



Harmonic Announces Integration of its Multiscreen Services with Adobe Primetime

April 3, 2014

Harmonic's Multiscreen Ecosystem Now Features Ad Insertion, Program Substitution, and Blackout Management with Market-Leading Adobe Platform

SAN JOSE, Calif. - April 3, 2014 - Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, today announced that its multiscreen transcoding and delivery ecosystem now supports workflows compatible with Adobe Primetime's ad insertion capabilities, enabling monetization of multiscreen video delivery with Adobe's state-of-the-art "TV everywhere" platform. The Harmonic Multiscreen Ad Insertion solution includes Harmonic's ProMedia® Live real-time multiscreen transcoder, ProStream® with ACE® real-time transcoder, ProMedia Origin multiscreen packager and streaming video server, MediaGrid shared storage, as well as the WFS file-based workflow engine, which manages ProMedia Carbon or ProMedia Xpress file-based transcoders to prepare ad content for delivery. This workflow is compatible with the Adobe Primetime platform, which enables pay-TV service providers and broadcasters to insert advertising as well as manage program substitution and blackouts for any device with access to the web.

"Harmonic is the only vendor with a complete content preparation solution that includes both live and file-based transcoding, packaging, origin server, and storage for multiscreen ad insertion," said Kirssy Valles, senior solutions marketing manager at Harmonic. "Working with Adobe Primetime for client- and cloud-based ad insertion, along with other ecosystem partners, we're changing the landscape of multiscreen video delivery and addressable advertising, enabling operators to monetize these services and enhance the viewing experience for their customers."

The Harmonic Multiscreen Ad Insertion solution with Adobe Primetime Ad Insertion is ideal for video content and video service providers and content aggregators looking to increase their revenue.

Using the Harmonic Multiscreen Ad Insertion solution with Adobe Primetime Ad Insertion, operators can also manage blackouts and program substitutions, eliminating program restriction and content rights issues. Configuration, monitoring, and management are provided by Harmonic's NMX(TM) Digital Service Manager video network management solution to enhance scalability and further simplify the deployment and management of multiscreen services.

"The growth of multiscreen video services has opened new opportunities for broadcasters and service providers to monetize their content," said Campbell Foster, director, Product Marketing at Adobe. "Adobe Primetime features ad insertion technology that eliminates the complexity of reaching audiences across devices. We're thrilled to work with Harmonic on this groundbreaking initiative and installation."

Adobe's Primetime supports both client- and cloud-based approaches to ad insertion. The platform tightly integrates Adobe's video publishing, player, DRM, advertising, and analytics solutions to help eliminate the complexity of reaching audiences across devices. For more information, visit adobe.com/primetime.

Harmonic will showcase its complete multiscreen ecosystem at the 2014 NAB Show, April 7-10 in Las Vegas, at booth SU1210. Further information about Harmonic and the company's products is available at www.harmonicinc.com.

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About Harmonic

Harmonic (NASDAQ: HLIT) is the worldwide leader in video delivery infrastructure for emerging television and video services. The company's production-ready innovation enables content and service providers to efficiently create, prepare, and deliver differentiated services for television and new media video platforms. More information is available at www.harmonicinc.com.

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements related to the anticipated capabilities and benefits of Harmonic's MediaGrid, NMX(TM) Digital Service Manager, ProMedia® product family, ProStream® with ACE® products, and WFS(TM) file-based workflow engine. Our expectations and beliefs regarding these products may not materialize and are subject to risks and uncertainties, including the possibility that the products do not meet some or all of their anticipated capabilities or provide some or all of their anticipated benefits, such as the enhancement of customer viewing experience, the enablement of monetization of video delivery and advertising services, elimination of program restriction and content right issues, scalability, and simplification of deployment and management of multiscreen services.

The forward-looking statements contained in this press release are also subject to other risks and uncertainties, such as those more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec.31, 2013, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on information available to Harmonic as of the date hereof, and Harmonic disclaims any obligation 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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