



## Harmonic Brings Real-World OTT and Broadcast Success to IBC2019

August 22, 2019

### Innovations in Cloud and Software Lead Transformation to Simpler, More Scalable and Flexible Video Workflows

SAN JOSE, Calif., Aug. 22, 2019 /PRNewswire/ -- At IBC2019, Harmonic (NASDAQ: HLIT) will demonstrate real-world deployments of its unified OTT and broadcast delivery solutions. A variety of deployment strategies will be showcased, including cloud, on-premises and hybrid environments, to demonstrate how service providers, broadcasters and content owners originate and distribute video channels smarter, faster and simpler. Harmonic's unique approach to video delivery includes cloud-based SaaS solutions that dramatically speed up the launch of new services, including live OTT channels, increase business agility and enhance video experiences.



"At IBC2019, we're drawing from our extensive deployment experience and showcasing concrete solutions deployed in the field by leading service providers, broadcasters and content owners," said Tim Warren, senior vice president and chief technology officer at Harmonic. "The video market is highly dynamic, and consumer demand for live OTT services is growing. Harmonic's expansive solutions portfolio and enhancements in cloud, targeted advertisement and 8K technologies, with a SaaS business approach are designed with a sharp eye to help our customers stay one step ahead of the video evolution."

#### Unified OTT and Broadcast Delivery

Unified delivery workflows running in the cloud and on premises will be demonstrated, which offer service providers a low-latency OTT solution for multiprotocol environments to provide the same delay between broadcast and OTT feeds – key for delivering live sports. In addition, Harmonic will showcase a range of unique workflows for VOS<sup>®</sup>360 SaaS to launch skinny bundles, create new pop-up channels, deploy disaster recovery and stream live sports in UHD.

#### Maximize Efficiency & Flexibility with Virtualized, Software and Cloud Payout Solutions

At IBC2019, Harmonic will demonstrate real-world deployments of hybrid SDI/IP, UHD and HDR playout and on-premises/cloud-based channel origination for OTT and broadcast workflows powered by its virtualized Spectrum<sup>™</sup> X media servers and VOS360 SaaS. By supporting the SMPTE ST 2110 suite of standards and AMWA IS-04 and IS-05 specifications, Harmonic enables video content and service providers to make a smooth transition to all-IP workflows.

#### Simplify Live Content Distribution with CDN-Enabled Primary Distribution SaaS

Harmonic's CDN-enabled Primary Distribution solution, a powerful workflow supported by the company's VOS360 SaaS, will also be highlighted. With the Primary Distribution SaaS solution, programmers can deliver linear channels to distributors, whether they are traditional pay-TV operators, virtual MVPDs or local broadcasters, anywhere in the world via CDN.

#### Increase Monetization with Video SaaS for OTT and Broadcast Services

Harmonic will also showcase the powerful dynamic ad insertion (DAI) capabilities in Harmonic's video SaaS solutions. With the company's video SaaS solutions, operators can deliver advanced targeted advertisements and optimize ad campaigns to deliver personalized advertisements to viewers in real time. Harmonic's solutions provide operators and advertisers a unified approach to reach audiences over hybrid broadcast and broadband delivery networks.

#### Future Zone Brings 8K, AI Technologies to the Forefront

The company will demonstrate high-quality 8K video delivery on 8K connected TVs and legacy mobile devices with EyeQ content-aware encoding (CAE), which reduces the required bandwidth by up to 50% while improving quality of experience. AI-based video compression will also be demonstrated, showing how it can reduce bit rates for broadcast and IPTV delivery, improve QoE for OTT and increase density for all applications.

#### Thought Leadership on AI Video Compression, 8K and 5G at the Future Zone Theatre

Thierry Fautier, vice president of video strategy at Harmonic, will outline the opportunities that 5G networks promise and the challenges ahead for 8K in his "Taking a Look at 8K and 5G Technologies" presentation on Sept. 14 at 1:50 p.m. in the Future Zone Theatre (Hall 8, Stand F40).

Also in the Future Zone Theatre, Stephane Cloirec, senior director, video appliances at Harmonic, will speak on how "AI-Driven Video Compression Brings New Revenue Opportunities and Cost Savings for Service Providers" on Sept. 16 at 4:10 p.m.

Harmonic is showcasing its innovative solutions for OTT and next-gen TV delivery, along with real-world deployment examples, at IBC2019, Sept.

13-17, 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).

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