



ViewLift Streams Motorsport Event at Scale with Harmonic

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Harmonic's VOS360 Media SaaS Offers Unparalleled Scalability, Low Latency, and Targeted Ad Delivery for Video Streaming

SAN JOSE, Calif., Sept. 12, 2023 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that digital content distribution platform ViewLift is now using Harmonic's VOS[®]360 Media SaaS as its streaming video pipeline. Harmonic's VOS360 SaaS offers unparalleled agility, resiliency, security and scalability, ensuring an outstanding viewing experience during premium sports events. ViewLift recently utilized VOS360 SaaS to stream the MotoAmerica Superbikes event, held in Austin, Texas, from Sept. 8-10, with exceptional video quality.



"We are continually evolving our state-of-the-art digital distribution platform to provide our customers — which include media companies, sports leagues, teams, clubs and broadcasters — with new features and the best streaming user experience," said Manik Bambha, co-founder and president of ViewLift. "The combination of our high-performance platform with the scale and superior video quality enabled by Harmonic's VOS360 Media SaaS allows ViewLift and Harmonic to take this joint solution to all sports streamers that need best-in-class streaming technology."

Harmonic's VOS360 Media SaaS platform simplifies all stages of media processing and delivery for live sports streaming. Running on the public cloud, the end-to-end video platform provides ViewLift with full control over the streaming workflow, enabling greater operational efficiency. Featuring geo-redundancy features, the SaaS platform allows sports events to be delivered reliably and at scale, with targeted ads, low latency and pristine video quality.

"Leading sports streamers like ViewLift require a platform with the highest quality, a complete feature set, broadcast reliability, scalability, and innovative capabilities such as targeted ad delivery at scale," said Gil Rudge, senior vice president, video products and solutions at Harmonic. "This partnership underscores that Harmonic has the best solution for live sports streaming. With VOS360 Media SaaS, ViewLift can deliver premium sports events with addressable ads to millions of concurrent viewers, boosting audience engagement and monetization."

Harmonic will showcase the latest updates to its VOS360 Media SaaS at IBC2023. To schedule a meeting with Harmonic in stand 1.B20, visit <https://info.harmonicinc.com/ibc>. 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 broadband 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 broadband networking via the industry's first virtualized broadband 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, 2022, 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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