



Medianet Optimizes Video Streaming Service Delivery with Harmonic

November 18, 2020

AI-Powered EyeQ™ Technology Delivers Outstanding Video Quality and Reduced Bandwidth Expense

SAN JOSE, Calif., Nov. 18, 2020 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that Medianet, the largest independent pay TV and cable television provider in the Maldives, is using Harmonic's EyeQ™ content-aware encoding (CAE) to optimize video streaming and television service delivery. Powered by the latest developments in AI, EyeQ CAE significantly reduces Medianet's CDN costs while enabling the operator to deliver consistent, high-quality video experiences to subscribers on all screens.



"In the Maldives, bandwidth is expensive. We needed a solution that would immediately and effectively reduce our content delivery costs," said Ahmed Shafeeu, CEO at Medianet. "With Harmonic's EyeQ technology, we've been able to save a dramatic percentage of our CDN usage while maintaining an outstanding quality of experience for our viewers."

Harmonic's EyeQ CAE reduces streaming congestion by cutting bandwidth requirements up to 50% compared to traditional encoding methods, allowing Medianet to optimize video quality over any delivery network. EyeQ technology is 100% standards-compliant with all formats, codecs, encoding schemes and resolutions, future-proofing Medianet's video delivery workflow. Medianet has been a longtime user of Harmonic HEVC encoding for its cable and satellite delivery.

"A common challenge for operators is sacrificing quality for bandwidth efficiency," said Tony Berthaud, vice president of sales and video services, APAC, at Harmonic. "Bandwidth use and quality are no longer a tradeoff. EyeQ technology creates variable bit rate profiles so that Medianet can provide constant video quality, improving viewers' quality of experience on every screen. We're pushing the boundaries of innovation with EyeQ content-aware encoding, enabling unrivaled video quality and cost savings."

Further information about Harmonic and the company's solutions is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in virtualized cable access and video delivery solutions, enables media companies and service providers to deliver ultra-high-quality video streaming and broadcast services to consumers globally. The company 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 software platforms, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and on-demand content on every screen. 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. 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, 2019, 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.

Harmonic, the Harmonic logo and other Harmonic marks are owned by Harmonic Inc. or its affiliates. All other trademarks referenced herein are the property of their respective owners.

CONTACTS:

Sarah Kavanagh	David Hanover, KCSA Strategic Communications
Public Relations	Investor Relations
+1 408.490.6607	+1 212.896.1220
sarah.kavanagh@harmonicinc.com	investor@harmonicinc.com

View original content to download multimedia: <http://www.prnewswire.com/news-releases/medianet-optimizes-video-streaming-service-delivery-with-harmonic-301175410.html>

