



44p Selects Harmonic for Efficient UHD Playout, Media Processing and Distribution

June 26, 2024

SAN JOSE, Calif., June 26, 2024 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that 44p, a Germany-based media production company, is elevating its UHD playout, media processing and distribution with Harmonic's XOS Advanced Media Processor. Leveraging the XOS media processor's unique cloud-native software foundation, complete playout feature set and next-gen media processing, 44p can efficiently deliver UHD broadcasts.



"We provide top-tier media production services, from live sports to entertainment, and needed a reliable and efficient media processing solution," said Mido Fayad, chief technology officer at 44p. "As a unified and fully redundant end-to-end software solution, Harmonic's XOS media processor handles every aspect of our media processing chain."

German broadcast system integrator netorium facilitated a smooth deployment. "44p sought a media processing solution to future-proof and optimize its broadcast workflow," said Frank Herrmann, CEO at netorium. "Leveraging our partnership with Harmonic, we crafted a customized solution that precisely matched their requirements."

Harmonic's software-based XOS Advanced Media Processor supports 44p's playout, encoding and SRT distribution requirements. The software appliance enhances broadcast delivery through AI-powered video compression and quality optimization for HD and UHD channels; audio loudness management; simplified cue tone processing and flexible support of IP transport architectures. Additionally, the XOS media processor provides 44p with a complete playout-to-delivery feature set, encompassing advanced branding with HTML-5 graphics and effects.

"Adopting our XOS Advanced Media Processor unlocks new levels of efficiency and improves video quality for 44p," said Stéphane Cloirec, vice president, video appliances and software product management at Harmonic. "By combining advanced playout, cutting-edge AI video compression and one-to-many distribution in a single media processing solution, 44p can deliver unrivaled UHD quality with unmatched cost efficiency."

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 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 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, 2023, 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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