



DIRECTV Continues High Definition Channel Expansion With Harmonic's DiviCom(R) Electra(R) 7000 Encoders

September 15, 2008

AMSTERDAM, Netherlands--(BUSINESS WIRE)--Sept. 15, 2008--Harmonic Inc. (NASDAQ:HLIT) today announced that DIRECTV, Inc. (NASDAQ:DTV), the world's largest direct-to-home (DTH) satellite operator with more than 17.1 million customers, has expanded its deployment of Harmonic's market-leading MPEG-4 AVC (H.264) video processing solutions to support its high definition (HD) national channel service. DIRECTV is now delivering more than 130 HD channels to its customers.

Harmonic's DiviCom(R) Electra(R) 7000 HD H.264 encoders and ProStream(TM) 1000 stream processing platform with DiviTrackIP(TM) statistical multiplexing solution power DIRECTV's continued HD expansion.

"DIRECTV delivers ultra-high quality HD via the most advanced technology available," said Hanno Basse, Vice President, Broadcast Systems Engineering, DIRECTV. "The technical merits of Harmonic's Electra 7000 encoders and IP-based video processing technologies are outstanding and continue to help us deliver a superior HD experience to our customers."

"Consumer demand for more, higher quality HD continues to grow, and DIRECTV continues to enhance its HD offering to meet these requirements," said Matt Aden, Vice President of Worldwide Sales and Service, Harmonic Inc. "The Electra 7000 delivers unmatched video quality, density and flexibility, reflecting the unique strength of our HD H.264 compression platform. We also remain focused on the pioneering use of a broad range of IP-based video processing technologies, enabling operators such as DIRECTV to enhance the capabilities of their network and add new services."

Electra 7000 encoders today power more than 1,800 HD H.264 channels worldwide. The Electra 7000 supports multiple HD formats including 1080p video at 24 frames per second (fps). The compact and power-efficient one rack-unit (1RU) platform flexibly delivers up to four full resolution HD channels alongside four simultaneous low resolution outputs for picture-in-picture (PiP), multi-channel mosaics and other applications.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:DTV - News), the nation's leading satellite television service provider, presents the finest television experience available to more than 17.1 million customers in the United States and is leading the HD revolution with more than 130 HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed all national cable companies for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere.

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: DIRECTV's continued HD expansion, consumer demand for more, higher quality HD continuing to grow, DIRECTV continuing to enhance its HD offering, and enabling operators such as DIRECTV to enhance the capabilities of their network and add new services.

Our expectations and beliefs regarding the capabilities of Harmonic's solutions for HD services and the anticipated benefits to DIRECTV 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.

CONTACT: Harmonic
Sarah Lum, +1-408-543-2392 (Media Relations)
sarah.lum@harmonicinc.com
or
StreetConnect
Michael Newman, +1-408-542-2760 (Investor Relations)
hlit@stct.com

SOURCE: Harmonic Inc.