



Movies Expands On-Demand Platform with Harmonic's VOS Cloud Streaming SaaS

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SAN JOSE, Calif., April 14, 2021 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that Movies, a LATAM-based on-demand media platform, with a unique revenue model for creators of feature films, documentaries, TV series, theatrical performances, concerts and other original content, is optimizing its workflow with Harmonic's VOS[®]360 cloud streaming offering. Based on a pay-as-you-grow business model, Harmonic's VOS360 SaaS is helping Movies expand its offering, which uniquely allows consumers to purchase on-demand content directly from filmmakers, musicians and storytellers. The VOS360 SaaS provides Movies with an easy-to-use, end-to-end solution for media processing and delivery, optimizing bandwidth usage and enabling an exceptional viewing experience for viewers.



"As a recent entrant to the streaming market, Movies is growing rapidly as more creators and users come onboard every day," said Alejo Arango, CEO at Movies. "Harmonic's VOS360 SaaS gives us the ability to scale based on our growing viewership, without requiring investments in infrastructure. Thanks to Harmonic, we have a streamlined solution from source to screen, and we can confidently keep adding new content and gaining much needed visibility for content creators."

Harmonic's VOS360 SaaS supports the entire streaming workflow from ingest to delivery, allowing simpler on-demand streaming with easy control through a rich API. Movies has improved the streaming quality and lowered overall streaming costs with Harmonic's EyeQ[™] AI-based encoding technology on the VOS360 platform. EyeQ encoding reduces Movies' storage and CDN requirements by up to 50% compared with traditional encoding methods. Harmonic's worldwide team of DevOps experts provides 24/7 monitoring and assistance to ensure the highest service availability for Movies at all times.

"Movies required a fast time-to-market, and that's an area where the VOS360 platform really shines. With its flexible cloud-based architecture, the VOS360 platform was up and running in weeks," said Alvaro Martin, vice president, sales and services, Latin America, at Harmonic. "With the VOS360 solution powering their streaming workflow, Movies can deliver content from independent content creators and Hollywood filmmakers via a single, end-to-end platform, reducing their operating costs and decreasing complexity."

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, 2020, 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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