



Harmonic's Rhozet Video Transcoding Technology Facilitates Creation of Trackable Content for Arbitron

April 20, 2009

- Rhozet Carbon Coder to Play Important Role in Arbitron's Media Research Services -

LAS VEGAS--(BUSINESS WIRE)--Apr. 20, 2009-- Harmonic Inc. (NASDAQ:HLIT) today announced that its Rhozet™ Carbon Coder universal transcoding technology has been selected by Arbitron for use in its media research services. The integration of Rhozet Carbon Coder with Arbitron audience measurement technology will provide media companies with a seamless method to watermark content during the transcode process so that it can be measured and included in Arbitron's media research services.

"Our goal is to offer our customers new measurement solutions using our Portable People Meter technology," said Taymoor Arshi, Chief Technology Officer at Arbitron. "Our integration with Rhozet Carbon Coder helps by providing customers with the ability to prepare their content within their current workflows for inclusion in our media research services."

The Carbon Coder software will be used in production pipelines to embed an inaudible code into the audio portion of entertainment and advertising content. This code can be detected by the Arbitron Portable People Meter™ (PPM). The PPM™ system uses a passive audience measurement device—about the size of a small cell phone—that can track consumer exposure to encoded media and entertainment, including broadcast, cable and satellite television; terrestrial, satellite and online radio, as well as many types of place-based audio media. Carried throughout the day by randomly selected survey participants, the PPM device can track when, where, and how they are exposed to encoded media and entertainment.

"A critical aspect of media is understanding when and how viewers are seeing or hearing it," said David Trescot, Vice President of the Rhozet Business Unit at Harmonic Inc. "Arbitron is a leader in providing such market information, and we are pleased to be working with them on an integrated solution to facilitate the creation of trackable content."

Rhozet Carbon Coder is a universal transcoding solution used by leading media companies including Ascent Media Group, British Sky Broadcasting (BskyB), Lifetime Networks and MTV. It facilitates the creation of multi-format video for Internet, mobile and broadcast applications. As part of the transcode process, Carbon Coder handles an array of critical operations including SD/HD and PAL/NTSC conversion, logo insertion, color space conversion, color correction and Closed Captioning extraction. Multiple Carbon Coder nodes can be configured as a rendering farm to accelerate the workflow and provide automated processing for high-volume transcoding.

The latest version of Carbon Coder will be demonstrated at NAB2009 in Las Vegas, April 20-23, in the Rhozet booth #SL9728 and at the main Harmonic booth #SU7209.

About Arbitron

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media – radio, television, cable, and out-of-home – as well as advertisers and advertising agencies. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter, a new technology for media and marketing research.

Arbitron's headquarters and its world-renowned research and engineering organizations are located in Columbia, Maryland USA.

About Harmonic Inc.

Harmonic Inc. is a leading provider of versatile and high performance video solutions that enable service providers to efficiently deliver the next generation of broadcast and on-demand services including high definition, video-on-demand, network personal video recording and time-shifted TV. Cable, satellite, broadcast and telecom service providers can increase revenues and lower operational expenditures by using Harmonic's digital video, broadband optical access and software solutions to offer consumers the compelling and personalized viewing experience that is driving the business models of the future.

Rhozet, a business unit of Harmonic Inc., is dedicated to providing accelerated high-quality media transcoding solutions. The Rhozet solutions are offered in both off-the-shelf and customized software configurations for the production and content delivery markets. For more information about Rhozet technology please visit www.rhozet.com.

Harmonic (NASDAQ: HLIT) is headquartered in Sunnyvale, California with R&D, sales and system integration centers worldwide. The Company's customers, including many of the world's largest communications providers, deliver services in virtually every country. Visit www.harmonicinc.com for more information.

This press release may contain forward-looking statements within the meaning of Section 27(A) of the Securities Act of 1933 and Section 21(E) of the Securities Exchange Act of 1934, including statements related to: providing media companies with a seamless method to watermark content, and using Carbon Coder software in production pipelines.

Our expectations and beliefs regarding the capabilities of Harmonic's Rhozet transcoding technology and the anticipated benefits for Arbitron may not materialize, and actual results could differ materially from those projected. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in Harmonic's filings with the Securities and Exchange Commission including its recent Reports filed on Form 10-K and Form 10-Q. Harmonic does not undertake to update any forward-looking statements.

EDITOR'S NOTE – Product and company names used herein are trademarks or registered trademarks of their respective owners.

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