

# SeaChange® Spot System

QuickSpec

## Version 5.0

The SeaChange Spot System is the premiere delivery system for television advertising with over 55,000 channels deployed worldwide, inserting 5 million advertisements everyday. The Spot System has a proud heritage of success in television advertising and our software has been the secret of that success. A reputation built from reliably delivering over 60 million hours of advertising has made the Spot System the standard for ad sales operations.

### COMPREHENSIVE SOFTWARE FOR YOUR BUSINESS THAT KEEPS GETTING BETTER

- Proven capabilities that scale
- A complete management suite of graphical user tools
- Standards-based systems protect your investments
- A vision for the future that starts building today

The SeaChange Spot System is a completely automated solution for reliable advertising delivery at the lowest operational expense and highest quality. Once schedules and videos are provided, the Spot System completes every task necessary for fulfillment without operator intervention.

- Schedules are delivered to the Spot master control and its inserters, where they are loaded and conflict checked for missing spots that need to be encoded.
- Once the schedules have been loaded locally, the inserter automatically determines the videos it requires and requests these files from the master control.
- With schedule files loaded and necessary videos cached, the inserter cues up commercials for playback per the schedule.
- The inserter waits for an SCTE-35 message, a DTMF tone, or a contact closure as its cue to begin the ad insertion process. This trigger is detected and forwarded to the Spot System for comparison to the schedule and automatically acted upon.
- When the trigger is received, the inserter begins playing back the commercial and sends a command to the switch or splicer to replace the network feed with the local commercial feed. Once the insertion is complete the server instructs the switch or splicer to pass the network feed through and logs the playback as successful.

### OVER 15 YEARS OF DEVELOPING SOFTWARE FOR ADVERTISING THAT DELIVERS

- Easiest installation, simplest operation and maintenance
- Flexible configurations
- Fully automated operations

### ENHANCED TV SUPPORT

Spot supports the pass through of Enhanced Binary Interchange Format (EBIF) data PIDS that are used to support Enhanced TV applications. Typical ETV advertisements might include the ability to telescope to advertisements on a video-on-demand system for more information, automatically record an advertised show, answer a poll, or request additional information about an advertised product.

### WHAT'S NEW:

- Individual & Group Alarm Accounts – the Spot 5.2 Alarms Manager has been upgraded to enable operators to create individual user accounts to receive alarms, or groups of users to receive alarms. These accounts can be customized to a users works schedule and each individual user can determine which device(s) they would like alarms delivered too. Additionally, alarms can be grouped by applicability to the users' job role ensuring the alarms get to the most relevant audience every time.
- E-Mail and SMS Alarms – Spot 5.2 now enables operators to receive alarm notices via email or through an SMS text message, in addition to traditional forms of delivery such as pagers and windows messaging.
- Centralized SNMP delivery of alarms - Spot 5.2 allows all alarms to be sent via SNMP to a centralized monitoring site in order to leverage 3rd party monitoring systems that utilize SNMP.
- Windows Service Customization - Spot 5.3 includes new security features to assist operators in securing their network operations. Security features have been added to allow operators to disable unused user accounts, turn off unused services, or change the SQL administrator password as part of the Spot 5.3 upgrade or during a maintenance window.
- Preliminary SCTE 130 ADM Support - Spot 5.3 includes a subset of SCTE130 message support to allow operators or partners to begin to integrate a Spot system into a SCTE130 environment. Spot 5.3 supports SCTE130 Part 3 PlacementRequest and PlacementResponse messages for placing ad content onto a network channel as well as Placement Status Notification and Placement Status Notification Response for reporting the success of those placements.

## FEATURE

## BENEFIT

### EASY INTEGRATION

SeaChange solutions use standards to become the standard

- TCP/ IP for universal connectivity
- MPEG, DVB and CableLabs video standards
- Standard and high definition NTSC or PAL video
- Dolby AC-3 audio
- SCTE-30 interfaces for server control of splicing remultiplexors
- SCTE-35 splice-in messages in digital video
- SCTE-30 messages over IP

### COMPLETELY AUTOMATED FOR THE LOWEST OPERATIONAL COSTS AND HIGHEST PROFITS

The Spot System automates activities from schedule to verification

- Automatic systems configuration & software distribution
- Data ingest, management and replication
- Media is automatically distributed based on a pre-defined schedule
- Automated storage management across distributed servers
- Self-healing systems automatically work to resolve any issues
- Monitoring and alarming for central administration

### PROTECTS YOUR VALUABLE BUSINESS ASSETS

Interacting with Spot always starts with a secure login. Should problems arise SeaChange® Customer Service is always ready to deliver prompt resolutions that get you back on-air.

Optional Spot+ Software Package provides high availability of the system by utilizing automatic back up and failover of Spot inserters, master video libraries, and master and slave databases.

### SIMPLE INSTALLATION AND CONFIGURATION

Quick guides and wizards reduce implementation costs

- Simple system documentation for local training
- Machine Builder wizards automatically configure systems

### PUTS OPERATIONS AT YOUR FINGERTIPS

Sophisticated management with a suite of graphical tools enable you to operate your systems from near or afar

- View the status of your entire operation with a quick glance
- Easy to use interfaces with the smallest learning curve in the industry
- Receive warnings before problems arise
- Extensive system logs and troubleshooting utilities

### SCALES WITH YOUR BUSINESS WITHOUT INCREASING OPERATIONAL OVERHEAD

The Spot System's flexible configurations support operations from 12 channels at one site to over 5,000 channels spread across 600 locations all managed from a central facility

### PROTECTS YOUR INVESTMENTS

Spot extends with a suite of software upgrades that optimize your investments in SeaChange technology, enabling you focus on your business and its clients

- Transport Streams Insertion and digital simulcast solutions
- Interconnect local ad sales for regional operations
- Auto Archive for hierarchical storage management
- DigitalX for digital end-to-end operations (transcoding, browsing, etc)
- Ad Router for targeted advertising
- Optional Tone+ software package the provides redundant and distributed cue tone reception and monitoring

## FEATURE

### UNMATCHED PRICE/ PERFORMANCE

### ONE STOP SHOPPING FOR YOUR AD SALES OPERATION

### KEEPS YOUR BUSINESSES MOVING AT THE SPEED OF LIGHT

### ALWAYS A FORWARD PATH

## BENEFIT

200 channels of digital ad insertion

- Robust and reliable platforms for standard & high definition MPEG
- Redundant power supplies (110/220 or -48v), RAID5 drives & fans
- Incremental channel configurations

SeaChange Inserters use best-of-breed commodity components tuned to perform in demanding environments

- Spot TSI inserters support up to 200 channels with GigE copper or fiber outputs

SeaChange is your complete source for advertising solutions

- A complete line of networking products
- IP-based tone distribution solution
- Full suite of implementation and deployment services from trained television professionals

SeaChange customer services are always live and designed to ensure you are always on-air

- Trained television technical professionals available 24x7x365
- High speed VPN connections & sophisticated remote diagnostic tools
- Complete lab facilities ensuring Spot seamlessly fits into your environment
- Rapid equipment replacements

SeaChange software delivers immediate benefits, while laying the foundation for tomorrow's applications

- Embrace and extend into new opportunities
- Seamlessly links broadcast, interactive and on demand advertising services
- Always fully automated making complex businesses simple to operate

Continue business as usual, while capitalizing on new opportunities

- Seamlessly extend systems for digital video insertion (TSI), interactive and on demand applications with software upgrades that maximize existing infrastructure investments

### SPOT SYSTEM V5.0 SITE LICENSE (PER DMA)

- One master and multiple slave databases
- One master and multi-cache spot storage management
- Management Suite licenses
- Electronic installation, operation and user documentation
- Maintenance & support with active service contract

SALES ORDER NO.	DESCRIPTION
SFD-0148-00	Spot System 5.0 Site License



## 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](http://www.schange.com) today.



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