



Game NowSM LT

THE GAME NOW LITE PLATFORM

SeaChange[®] Game NowSM Lite is a game management and distribution system that enables TV operators to provide games to subscribers. Game Now Lite enables a compelling gaming experience on most digital set-top boxes (STBs). Game Now Lite is designed to work on almost all commonly deployed STBs in North and South America including the Motorola[®] DCT2000 (with no changes to GuideWorks[®]) and the Scientific Atlanta[®] Explorer[®] 2000. Operators can now leverage their existing STB deployments in ways never before possible to maintain viewership, reduce churn, and generate revenue streams.

FLEXIBLE BUSINESS MODEL

Game Now Lite allows the operator to create a games business based on pay-per-play, pay-per-day, subscription, and ad-supported models. Game Now Lite can work completely stand-alone or it can be integrated with existing SeaChange Axiom[®] VOD deployments to leverage Axiom's extensive billing and customer support functionality.

ADVERTISING

Game Now Lite advertising allows the operator to monetize the eyeballs on the screen through integrated pre- and post-roll video ads and around-game banner ads. Operators can maximize their inventory and sell-through rates by optionally using existing advertising management systems like SeaChange's AdPulse[™].

TECHNOLOGY

Utilizing a unique client-server technology, Game Now Lite is able to deliver CPU-intensive games to STBs that are too underpowered to execute the games on their own. By leveraging the strengths of both the centralized server and the STB, Game Now Lite minimizes the amount of network traffic normally required for STB games. Thus Game Now Lite is the perfect option for operators with slower network infrastructures like ALOHA. This distributed architecture also makes Game Now Lite extremely scaleable as it easily accommodates over 1000 games per 1 RU server.

GAMES

Game Now Lite includes a pack of ten ready-to-run games including such favorites as Sudoku, Texas Hold 'Em, Chess and Minesweeper. These games are designed to deliver compelling game experiences regardless of the client STB or network infrastructure. SeaChange also offers a variety of other games developed both internally and by third-party game companies. By having a large library of games available, the operator is given the flexibility to pick and choose which games to offer under each business model.

CONTENT SERVICE

SeaChange offers a content management service that removes the operator from the expense and work of managing, editorializing and refreshing content and licenses. This service provides a turn-key games solution for the operator. As a part of this service SeaChange handles:

- content acquisition and licensing
- data analysis
- content refresh planning and execution
- royalty reporting and payments

ABOUT SEACHANGE

SeaChange International is a leading provider of software applications, services and integrated solutions for Video-On-Demand (VOD), digital advertising, and content acquisition monetization and management. Its powerful open VOD and advertising software and scalable hardware enable cable and telco operators, as well as broadcasters, to provide new on-demand services and to gain greater efficiencies in advertising and content delivery. With its Emmy[®] Award-winning and patented technology, thousands of SeaChange deployments are helping broadband, broadcast and satellite television companies to streamline operations, expand services and increase revenues. Headquartered in Acton, Massachusetts, SeaChange has product development, support and sales offices around the world.

For more information, visit www.schange.com or contact your SeaChange sales representative.