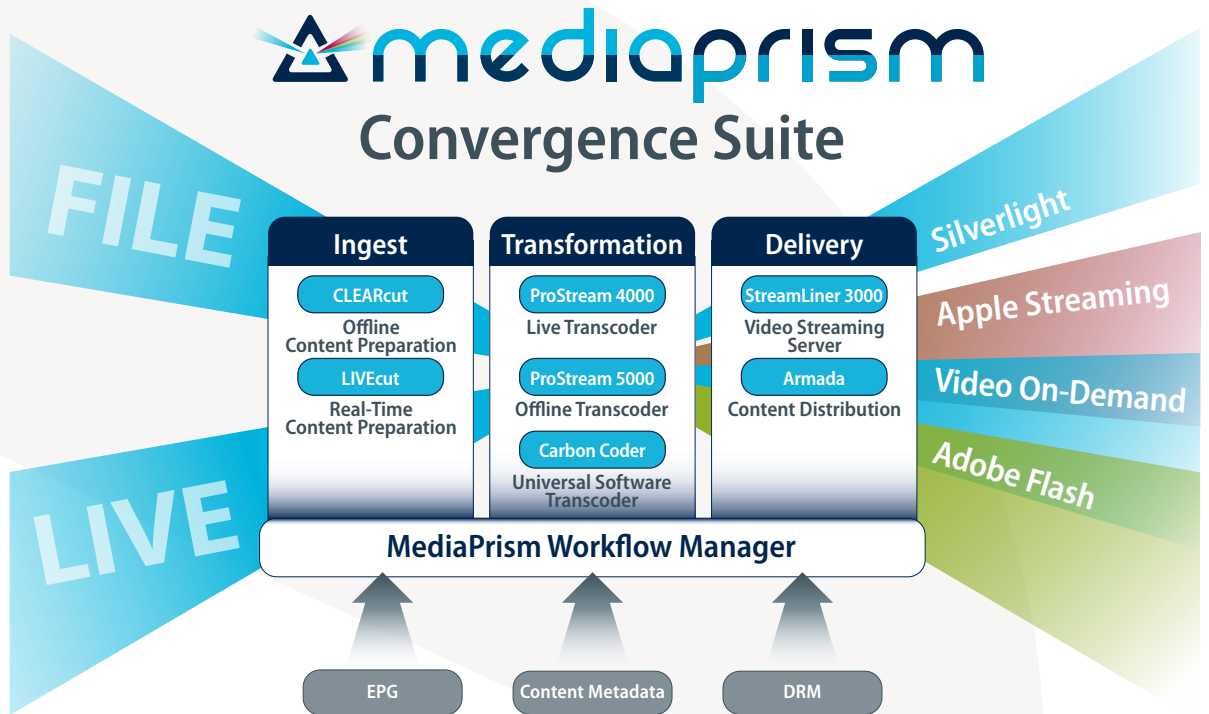


MediaPrism™ CONVERGENCE SUITE

“MediaPrism is a unique suite of applications and technologies that gives operators the optimal mix of functionality, control and flexibility to provide a platform for new services to internet and mobile devices. The combination of time shifting and place shifting forms a powerful value proposition to subscribers keen to realize the true potential of the new breed of devices promising true convergence.”

Modern lifestyles and consumer uptake of the iPhone and similar mobile devices for multimedia usage have created demand for video content in all types of formats. It has become clear that streaming conventional broadcast television to mobile devices is a sub-optimal business model. However when that content can be delivered on demand and augmented by a wide range of other popular video then this convenience and choice produces true value for the consumer.



Harmonic has introduced the MediaPrism™ Convergence Suite for multi-screen delivery to the TV, PC and mobile devices. MediaPrism addresses the demand for unscheduled, “anytime, anywhere” content consumption with an integrated, end-to-end solution that provides automated capture of conventional real-time television, content transformation of both live and file-based content, and streaming to Internet protocol devices such as iPhones and other mobile devices, as well as Silverlight or Adobe Flash-based clients.

For over a decade Harmonic has pioneered time-shifting technologies through various network DVR deployments and was awarded a technical Emmy for its work with Time Warner Cable in the United States for its “StartOver TV” service. In addition Harmonic has been leading the development of new video delivery technologies that have now merged with the time-shifting capabilities to form the basis of the MediaPrism Convergence Suite—encompassing functionality including content capture and ingest, transformation, caching and streaming—with the MediaPrism Workflow Manager providing the automation layer for the service.





BUSINESS MODELS

Subscription revenues become possible when service providers can offer viewers compelling content such as time-shifted sports or headline news, blockbuster movies or, from time to time, important live events. In addition, with the inclusion of program insertion capabilities in MediaPrism, advertising revenues can transform linear content and create targeted advertising opportunities per subscriber.

Operators are also finding two other factors essential in their business modeling: scalability and flexibility. The former is crucial as services expand. To ensure continuity of service and the maximum return on investment, it is critical that the choice of technology allows the operator to seamlessly expand the number of streams provided and the number of subscribers serviced. Flexibility is also key as the dynamics of this fledgling market are still in transition.

The MediaPrism Convergence Suite provides both of these key factors. Scalability is enabled by architecture that allows for the various servers, including those powered by Carbon Coder™ transcoding technology, to be formed into clusters of any size. Flexibility comes by virtue of the software-based architecture at the core of MediaPrism.

ARCHITECTURE

Harmonic's LIVEcut™ and CLEARcut™ software, widely deployed technologies at the heart of Harmonic's time shifting capabilities, provide the content capture and ingest functions. Driven by EPG data through an open API, LIVEcut slices the incoming live stream to produce an almost instantly available on-demand version. LIVEcut has been proven in revenue-bearing deployments at both telco and cable operators around the world.

The second element is the transformational function based on Harmonic's Carbon Coder transcoding technology, which is the mainstay of most leading sources of streaming media such as Yahoo, MSN and Amazon.com. The file-based ProStream™ 5000 universal transcoder and the live stream version, ProStream 4000, are capable of transforming content across a massive array of different codecs, file formats and transport protocols. As in all elements of MediaPrism, carrier-grade availability, redundancy capabilities and element management are an essential part of their functionality.

The third element in the MediaPrism suite is the StreamLiner® 3000 streaming server. Again, defined by carrier-grade performance, Streamliner 3000 provides support for the latest forms of streaming services such as Silverlight, Flash and iPhone streaming using the HTTP protocol that ensures the highest availability and ease of use for the subscriber.

All elements of MediaPrism are controlled by the MediaPrism Workflow Manager and all interface to external sources of data (such as EPG and DRM) through an open and comprehensive API interface.

Note: Additional technical information is available in the form of the MediaPrism Application Brief. Please contact your Harmonic sales representative for more details or visit harmonicinc.com