



A Digital Video History.

SeaChange® International, a global leader in multi-screen video software, partners with cable, telco, mobile, broadcast, and satellite operators worldwide to provide innovative video services to tens of millions of subscribers. Throughout its nearly 20-year history, SeaChange has consistently come to market first with value-added solutions and services that differentiate and drive revenue.

SeaChange's initial focus, to solve the challenges in multi-channel advertising, led it to develop the leading ad insertion solution. Building on that success, SeaChange kick-started the move to on-demand and, just like with advertising, it now supports the vast majority of services

around the world. Today, SeaChange is leading the multi-screen video revolution to help operators deliver rich and seamless user experiences across mobile, PC and TV screens with extensive cross promotional capabilities and fully integrated linear and non-linear advertising. And while the Company helps to build the personal video pipeline, its extensive relationships with Hollywood studios and television programmers has made it the prime mover in numerous regional markets.

Through innovation, leadership, and first-class services and support, SeaChange has built and maintained long-term customer relationships with hundreds of media companies,

including blue chip corporations such as Virgin Media, AT&T, Hutchison Whampoa, and DISH Network. With its breadth of current offerings which include back office, advertising, content, in-home and broadcast solutions, SeaChange is well positioned as the operators' choice for next generation video software.

SeaChange is a TL 9000-certified company with one of the largest expert workforces in video – with the majority in software engineering, R & D, and customer service. Headquartered in Acton, Massachusetts, SeaChange maintains product development, support and sales offices throughout Europe, Asia, and elsewhere in the Americas.

Video. Personal. Everywhere.





1993

Founding year

1994

Ships first cable advertising systems

1995

Advertising systems automate thousands of television channels

1996

Introduces MediaCluster technology

IPO Nasdaq: SEAC

Earns "Hot Growth Company" distinction from Business Week

1997

Ships first near Video on Demand movie systems

1999

Receives U.S. patent for MediaCluster

2000

Ships first VOD systems

2001

Wins first Emmy® Award

2003

Ships MediaLibrary universal media access solution

2004

Wins second Emmy Award

2005

Virgin Media launches VOD

IP VOD goes live at telcos

CCTV puts China's first HD broadcast on-air

2006

Launches world's first dynamic VOD advertising system launched

Milestones.

2007

Launches On Demand Deutschland to German markets

2008

CABLEVISION Mexico deploys flash memory servers

Acquires Mobix Interactive

2009

Earns TL 9000 Certification

Acquires eventIS

2010

Acquires VividLogic

Ranks 168th in Software Magazine's Software 500

Virgin Media and StarHub launch multi-screen video services

Debuts Adrenalin unified video back office software

Launches Remote Managed Services

du launches first-ever 3D VOD in MEA

2011

Debuts VividLogic tru2way™ software on Technicolor set-top

On Demand Group strikes deal to serve connected TVs across Europe

VOD deployments across Germany and Eastern Europe

FACILITIES WORLDWIDE

Massachusetts Corporate Headquarters

California Engineering

New Hampshire Engineering

Pennsylvania Engineering

Australia Customer Service & Sales

China Engineering, Sales & Customer Service

France EMEA Customer Service

Germany EMEA Sales & Support

India Customer Service & Sales

Ireland EMEA Customer Service

Japan Customer Service & Sales

Korea Customer Service & Sales

New Zealand Sales

Philippines Customer Service & Engineering

Singapore Customer Service & Sales

The Netherlands Engineering & Sales

United Arab Emirates MEA Sales & Support

United Kingdom Media Services, Engineering & Sales

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

2.9_2012



©2012 SeaChange International, Inc. tru2way is a trademark and SeaChange and MediaCluster are registered trademarks 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.