



Broadcast Solutions Update

Quarterly Newsletter



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February 2009

Happy New Year! We at SeaChange know that 2009 brings with it the continuation of tough economic conditions. However, even under these circumstances, our business is thriving and our momentum is increasing.

New and current customers alike are investing in SeaChange because they know that our growth and stability -- and our highly economical solutions -- can help them through these difficult times.



Many server vendors have come and gone over the years. In contrast, SeaChange has been a provider of broadcast video servers, software and solutions throughout our entire 15-year history. We are not only maintaining support of our current products, but we continue to develop innovative new products. We've stood the test of time and remain dedicated to the Broadcast business.

Read on to learn more about our 2008 highlights as well as what's coming in 2009.

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2008 In Review

The year of 2008 can be viewed as nothing less than a resounding success for the SeaChange Broadcast business as well as its customers. In 2008, SeaChange had a marquee year in development efforts in both our hardware and software divisions which manifested itself in many successful

deployments.

Regional Updates:

SeaChange has more than 200 new Broadcast customers worldwide -- some of the largest and most innovative broadcasters in the world. Read on for some of the major installations (click on any company name in blue for more information), or check out full lists by region on our website (click on the region below).

[Asia Pacific](#)

[Europe and Middle East](#)

[The Americas](#)



Asia Pacific

[VTV Maldives](#)

TV9

Lehren

Sakal --SAAM TV

HD Payout -- Sakshi

[Polimer TV](#)

[HD Ready](#) -- News X



Europe and Middle East

[HD -- MTV Media, Finland](#)

[Telelombardia, Italy](#)

[HD -- Ushuaia TV, France](#)



The Americas

[HD -- KTBS \(ABC Affiliate\) and KPXJ \(CW Affiliate\)](#)

South America

Globosat -- purchased a production storage system with SeaChange MediaClient hardware and new data movement features in our SeaChange MediaGateway

Telepacífico Colombia -- the government broadcaster of Colombia purchased a proof of concept video server system

HD -- CABLEVISION Mexico -- four-channel video server for HD recording and playback

North America

- KTBS (Shreveport, LA) -- purchased a full SD and HD BMLex -- MCL-based video server supporting its duopoly stations in Shreveport
- KERA (Dallas PBS station) -- the largest PBS program producing station in Texas
- E! Entertainment Television, Comcast Entertainment Group -- large SD/HD simulcast-based multichannel BMLex/MCL video server for this major Los Angeles-based programming service
- MTV Networks, Network Operation Center -- MTV has launched several HD program services where SeaChange is providing the Spot insertion server. As the rollout continues, the system will supply spots for its HD and SD video services
- WPBT (Miami PBS) -- purchased a large SD system, and is preparing for HD recording and playback
- WFSU -- legacy customer upgraded existing BMC to new BMLex with HD MCLs
- Idaho PBS -- BMLex/MCL for SD and HD record and playback
- Cox Local News Channel -- small SD record/playback system
- WMFE -- added HD encoding to existing system
- WSRE (Pensacola, FL) -- HD-based BMLex/MCL system to add to their existing SD BMC



SeaChange and Macquarie

Southern Cross Media

SeaChange's and [Magna Systems'](#) recent agreement with Macquarie Southern Cross Media (MSCM) marks the largest High Definition server deal of its kind in Australia, ever. MSCM's demand for a robust HD platform, as well as the need to playback legacy files from their current Pinnacle platform, was what drove them to choose SeaChange. MSCM will be utilizing the SeaChange Broadcast Media Library BML 2400ex for HD playout and the MediaStream Migration Tool for legacy file playback. Also crucial to MSCM was SeaChange's patented RAID squared technology providing the best fault reliance in the market today. This deal was also featured in the latest Magna Systems Newsletter, *Magna News*.

High Definition Programming

Everyone wants High Definition and SeaChange delivered it in 2008 by adding a number of new accounts to our HD customer family. Newest to the list are Sony Pictures in Singapore, CABLEVISION Mexico, KTBS (ABC Affiliate) and KPXJ (CW Affiliate), MTV Networks in New York City, and MTV Media in Finland

Professional Services

2008 also brought an increased presence by our Professional Services division, which is comprised of implementation and integration services, as well as a solutions engineering group that has built integrated and end-to-end solutions for customers worldwide. The work being done by our Broadcast Professional Services teams has moved far beyond simple installation and training practices to include such services as system design and detailed integration support. SeaChange has made Professional Services a priority adding over 100 personnel during the past year alone.

TECHNOLOGY & PRODUCT UPDATE

SeaChange continues to build on our rock-solid reputation in the server realm by introducing the industry's first solid state, completely flash memory-based storage solution. But we didn't stop there:

Storage for Broadcast



Flash Memory Library (FML)

[FML 200](#) -- entirely flash memory-based for ultra-reliable transmission storage, compatible with MediaClient server codecs. FML 200 accelerates workflow with the shortest cueing time in the market, decreases power and cooling requirements, and dramatically improves on-air reliability. Ten new customers for the FML 200 have recently taken delivery in Japan alone.

S2A 9900 -- latest online/nearline production archive storage from our strategic partner, DataDirect Networks, is now fully integrated with SeaChange Broadcast solutions for direct ingest and edit-in-place. Several customers are deploying the tapeless open infrastructure from SeaChange, including Villa TV in Maldives, Sakal in India, Mediaset in Italy, Globosat in Brazil, and many more.

In addition to our world-class storage products, SeaChange also made significant strides with our software division -- specifically in regards to our MediaClient server codecs and workflow interoperability solutions:

MediaClient Software-Based Codecs



Native support for [DNxHD](#) (SMPTE VC-3) allowing very fast HD workflows with Avid systems
Support for AFD on ingest and playout with dynamic aspect ratio conversion. It can also be controlled by API if required by the



Upcoming native XDCAM HD422 support for ingest and playback with SMPTE 436M compatibility

Interoperability Tools

MediaStream Migration Tool -- the simple answer for Avid/Pinnacle MediaStream server users who are worried about protecting their investment and supporting the legacy media types. The MediaStream Migration Tool allows current Avid MediaStream users to maintain the existing infrastructure and easily add new channel capacity using SeaChange Broadcast servers for HD rollout.

NAB 2009 Preview

Make sure to stop by SeaChange's largest booth ever at NAB (Booth # SU 12009) to take a look at the latest Flash Memory Library and get a sneak peek at our next-generation Broadcast MediaLibrary server. Plus, we'll be showing how SeaChange Broadcast products are integral at every step in the content life cycle from 'Creation to Consumption.'

Staying Green in 2009



Broadcasters around the world have begun shaving power consumption, reducing office waste, and seeking alternative energy sources in an effort to become more environmentally friendly. In 2008, SeaChange proved it was ready to help broadcasters in their efforts by introducing the Broadcast [Flash Memory Library](#). The FML was even nicknamed the "Green Machine" given its tremendous environmentally friendly features. The FML can easily provide 99.999% reliability which means less operational expense is spent dealing with failures, rebuilds, replacements and other disk-related threats. The FML also consumes 10x less power and emits far less heat than disk-based servers, meaning less energy spent on keeping it running and cool.

Partner Integration

[Dalet Partnership Streamlines Tapeless Workflows](#)



Through a new technology and integration partnership with [Dalet Digital Media Systems](#), SeaChange is bringing to market a unique enterprise media asset management-based workflow that dramatically improves how broadcasters produce, share and repurpose content. Built upon SeaChange's open and modular infrastructure consisting of the SeaChange MediaClient for multi-format ingest and playout and DataDirect Networks' S2A high performance high-availability storage, the DaletPlus enterprise asset management software forms a very flexible and innovative solution for broadcasters and content producers creating news, sports and entertainment programs.

API Automation

Etere implemented the SMG API at ABS CBN to manage the archive transfers between the legacy BML and the newest BML 24000ex 4-nodes

Sundance is actively developing with the MediaClient server codec API to manage up/down conversion under full automation control

Dalet is fully controlling the MediaClient by API to enable the news and sports workflows

Sobey automation integrated to the SMG API at the CCTV multi-channel playout project at their headquarters in Beijing

CIS Automation integrated with the SMG API for the first tapeless workflow for news in Maldives at Villa TV. The installation is in combination with DDN production storage

Contact us at salesrequest@schange.com for details about partnerships with SeaChange.

NEWS / WINS / INSTALLATIONS

Here's a sampling of our most recent customer wins and installations worldwide.

[TV Markiza Adds HD Capabilities on SeaChange Platform](#)

TV Markiza is the latest Eastern European television operator to transmit in high-definition using SeaChange's digital video systems. SeaChange's Broadcast MediaLibrary/MediaClient (BML/MCL) digital video platform is at the core of TV Markiza's simulcast HD and SD delivery operation.

[MTV Networks](#)

MTV Networks is one of the first broadcasters to take advantage of SeaChange's Avid MediaStream Migration Tool, which provides immediate relief for Avid customers planning for the end of production of the Avid MediaStream system. MTV Networks is gradually transitioning to a SeaChange playout platform without sacrificing video or audio quality during the process.

Disney Spain

Disney Spain has added HD playout capabilities as part of an upgrade of its existing SeaChange platform to the Broadcast MediaLibrary/MediaClient (BML/MCL) architecture. The system is now simulcasting Disney programming in HD and SD to all of Spain from its playout center.

UPCOMING EVENTS

Visit us at one of these upcoming events!



BES Expo 2009

February 23-25, 2009

Delhi

Appearing with Agiv India Pvt. Limited in Hall 12A, Stall E-2

CABSAT MENA

Dubai International Convention and Exhibition Centre

March 3-5, 2009

Dubai

Zabeel Hall, Stand ZA-31

Convergence Show

March 18-20, 2009

Delhi

Booth #E13, Hall 12A



PBS Technology Conference

April 15-17, 2009

Las Vegas, NV

NAB 2009

April 20-23, 2009

Las Vegas, NV

Booth # SU 12009

Plan to Visit SeaChange in the Largest Booth We've Ever Had at NAB!

CONTACT US

We welcome you to contact us today about your Broadcast business!



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To request more information from SeaChange, [click here](#).

For general SeaChange contact information, [click here](#).

To read previous Broadcast newsletters, [click here](#) and under "Newsletter Archive" in the right navigation area, choose which issue you'd like to view.

We're very enthusiastic about the potential of 2009 -- to bring you more enhancements, capabilities and partnerships and to make you successful.

We look forward to bringing you further news and updates on a quarterly basis throughout 2009. In the interim, we want to hear from you on what you'd like to see in future issues of this newsletter. Please send them to us via email at salesrequest@schange.com

Sincerely,

Chris West
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SeaChange International, Inc.