

Harmonic and Vobile Collaborate to Enable Easier Online Content Tracking and Monetization

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Vobile VideoDNA Fingerprinting Technology to Integrate with Harmonic's Rhozet Carbon Coder Universal Transcoding Solution SUNNYVALE, Calif.--(Business Wire)--Harmonic Inc. (NASDAQ:HLIT) and Vobile, a leading provider of video content identification and management services, today announced that they are collaborating to enable effective and efficient content protection and monetization. Vobile VideoDNA fingerprinting technology will be integrated with Harmonic's Rhozet Carbon Coder transcoding solution to allow Carbon Coder users to automatically generate VideoDNA fingerprints for their video content during the transcoding process, enabling them to monitor, protect and monetize their content more effectively.

Leading content owners currently use Rhozet Carbon Coder to prepare content for distribution across multiple networks, including over the Internet. Content owners using the Rhozet and Vobile solution can automatically generate VideoDNA fingerprints while transcoding, and then submit them to the Vobile VDDB (VideoDNA Database) along with metadata and business rules regarding content usage. A variety of applications that access the Vobile VDDB will then be able to identify the content accurately and retrieve the associated business rules, such as the VideoTracker service which enables content owners to monitor and manage their content online, and MediaWise, a service that allows online publishers to identify user-uploaded content for purposes of rights management and monetization.

"Widespread digital syndication often results in copies of content with inaccurate or incomplete identification. VideoDNA content identification services provide content owners with the control they need in order to protect and increase revenues from their assets," said Yangbin Wang, CEO of Vobile. "Our products and services have been adopted by content owners worldwide including major Hollywood movie studios, TV networks and record labels. The collaboration with Rhozet makes it easier for our customers to seamlessly integrate the essential VideoDNA fingerprinting into their content syndication workflow."

"Unlike previous content protection methods, the integration of fingerprinting technology into the transcoding process results in a faster, more simplified approach for automatically tracking and securing content," said David Trescot, Vice President of the Rhozet Business Unit at Harmonic Inc. "Together with Vobile we are able to provide an efficient solution for content owners to monitor their assets and capitalize on new revenue opportunities." Rhozet Carbon Coder is a universal transcoding solution used by leading media companies including Ascent Media Group, British Sky Broadcasting (BskyB), Lifetime Networks, MTV and YouTube. It facilitates the creation of multi-format video for Internet, mobile and broadcast applications. As part of the transcode process, Carbon Coder handles an array of critical operations including SD/HD and PAL/NTSC conversion, logo insertion, color space conversion, color correction and Closed Captioning extraction. Multiple Carbon Coder nodes can be configured as a rendering farm to accelerate the workflow and provide automated processing for high-volume transcoding.

About Vobile

Vobile is a leading provider of video content identification and management services. Its core VideoDNA technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates the VideoDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and the United Kingdom. For more information, please visit the company website at <http://www.vobileinc.com>.

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. 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 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: the integration of Vobile VideoDNA fingerprinting technology with Harmonic`s Rhozet Carbon Coder transcoding solution, and the accurate identification of content and retrieval of the associated business rules by a variety of applications.

Our expectations and beliefs regarding the capabilities of Harmonic`s Rhozet universal transcoding technology and its benefits for Vobile and its customers 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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