



## Harmonic Enables Magyar Telekom to Maximize Bandwidth Savings and Add New HD Channels to IPTV Service

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SAN JOSE, Calif., June 13, 2018 /PRNewswire/ -- Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, today announced that Magyar Telekom, a leading telecommunications operator in Hungary, has successfully deployed Harmonic's EyeQ™ content-aware encoding solution for its IPTV service. With the EyeQ solution, the operator is able to deliver additional HD channels and realize a 30 percent bandwidth saving on the aggregated constant bit rate (CBR) core network, without investing in additional network infrastructure. Harmonic's reseller Yazoo ensured a smooth deployment at every stage of the project.



"When looking for a bandwidth optimization solution for our DOCSIS and ADSL IPTV platforms, the key requirements were high video quality, outstanding reliability and standards compliancy," said Ferenc Szűcs, TV network senior advisor at Magyar Telekom. "Harmonic's EyeQ solution not only meets all our requirements today but is also an investment into the future since it can be extended to other delivery platforms and cost-effectively deployed anywhere aggregated video bandwidth is limited by network capacity."

The EyeQ encoded stream is fully H.264 compliant, so there are no changes to today's ecosystem, whether it's based on SaaS, appliances, virtual machines or native-cloud infrastructure. By reducing the bit rate required for high-quality video delivery, the EyeQ solution delivers substantial opex and capex savings to the operator. Magyar Telekom also employed advanced statistical multiplexing technology from Harmonic, which aggregates the variable bit rate (VBR) encoded channels into a CBR core network to optimize its bandwidth.

"HD video is in high demand, and with the Harmonic EyeQ solution, Magyar Telekom is able to satisfy the consumer requirement for a high-quality viewing experience in a capex-friendly way," said Ian Graham, senior vice president of sales, EMEA and LATAM, at Harmonic. "The operator's ability to deliver more HD services significantly improves their position within the marketplace, maximizing revenue."

Harmonic will showcase its latest innovations in bandwidth optimization at ANGA COM, June 12-14, in Cologne, Germany, at booth 7/G20. Further information about Harmonic and the company's solutions is available at [www.harmonicinc.com](http://www.harmonicinc.com).

### About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally. The company has also revolutionized cable access networking via the industry's first virtualized CCAP solution, enabling cable operators to more flexibly deploy gigabit internet service to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and software-as-a-service (SaaS) technologies, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and VOD content on every screen. 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. Statements concerning Harmonic's business and the anticipated capabilities, advantages, reliability, efficiency, market acceptance, market growth, specifications and benefits of Harmonic products, services and technology are forward-looking statements. These statements are based on our current expectations and beliefs and are subject to risks and uncertainties, including the risks and uncertainties 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, 2017, 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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### About Magyar Telekom

Magyar Telekom is Hungary's largest telecommunication operator, providing the full range of telecommunication and infocommunication (ICT) services, including fixed line, mobile phone, data transmission and non-voice as well as IT and system integration services. Magyar Telekom has majority shareholding in Makedonski Telekom, Macedonia's largest telecommunication operator. Magyar Telekom's majority owner (59.21 %) is Deutsche Telekom Europe B.V., fully owned by Deutsche Telekom AG. For further information visit [www.telekom.hu](http://www.telekom.hu).

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