

SeaChange® Spot Now Ad Insertion System For Small Operators



define
your television
experience.

The SeaChange® Spot System delivers billions of dollars of local multi-channel ad revenue for cable and telco operators around the world. The Spot Now Ad Insertion System for small operators economically delivers SeaChange's trademark reliability, scalability and extensibility for a fraction of the investment. Spot Now provides a single, configurable hardware platform with all the processing power, data storage, fault tolerance and network connectivity necessary to deliver the best quality ad insertions. And like our traditional Spot System, Spot Now is interoperable with most major third party vendor systems.

Spot Now Description

The SeaChange Spot Now Ad Insertion System offers a fully featured entry-level linear ad insertion system for a fraction of the cost of a traditional Spot Ad Insertion System. With a very modest investment, small operators can move very quickly to establish new revenue streams with advertising, and at the same time, feel confident that they can pay as they grow. With Spot Now's innovative 12 channel license pack strategy, operators can start ad insertion with 12 channels and grow to 48 channels quickly, seamlessly and economically. For operators who grow beyond the 48 channel capacity of Spot Now, SeaChange has a program to migrate them to our traditional Spot Linear Ad Insertion System. If you're interested in advanced linear advertising options, SeaChange does that, too, with leading targeted addressable vendors including Visible World and Invidi.

The Spot Now System is bundled with:

- a Spot MVL/DB combination unit,
- the new Spot 3000 Series digital inserter,
- SeaChange Spot v5.0 software,
- at least one 12 channel ad insertion license, and
- one year of maintenance and support.



Spot 3000 Series Inserter

Using spots loaded through an encoding station, and schedules provided from an ad traffic and billing system, Spot Now automates every task necessary for fulfillment so the operator doesn't have to. Designed and packaged for any operator wanting to launch linear ad-supported content, Spot Now supports up to 48 insertable standard definition channels, or 16 high-definition channels¹.

Spot Now supports up to 48 channels² of digital ad insertion output through gigabit ethernet and plays MPEG-2 transport streams with video encoded in either MPEG-2 or H.264 formats and bitrates ranging from 2 to 19 Mbps for either standard definition or high definition ad insertion. The Spot Now Ad Insertion System offers either standard definition or high definition output.

¹ SeaChange reserves the right to audit sites for license compliance.

² 48 channel capacity is based on 3.75 Mbps standard-definition channels. See limitations.

Spot Now Features

The MVL/DB combination unit includes the following:

- Rack-mounted, 2RU Intel® SR2500 Chassis
- Intel® Server Motherboard S5000PAL
- Intel® Xeon Processor with 1066 FSB and Intel® 5000P MCH
- On-board Intel® SROMBSAS18E RAID controller
- One (1) 500GB SATA boot drive plus three (3) 500GB SATA drives in RAID-5 configuration (2 data, 1 parity)
- Dual on-board Gigabit Ethernet network connections
- Slimline DVD/CD Combo Drive
- Dual redundant 750-Watt Hot Swap Power Supplies
- Redundant chassis fans
- Front Panel Bezel
- Internal Modem for remote support
- Microsoft® Windows 2003 Server SP1
- Microsoft® SQL 2000

The 3048 inserter bundle includes the following:

- 12SD ad insertion pack (upgradeable to 48 channels)
- Chassis: 2RU
- Output Formats: MPEG 2, H.264
- Power supplies:
 - Redundant 750W maximum for server
 - 110 or 220 VAC
- Dimensions: 3.5" H x 17.32"W x 28.16" D
- Weight: 65 lbs
- Operating temperature: 10°C to 30°C (50°F to 86°F)
- Certification: UL 60950 - CSA 60950, FCC Class A, CE
- Rack-mounted, 4RU JMR II Chassis
- 1.4 GHz P3 CPU, 512MB memory, integrated 10/100 Ethernet ports
- Dual redundant 500W Power Supplies
- RAID 5 Controller with six (6) 73GB 10K drives
- Intel Pro1000 Ethernet adapter for Gigabit Ethernet ad content output
- 2 External USB 1.1 Ports
- 1 External SCSI II (68-pin) port
- DVD-ROM drive
- Microsoft® Windows 2003 Embedded Server Operating System

ABOUT SEACHANGE

SeaChange International is a leading provider of software applications, services and integrated solutions that deliver a high-quality television experience across TVs, PCs and mobile devices. By partnering with leading cable and telco companies, SeaChange enables in-home and mobile entertainment, as well as advanced advertising solutions, allowing broadband operators to differentiate their offerings and create strong customer loyalty.

Visit www.schange.com today.



SeaChange International, Inc.
50 Nagog Park, Acton, MA 01720 USA
T 1.978.897.0100 F 1.978.897.0132
www.schange.com

4.28_2010

©2010 SeaChange International, Inc. SeaChange is a registered trademark of SeaChange International, Inc. All other marks are the property of their respective owners. While every effort is made to ensure the information given is accurate, SeaChange does not accept liability for any errors or mistakes which may arise. All features, specifications, system requirements and/or compatibility with third party products described herein are subject to change at any time without notice.