

## **SUNDANCE DIGITAL SELECTS HARMONIC'S RHOZET VIDEO TRANSCODING FOR NEW DIGITAL DELIVERY MANAGEMENT ENGINE**

**LAS VEGAS — APRIL 14, 2008 — NAB 2008 BOOTH #SU9612 & #SL6829** — Harmonic Inc. (NASDAQ: HLIT) today announced that its Rhonet® Carbon Coder™ video transcoding solution has been deployed by leading television automation company, Sundance Digital, Inc., part of Avid Technology, Inc. Sundance Digital is using Carbon Coder in its new Digital Delivery Management Engine (DDME) targeted at commercial and public broadcasters. Sundance Digital develops powerful, easy-to-use software to manage broadcast master control operations, and selected Carbon Coder for its field-proven transcoding capabilities.

“Increasingly, media content is being delivered to broadcasters in file format, instead of video feeds or tape,” said Rick Stora, Product Manager at Sundance Digital. “Previously, operators at these broadcast outlets either had to decode and dub the media or use a more expensive transcoding scheme to ingest into their video server. This solution can automate that routine in a more cost-effective way, by attaching the broadcast metadata to the media in the process. This solution also allows these broadcasters to create low-resolution proxies that can be monitored and used throughout their organization in a very cost-effective way.”

The Sundance Digital and Rhonet technology pairing allows users of DDME, the hardware extension of Sundance’s Digital Delivery Management System, to easily identify delivered content, tag it with their traffic metadata, transcode it and copy it to their playback server. Low resolution proxies can be generated in the same operation and made available online through one of Sundance Digital’s applications.

“This latest addition to Sundance Digital’s respected product line addresses the needs of the commercial and public broadcaster by providing a more comprehensive and efficient solution for media management and workflow,” said David Trescot, Vice President of the Rhonet Business Unit at Harmonic Inc. “Carbon Coder helps Sundance Digital capitalize on the growing need for video content to be accessible in multiple formats and enables expansion of the range of products and services they offer.”

Harmonic’s Rhonet 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.

Harmonic Inc.

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**About Sundance Digital, Inc.**

Sundance Digital, Inc., a part of Avid Technology, Inc., is headquartered in the metropolitan Dallas, Texas area. The Company is an award-winning provider of high-performance television automation solutions. Sundance Digital has a strong commitment to technology, deep roots in all aspects of television and is highly customer-focused. Technical support is available on a live, 24x7 basis from a team of highly skilled, broadcast-trained engineers. Additional information about Sundance products is available at [www.SundanceDigital.com](http://www.SundanceDigital.com).

**About Avid Technology, Inc.**

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio®, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. For more information about the company's award-winning products and services, visit [www.avid.com](http://www.avid.com).

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**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: the growing need for video content to be accessible in multiple formats.*

*Our expectations and beliefs regarding the capabilities of Harmonic's video transcoding solutions and the anticipated benefits to Sundance Digital 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.

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