



Harmonic's Rhozet Transcoding Solution to Integrate Audible Magic's Fingerprint Creation Tools

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Supports Copyright Ownership, Simplifies Monetization of Online Video

SUNNYVALE, Calif.--(BUSINESS WIRE)--Jul. 15, 2009-- Harmonic Inc. (NASDAQ:HLIT) and Audible Magic have teamed up to integrate Audible Magic's audio and video fingerprint creation tools with Harmonic's Rhozet™ Carbon Coder™ universal media transcoding solution. This solution will simplify the process for copyright owners to register, at no cost, their audiovisual content with Audible Magic. Once registered, copyright owners can quickly and easily begin protecting, tracking and monetizing their online content.

In addition to protecting the rights of content owners, Audible Magic's patented fingerprint technology delivers multiple benefits enabling content owners to realize profits based on usage. Digital Service Providers that license online content can take advantage of Audible Magic's solutions to increase advertising revenues and click-to-buy opportunities, thereby increasing royalties back to content owners.

"Video content owners have told us that they need a quick and efficient method for generating and registering fingerprints of their content," said Vance Ikezoye, Co-founder and CEO of Audible Magic. "By integrating our fingerprint technology with Rhozet Carbon Coder, which has established a well-earned reputation for performance, we are able to provide a rapid and easy solution to meet their needs."

"Content owners are entitled to protect their copyrighted material and to realize profits from the use of that material," said David Trescot, Vice President of the Rhozet Business Unit at Harmonic Inc. "By registering their content with Audible Magic, one of the leaders in content ID, Carbon Coder customers can better combat on-line piracy and move forward in a positive manner to enable revenue-generating, legal use of their content."

Rhozet Carbon Coder is a universal transcoding solution that 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.

About Audible Magic® Corporation

Audible Magic Corporation is the leading provider of content management, monetization and anti-piracy services. Its patented content identification technologies and extensive reference database of audio and audiovisual content enable the company to monitor, track, manage, filter and monetize digital content.

The company's core content-identification technology accurately identifies media content based on the perceptual characteristics of the content itself. Built on a patented electronic fingerprinting process, the technology is robust, efficient, and massively scalable handling billions of queries.

Recognized throughout the music and video industry as the de facto leader in identification services, Audible Magic is headquartered in Los Gatos, California. It has over 150 customers worldwide that span the media and entertainment industries, ISPs, online web properties, and governmental and educational institutions markets. For more information, go to www.audiblemagic.com.

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: simplifying the process for content owners to register their audiovisual content, protecting, tracking and monetizing online content, increasing advertising revenues and royalties, and enabling revenue-generating, legal use of content.

Our expectations and beliefs regarding the capabilities of Harmonic's Rhozet transcoding solution and the anticipated benefits for Audible Magic and content owners 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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