



## Harmonic Unleashes Innovative New SaaS Features for Video Streaming and Broadcast Delivery

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SAN JOSE, Calif., Sept. 13, 2018 /PRNewswire/ -- At IBC2018, Harmonic (NASDAQ: HLIT) announced the launch of dynamic ad insertion (DAI) capabilities and will provide a sneak peek of disruptive disaster recovery scenarios enabled by its VOS®360 Video software-as-a-service (SaaS) as part of the company's continued commitment to SaaS innovation. With these advanced capabilities available in the cloud, VOS360 Video SaaS opens up new cost savings and monetization opportunities for content owners and video service providers.



"VOS360 Video SaaS is gaining tremendous momentum globally with new deployments for live and on-demand OTT channels," said Tim Warren, senior vice president and chief technology officer, video business at Harmonic. "Beyond managing their end-to-end OTT workflow on the cloud, broadcasters, content owners and service providers can support an expanded range of business cases using SaaS, including dynamic ad insertion and disaster recovery. These new capabilities will help our customers get the most out of VOS360 Video SaaS to increase efficiencies and reduce capex."

VOS360 Video SaaS now enables operators to deliver advanced targeted advertisements and replace content during blackouts, increasing monetization for OTT content and improving the end-user experience. Content is replaced during blackouts based on end-user location and device, leveraging SCTE-224. This new Harmonic technology has already been successfully deployed by a major broadcaster in the U.S. for the insertion of unique station data for OTT rights management, blackouts and local ad insertion.

In addition, Harmonic will preview how broadcasters, content owners and service providers can support disaster recovery scenarios with VOS360 Video SaaS by leveraging the public cloud. The SaaS approach is ideal for disaster recovery, because it combines the benefits of a resilient, elastic and secure cloud solution with a cost-effective, usage-based pricing model.

Harmonic is showcasing its latest innovations in OTT and next-gen TV delivery at IBC2018, Sept. 14-18 in Amsterdam at stand 1.B20. 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 cable access 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 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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**Photo Caption:** Harmonic VOS®360 Media Processing SaaS

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Sarah Kavanagh, Sr. Public Relations Manager for Harmonic, +1.408.490.6607, [sarah.kavanagh@harmonicinc.com](mailto:sarah.kavanagh@harmonicinc.com); or Nicole Noutsios, NMN Advisors Investor Relations for Harmonic, +1.510.315.1003, [nicole@nmnadvisors.com](mailto:nicole@nmnadvisors.com)