



Multimedia Polska Launches Video-on-Demand Service Powered by Harmonic's Video Server and Software Suite

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Harmonic's Armada(R) Intelligent Asset Management and StreamLiner(R) VOD Servers Deployed in First Commercially Available Cable VOD Service in Poland

SUNNYVALE, Calif., Mar 03, 2008 (BUSINESS WIRE) -- Harmonic Inc. (NASDAQ:HLIT) today announced that Multimedia Polska S.A., a leading cable and IPTV service provider in Poland with more than 600,000 subscribers, has deployed Harmonic's on-demand solutions for its new video-on-demand (VOD) service launched in September 2007. Multimedia Polska is the first cable operator in Poland to roll out VOD, and the service, initially available in six cities, will be available to their entire digital cable subscriber base by the end of the year. Multimedia Polska is also an existing customer of Harmonic's optical transmission solutions.

The solution implemented by Multimedia Polska includes Harmonic's StreamLiner(R) video servers and Armada(R) intelligent asset manager for dynamic adaptive distribution of assets based on popularity and available resources. The VOD network is a distributed system with nearly 20 regional sites across the country linked using IP-based connectivity. The ability to create a VOD system in a combined cable and IPTV environment, working within a diverse partner ecosystem, was an important factor in the selection of the Harmonic on-demand solution.

"Harmonic was uniquely able to support the needs of our hybrid network architecture simultaneously servicing cable subscribers via the HFC network and IPTV subscribers via the DSL network," said Bartlomiej Kasinski, VOD Project Manager for Multimedia Polska. "The StreamLiner servers are scalable and easy to manage, and we are impressed with the ability of the Armada software to dynamically manage the movement of content based upon regional popularity over our wide area network."

The addition of the VOD service strengthens Multimedia Polska's service offering, increases revenue potential and can positively impact customer satisfaction. Moving forward, Multimedia Polska intends to provide a greater variety of value-added services to its subscribers, including high definition (HD) VOD, time-shifted television and other interactive services.

"Harmonic's on-demand solutions are ideal for a wide variety of applications in multi-delivery environments such as Multimedia Polska's, from traditional VOD to catch-up and look-back TV, as well as network PVR," said Shahar Bar, Director of On-Demand Solutions for Harmonic Inc. "Our dynamic content distribution technology enables MMP to expand its services with more assets, users and services while optimizing network utilization. We are proud to be working with MMP to support and enhance their innovative service offering."

Harmonic's comprehensive on-demand video delivery platform encompasses the MediaPrism(TM) software suite for real-time and offline content preparation and ingest, Armada's intelligent asset distribution and the StreamLiner video servers. For cable VOD networks, Harmonic offers market-leading edge processing with the Narrowcast Services Gateway(TM) (NSG) family of edgeQAMs and a range of HFC broadband transport solutions.

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.

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 contains 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: Multimedia Polska's (MMP) VOD service being available to their entire subscriber base by the end of the year; the VOD service positively impacting customer satisfaction; MMP's intention to provide a greater variety of value-added services to its subscribers, and Harmonic's content distribution technology enabling MMP to expand its services.

Our expectations and beliefs regarding our on-demand solutions and their anticipated benefits for MMP 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.

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