



## Harmonic's Rhozet(TM) Transcoding and Flow Works' Digital Asset Management System Deployed at MTV Germany

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### -- Integrated Solution From Flow Works and Harmonic Improves Workflow at MTV Germany and Enables Multi-Channel Distribution and Shared Access to Content --

AMSTERDAM, Netherlands, Sep 12, 2008 (BUSINESS WIRE) -- Harmonic Inc. (NASDAQ:HLIT) today announced that its Rhozet(TM) media transcoding technology has been selected by Flow Works for integration with its Flow Center digital asset management and distribution system. The Flow Works Flow Center and Rhozet Carbon Coder(TM) solution is deployed at MTV Germany to provide digital archiving, integrated workflow management and multi-channel distribution to its internal production staff, as well as third-party partners.

At MTV Germany, Carbon Coder is used directly within the Flow Center workflow to deliver hundreds of hours of video-on-demand and download-to-own content. This integrated solution accelerates the workflow for the MTV Germany production team with improvements such as fully automated upload, easy access to complete archive library, online-editing, as well as transcoding and distribution for TV, web and mobile channels. The Flow Center/Carbon Coder solution also provides shared access to over 30,000 hours of archived content for MTV Germany's entire production staff, third-party post-production facilities as well as network affiliates including MTV Europe.

"This is certainly one of the most encompassing systems we've deployed so far," said Oliver Meurer, Managing Director at Flow Works. "Adding Rhozet transcoding technology to our own, we are able to integrate, automate and manage the entire production and broadcast services of MTV on a single platform and provide digital file sharing capabilities so all content can be uploaded, searched, viewed, edited, compiled, commented on, approved and distributed directly from any internal or external workspace."

"Flow Works Flow Center is used by major production houses and broadcasters to unify media management, workflow and channel management into a single enterprise," said David Trescot, Vice President of the Rhozet Business Unit at Harmonic Inc. "Carbon Coder expands their offering by providing automated capabilities and support for additional formats, to provide Flow Center with an increase in the efficiency of post-production for broadcasters by seamlessly integrating four key areas -- archiving, workflow, distribution and transcoding."

Harmonic's Rhozet Carbon Coder is a universal transcoding application that facilitates the transfer of media between a variety of platforms, including acquisition, editing, playout, archive, the Internet and mobile devices. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Carbon Coder provides high-performance, scalable and cost-effective transcoding for a broad range of business environments, from specialized studios to enterprise-scale installations.

#### About Flow Works Ltd.

Flow Works provides solutions for fully integrated asset and process management, distribution and transcoding. Flow Works has unique experience in digitizing entire production-, broadcast-, and marketing-environments. Its single platform approach brings together internal workflows, specialized applications, external partners, as well as customer and consumer communications. By integrating all processes from archive, to production, approvals and publishing via all channels, we create efficiency gains and open new commercial opportunities. For more information about Flow Works visit [www.flowworks.de](http://www.flowworks.de).

#### 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](http://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](http://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: increasing the efficiency of post-production for broadcasters.

Our expectations and beliefs regarding the capabilities of Harmonic's Rhozet transcoding technology and the anticipated benefits for MTV Germany 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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