



## Harmonic Leads AI and Cloud Innovation with Enhancements to VOS360 SaaS Solutions

March 25, 2025

SAN JOSE, Calif., March 25, 2025 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that the company's market-leading VOS<sup>®</sup>360 SaaS solutions have been further enhanced with new AI advancements to elevate viewer engagement and drive monetization. In addition, as part of the Akamai Qualified Compute Partner Program, Harmonic's VOS360 solutions leverage Akamai's compute infrastructure, CDN and security capabilities to enhance cost efficiency and scalability. These powerful innovations to the Harmonic VOS360 SaaS solutions will be showcased at the 2025 NAB Show.



### Leading Industry Transformation with the Power of AI

Harmonic is amping up its award-winning VOS360 solutions with cutting-edge AI innovations that leverage both in-house advancements and strategic partnerships.

- Broadcasters and service providers can now unlock new monetization opportunities with Harmonic's AI-enhanced VOS360 Ad SaaS solution. Leveraging AI, the solution automatically detects ad breaks and inserts SCTE-35 markers in live content, empowering service providers to monetize source content without ad markers. The solution better monetizes high- and low-action moments in a game by automatically triggering in-stream advertising.
- Transforming live sports streaming experiences, the VOS360 solutions now offer a range of new features, including automated subtitles powered by speech-to-text AI, AI-driven sports clipping for real-time highlight creation, and automated translation with voice cloning or over-dubbing in any language. These innovations enhance fan engagement and deliver a more immersive viewing experience.

"AI has undoubtedly emerged as one of the key transformational forces shaping the future of the video industry — from delivering state-of-the-art viewer experiences to unlocking new ad revenues. Streaming providers and broadcasters need to embrace AI to stay ahead in an evolving industry landscape," said Orit Kahana, vice president, SaaS product management at Harmonic. "The latest AI enhancements to our VOS360 solutions offer a host of benefits and are fully orchestrated within a single, tested and qualified solution, making it easier, faster and more cost-efficient for our customers to embrace innovation."

### Unleashing the Benefits of the Cloud

Harmonic's VOS360 Media SaaS and VOS360 Ad SaaS are qualified on Akamai Connected Cloud. At the NAB Show, Harmonic will showcase highly efficient and cost-effective cloud nPVR capabilities that enable customers to leverage Akamai storage for large-scale archival content. These bold new capabilities are part of Harmonic's hybrid approach to streaming that integrates VOS360 in the cloud for long-term nPVR content and VOS Media Software on-premises for fresh content, ultimately reducing total cost of ownership for service providers.

Additionally, this collaboration brings a cost-effective cloud-based primary distribution solution to broadcasters by utilizing Akamai's massively distributed edge and CDN delivery to enhance scalability, resiliency and efficiency.

Harmonic will demonstrate the latest advancements to the VOS360 solutions at the 2025 NAB Show, April 6-9 in booth W2821. To schedule a meeting with Harmonic, visit [www.harmonicinc.com/video-streaming/events/nab](http://www.harmonicinc.com/video-streaming/events/nab). More information about Harmonic and the company's solutions is available at [www.harmonicinc.com](http://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](http://www.harmonicinc.com).

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*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, 2024, 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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**Photo Caption:** Harmonic VOS<sup>®</sup>360 Media SaaS

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**Photo Caption:** Harmonic VOS<sup>®</sup>360 Ad SaaS logo

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