



Harmonic Wins Two IPTV World Series Awards

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Honored for Innovation in Interactive TV/Advanced Advertising and Cable IPTV

LONDON, Mar 14, 2008 (BUSINESS WIRE) -- Harmonic Inc. (NASDAQ:HLIT) today announced that it has been honored as the only winner of two IPTV World Series Awards at the IPTV World Forum in London this week. Harmonic's integrated digital ad insertion solution was voted "Best Interactive TV/Advanced Advertising Technology". In addition, the Direct-to-Edge solution for cable operators featuring Harmonic's innovative Narrowcast Services Gateway(TM) (NSG) 9000 universal edgeQAM was named "Best Cable IPTV Technology." Judged by a panel of independent experts with experience in the IPTV sector, the IPTV World Series Awards recognize outstanding achievement in development of ground-breaking IP-based technologies.

"At Harmonic, we are committed to innovation and pioneering new technologies that enable our service provider customers to enhance their video offerings and generate new revenues," said David Price, Vice President of Business Development and Marketing Communications for Harmonic Inc. "Our work in developing a comprehensive targeted ad insertion solution for telcos makes it possible for operators and content owners to redefine the advertising model by leveraging the capabilities of the addressable IP architecture. In addition, our NSG 9000 and the Direct-to-Edge solution have been honored with three prominent industry awards, acknowledging our leadership in next generation cable architectures."

Harmonic's integrated, efficient and powerful solution for digital ad insertion gives operators great flexibility in a cost-effective ad insertion platform optimized for IP networks. The MediaPrism(TM) suite of content preparation tools is used to prepare ads in the appropriate format and bit-rate, while providing unmatched overlay capabilities. The ProStream(TM) 2000 MPEG-4 AVC (H.264) splicer provides operators with a dense solution for seamlessly splicing dozens of SD and HD channels, while the high performance StreamLiner(R) ad server offers outstanding storage capacity and flexibility.

In a VOD environment, ads are inserted into the narrowcast stream using playlists at the server, further increasing efficiency and lowering costs for the operator. Ads can also be targeted to the user through personalized playlists in the unicast stream. The ad insertion platform is managed as part of the overall video infrastructure using Harmonic's NMX Digital Service Manager(TM).

Harmonic's Direct-to-Edge cable IPTV solution enables cable operators to leverage their existing DOCSIS and digital video infrastructure investments to deliver high quality and low bit-rate broadcast TV, video-on-demand, local programming and Internet video to multiple screens, including traditional TV and the PC. The cable IPTV solution incorporates Harmonic's DiviCom(R) Electra(R) encoders and Mentor(TM) re-encoding; the on-demand platform including Armada(R) intelligent asset manager and the StreamLiner video servers; the MediaPrism content preparation software suite; and the NSG 9000 universal edgeQAM.

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.

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