

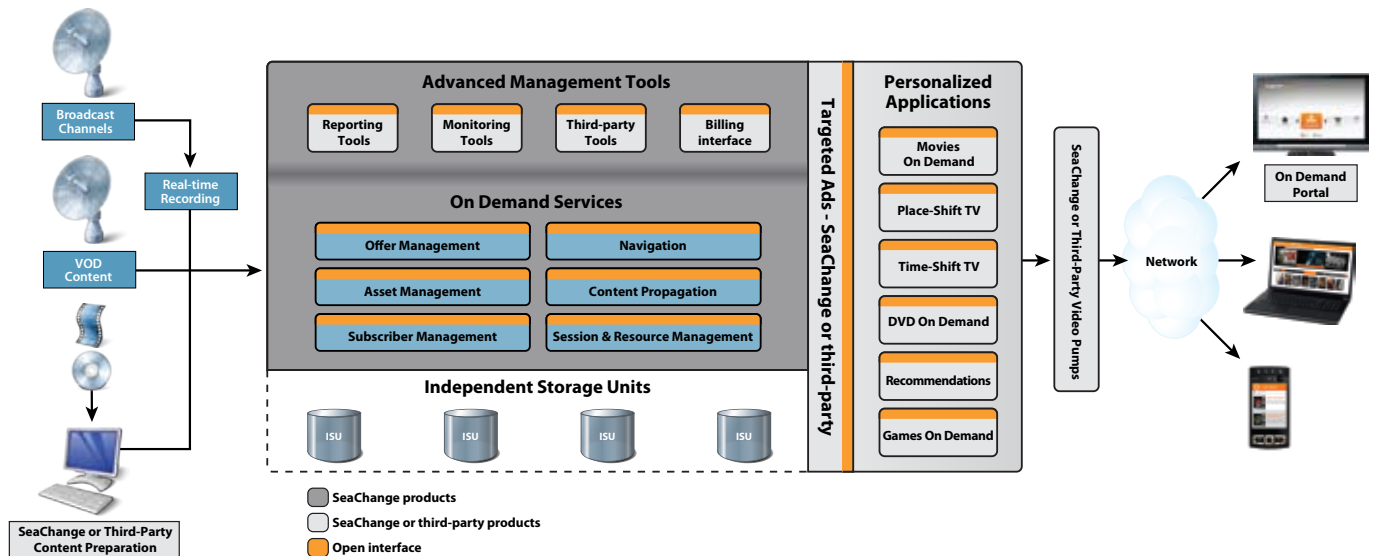
SeaChange® Axiom On Demand

Proven in the world's largest and most demanding VOD deployments, the SeaChange Axiom® On Demand solution is both a complete end-to-end content delivery platform as well as

an open standards-based platform for operator innovation. Axiom On Demand delivers the personalization subscribers crave and the comprehensive operations efficiency operators demand. Axiom On Demand is open and standards-based, which means operators can choose to combine SeaChange products with third party software and hardware products. That flexibility provides investment protection and peace of mind that Axiom On Demand will grow as business and innovation dictates.



Axiom On Demand



Axiom On Demand is comprised of three primary components:

On Demand Services, the *Personalized Applications Platform* and *Advanced Management Tools*.

On Demand Services

SeaChange has led the industry in reliable on-demand content delivery for over a decade. On Demand Services form the core functionality of Axiom On Demand, providing operators with the tools they need to deliver video reliably, every time. On Demand Services, the backbone of every content delivery platform, manage core on-demand network resources including video servers, bandwidth, and storage, ensuring that requests from every client are processed in the most efficient manner possible. On Demand Services manage the lifecycle of a VOD asset – from ingest to deletion and everything in between – and can be fully automated, minimizing operational expense.

Personalized Applications Platform

With each passing day it seems people are expecting a more personalized experience with their entertainment – and television is no exception. Axiom On Demand's Personalized Application Platform enables operators to deliver the one-to-one experience their subscribers are demanding without requiring a significant change to their existing VOD infrastructure.

Personalized Applications allow operators to personalize their subscribers' viewing experience by providing services such as content recommendation, time shifted television, place shifted television and targeted advertising. Because Axiom On Demand is open, operators may choose the application that will best suit their subscriber's demands, whether the personalized applications are from SeaChange or from any number of third party vendors.

Advanced Management Tools

Making the most informed and intelligent business decisions is what drives an operator's bottom line. Today's dynamic competitive landscape requires getting timely access to the data to support these decisions. Axiom On Demand provides operators with the tools necessary for aggregating data to generate comprehensive on-demand system reports, leading to better-informed business decisions.

Axiom Advanced Management Tools enable operators to monitor and control Axiom On Demand systems from one or more locations. Unlike other vendor's management tools that limit the control over functionality at remote sites, Axiom Advanced Management Tools provide a degree of control over remote sites akin to on-site services. For additional flexibility, Axiom On Demand's open framework permits use of third party management tools alongside the SeaChange suite of tools.

On Demand Services, the Personalized Applications Platform and Advanced Management Tools – together these components make up the Axiom On Demand content delivery platform. Simply put, no other system comes close in breadth of functionality, strength of heritage and proven reliability.

Drawing on SeaChange's position as the proven VOD leader, Axiom On Demand is poised to help operators drive the future of television, just as it has helped shape the on-demand experience we know today.

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

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