

# SeaChange® Personalized Applications Platform



We are all in the business of pleasing television viewers, so when they speak, we all have to listen. And make no mistake – they have spoken...

Subscribers want more choices, without having to pay for it. They want less hardware in their living room, without having to sacrifice the premium experience. They are demanding content tailored to them, without having to search for it. They want to be able to watch their favorite shows on their schedule, not someone else's. It comes down to this – subscribers demand a more personalized television experience.

Personalized applications allow operators to deliver the personalization their subscribers are craving. Moreover, personalized applications allow operators to open new sources of revenue while offering a truly interactive experience. Personalized applications are the future of television, moving beyond traditional video on demand, providing a tailor made, one-to-one experience.

## The Future of Television Starts With Axiom On Demand

SeaChange® Axiom® On Demand's Personalized Application Platform allows operators to deliver a personalized experience to their subscribers while utilizing the existing VOD infrastructure. The Personalized Applications Platform utilizes Axiom On Demand's inherent openness to power third party applications, in addition to SeaChange's own Personalized Applications – AdPulse™, DVD Now™, and Game Now™ Lite.

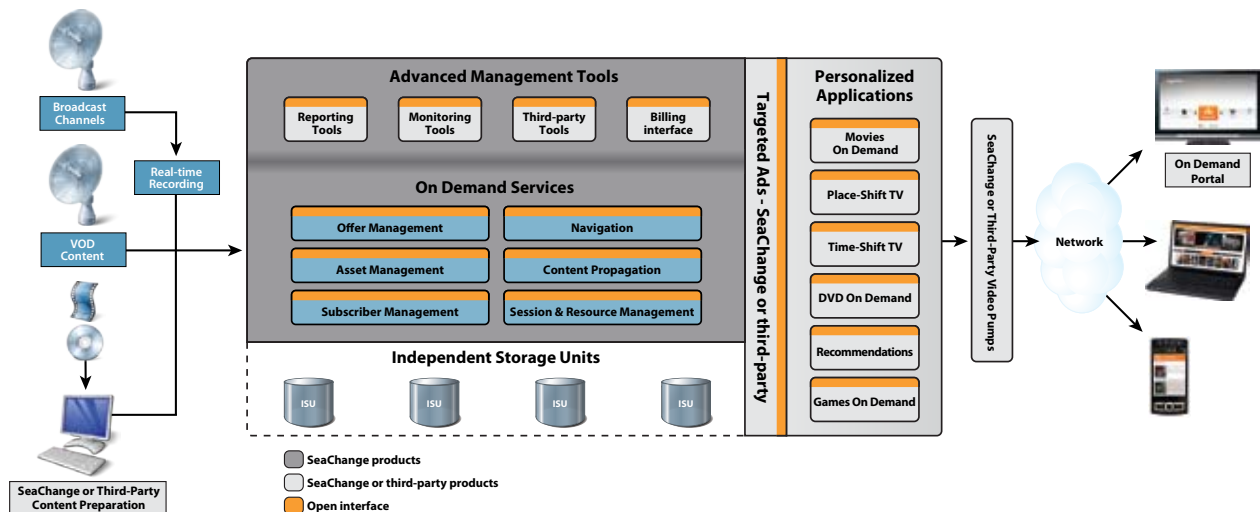
## ADPULSE

SeaChange AdPulse is an on-demand advertising manager that allows operators to dynamically insert advertisements into video on demand streams based on operator-defined business rules. Unlike other on-demand advertising offerings that only offer static, non-real-time ad insertion, AdPulse supports real-time, dynamic insertion of ads. Dynamic insertion translates into reduced costs, improved efficiency, and delivery of relevant advertising tuned to the subscriber's needs and wants.

AdPulse has been proven in the marketplace. Since the fall of 2006, an operator has harnessed AdPulse' innovative technology to generate CPMs 10-50 times higher than rates prevailing in the operator's traditional linear TV advertising inventory. AdPulse delivers incremental revenue not merely by selling more inventory to existing customers, but more importantly by attracting new-to-cable advertising customers. These new customers are attracted to on-demand advertising because AdPulse's dynamic insertion capability meant they are getting a one-to-one interaction with the subscriber.

For more information on AdPulse, including a detailed list of features, a workflow overview and technical specifications, please refer to the AdPulse On Demand Advertising Manager QuickSpec.

## Axiom On Demand



Operators who are looking to differentiate themselves in today's video on demand market need look no further than SeaChange's DVD Now solution. DVD Now enables operators to enhance the experience of video on demand by offering the superior interactivity of viewing a DVD. (The only thing missing is the DVD itself!) This enhanced experience includes video-rich menus, extra scenes, chapter navigation, multiple camera angles, subtitles and every other interactive capability viewers have come to expect from a DVD.

DVD Now's flexible, vendor neutral technology means that it has the ability to be deployed now. Because it works with the existing VOD infrastructure – both SeaChange and third party – operators can use current investments to create new forms of revenue.

For more information on DVD Now, please refer to the DVD Now QuickSpec.

## GAME NOW LITE

SeaChange Game Now Lite is a game management and distribution system that enables operators to provide a compelling gaming experience to subscribers. Unlike other game distribution systems, Game Now Lite is designed to deliver an interactive gaming experience regardless of the client STB or network infrastructure.

Game Now Lite includes a pack of ten ready-to-run games including such favorites as Sudoku, Texas Hold 'Em, Chess and Minesweeper. SeaChange also offers a variety of other games developed both internally and by third party game vendors. Having a wide variety of games allows the operator to pick and choose which games to offer under each business model.

Game Now Lite allows the operator to create 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 Axiom On Demand deployments to leverage its extensive billing and customer support functionality.

To further monetize these new eyeballs on the screen Game Now Lite enables new forms of advertising through integrated pre- and post-roll video ads and banner ads. Operators can maximize their inventory and sell-through rates by optionally using existing advertising management systems such as SeaChange's AdPulse.

For more information on Game Now Lite, please refer to the Game Now Lite QuickSpec.

Visit us online at [www.schange.com](http://www.schange.com) for more details on Axiom On Demand and the Personalized Applications Platform or contact your local sales representative.



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