qatar, has launched the first 4K TV channels in the Middle East using a next-generation Electra™ video compression solution for all-IP environments. Ooredoo's new multiscreen channels — called FunBox UHD and C4K360 — offer a combination of 24/7 programming, including live TV, time-shift TV and video-on-demand (VOD) content.



"The FunBox UHD channel is available today for all subscribers of Ooredoo tv," said Fatima Sultan Al Kuwari, community and public relations director, Ooredoo Qatar. "This launch is part of our push to offer leading international and local content to our customers. Harmonic enables us to deliver best-in-class video quality so subscribers can enjoy more breathtaking visual content, detail, contrast dynamics and extended colors than ever before."

According to SNL Kagan, by 2020 more than 40 million consumers around the world will be watching close to 250 linear UHD channels. At the heart of Ooredoo's UHD workflow is Harmonic's Electra VS convergent video system, which supports IPTV delivery, as well as OTT live and VOD streaming, ensuring crystal-clear UHD video for viewers on every screen. The Electra VS system fully supports UHD with HDR, allowing for enhanced video quality in the future and increased monetization.

"Aside from bandwidth concerns in the Middle East, video formats are changing all the time, making the delivery of content to multiple networks a real challenge," said Ian Graham, vice president of sales, EMEA and LATAM, at Harmonic. "Our Electra VS solution resolves those challenges, supporting OTT and IPTV delivery, with HEVC encoding for both live and file-based content. UHD is the future, and we are helping Ooredoo pave the way toward delivering higher resolution video to any screen in Qatar."

Harmonic will showcase a comprehensive range of solutions that bring increased operational efficiencies and enhanced video quality to broadcast and OTT production and delivery at Harmonic's stand #A2-30 during CABSAT 2017 in Dubai, March 21-23. 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 VS product. Our expectations and beliefs regarding these matters may not materialize and are subject to risks and uncertainties, including the possibility that the Electra VS product does not meet some or all of its anticipated capabilities or provide some or all of its anticipated benefits, such as ensuring crystal-clear video quality on every screen or enabling increased monetization.

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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/ooredoo-pioneers-first-4kuhd-channels-in-the-middle-east-with-harmonic-300423845.html>

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