



Persidera Transforms Terrestrial Video Delivery Workflows with Harmonic

August 21, 2024

Harmonic's Software-Based XOS Media Processor Simplifies the Migration to IP While Ensuring Unrivaled Video Quality

SAN JOSE, Calif., Aug. 21, 2024 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that Persidera, a leading Italian media service provider, has deployed the company's XOS Advanced Media Processor to enhance video delivery for its customers. Featuring AI-powered video compression and quality optimization technology, Harmonic's XOS media processor enables Persidera to reliably deliver crystal-clear video quality at the lowest possible bitrates.



"When designing our next-gen video delivery infrastructure, it was important for us to collaborate with a technology provider that offers flexible, future-proof solutions. We specifically sought a partner that supports IP-based DVB solutions with SFN and T2 adaptation," said Guido Fermetti, COO at Persidera. "Harmonic's XOS media processor supports SDI and full IP, simplifying our workflows and boosting operational efficiency. Through Harmonic's unparalleled local support, we can help our customers deliver an outstanding quality of experience."

Persidera is using the XOS Advanced Media Processor to streamline video delivery from its new broadcast center, which features a hybrid SDI and baseband-over-IP infrastructure. The XOS media processor enhances video experiences through AI-powered video compression and quality optimization. In addition, XOS simplifies the deployment of value-added technologies such as HDR. Offering flexible support for SDI, compressed and uncompressed IP transport architectures, XOS is the perfect solution for any infrastructure migration.

"Collaborating with Harmonic positions Persidera as a major stakeholder in the European market and a champion for innovation, which is underscored by their cutting-edge terrestrial video delivery system and baseband-over-IP architecture," said Stephane Cloirec, vice president, video appliance and software product management at Harmonic. "Harmonic offers the most bandwidth-efficient media processing solutions on the market, helping broadcasters and video service providers like Persidera significantly improve viewer satisfaction and reduce costs."

Harmonic will showcase its latest innovations at IBC2024, Sept. 13-16 in Amsterdam. To schedule a meeting with Harmonic at stand 1.B20, visit www.harmonicinc.com/video-streaming/events/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 operators to more flexibly deploy gigabit internet services 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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