

SeaChange Axiom On Demand Software Upgrade Program

> The easiest and most cost effective way to stay current with the newest technology

SeaChange® software continually evolves to meet the changing demands of the on-demand consumer. New releases provide software updates or add features and functionality which will improve the quality of the on-demand experience.

The SeaChange Axiom® On Demand Software Upgrade Program offers an inexpensive way for service providers to purchase Axiom software application and tool upgrades. For a low annual fee, software upgrade program customers have access to the latest Axiom On Demand releases and to a wide range of software add-ons in the Axiom On Demand product family. Annual fees are based on the number of Axiom stream licenses owned, and represent a significant discount to the cost of purchasing add-on products separately.

PROGRAM DETAILS

New versions of SeaChange software products are typically released throughout the year. A new version is indicated by a change in the software revision level, either major or minor (e.g., the next Axiom version after 3.5 may be 3.6 or 4.0).

The Axiom Upgrade Program is available to all Axiom On Demand customers. Enrollment in the program includes:

- Axiom On Demand upgrade to the latest generally available version
- All planned Axiom software enhancements for as long as program membership is maintained

The program also includes updated releases for the following products* in the Axiom On Demand Family:

- (NEW) • Axiom Dashboard Software
- Axiom Data Warehouse Software
- (NEW) • Axiom Global Data Warehouse Software
- (NEW) • Axiom AMA
(MOD Billing, SMS Interface, SeaDac, MOD App Client)
- Axiom Recording System Software
- Axiom Content Distribution (CDS) Software
- Axiom Asset Preparation Open Interface Software
- (NEW) • Axiom Asset Manager Multisite Software
- (NEW) • SeaDAC v2 (former AANS)
• *if licensed by customer*

Most importantly, your On Demand investment will continue supporting new technologies, allowing you to lead in features and services for your customers.

BENEFITS

- Always have the latest software releases at the lowest cost
- Continue to evolve your on-demand network to include the latest technology and industry trends
- Protect your on-demand investment

HOW THE PROGRAM WORKS

Let's consider a typical medium-size VOD site with a capacity to provide up to 20,000 video streams, and the ability to record 30 off-air channels for time-shifted playback. The software products deployed would include:

- 20,000 Axiom stream licenses, for network management and back-office integration
- Axiom Content Distribution Service (CDS) license, for asset ingest and lifecycle management
- 30 Axiom Recording System channel licenses

This site may purchase the Axiom stream licenses and enroll in the Software Upgrade Program for a low annual fee. It would then receive all upgrades for Axiom On Demand, Axiom Content Distribution & Axiom Recording System, representing a significant cost savings compared to purchase without program membership. In addition, the site would receive all new releases of these software products for as long as program membership is maintained. In 2009 this would have included:

• Selective Trick File Disablement

SeaChange Axiom v5.6 now allows the disabling of specific trick files (FF, RW, etc.) on specific elements of a playlist (e.g. advertisement) via ADI 1.1 Metadata Extension. This feature is available in both non-NGOD and NGOD environments.

• IPv6 Support

Support for larger deployments using IPv6 on OCAP STBs and IPv6 headend equipment has been added to Axiom v5.6. Both IPv4 and IPv6 may be part of the same node group.

• Advanced Integration with Aptiv EPG

Axiom v5.6 enables a number of advanced features due to further integration the Aptiv EPG, such as defining the menu locations subscribers go to post-viewing and the ability to dynamically update a playlist duration.

**Enrollment covers upgrades to already purchased products only.*



VOD. IPTV. MOBILE. ADVERTISING. CONTENT. BROADCAST. GLOBAL.

What is the difference between the Software Upgrade Program and the Software Maintenance Program?

The Software Upgrade Program provides new versions of a software product as they are released. The Software Maintenance Program provides technical support services and bug fixes for a specific version of a software product.

When you purchase a software product, SeaChange provides a 12-month warranty, which includes a year of software maintenance as part of the purchase price that provides bug fixes for that version of the software for the following 12-month period, as well as telephone and email support services. After the initial 12-month period, you may elect to continue to receive these services by joining the product's Software Maintenance Program (SMP) for an annual fee.

The Software Upgrade Program is an additional service that you may purchase for a software product. Unlike Software Maintenance, the first year of the Software Upgrade is not included with the initial product purchase. Fees are payable at the time of purchase and then on each subsequent anniversary. You will receive all new software versions, as well as the service packs and support services provided under the Software Maintenance Program. Note that if you choose to continue in the Upgrade Program beyond the first year, you must also purchase the SMP for those same years.

May I join the Software Upgrade Program at any time?

Yes, but program fees begin on the date of purchase of the covered software product. You may elect to join the program at a later time, but the fees will be back-dated to the date of original purchase, or the most recent software upgrade purchase. However, if you owned SeaChange software products prior to the introduction of the program, you may join the program for those products at any time without back-dated fees, and the program will run from the date that you join.

May I cancel an Upgrade Program subscription at any time?

Yes. Note that in order to reinstate a cancelled upgrade program, fees will be back-dated to the date of cancellation, or the most recent software upgrade purchase.

Does the Software Upgrade Program cover all versions of a software product?

Yes, all generally released software versions are included with the program. Occasionally, SeaChange may contract to add specific functions for a specific customer, and such revisions may not be generally released.

May I participate in the Software Upgrade Program for some products and not others?

No. If you own multiple software products at a site, you must participate for all or none of them. This ensures compatibility of new software releases at each site.

What will be delivered when I elect to participate in a Software Upgrade Program?

Participants will receive a program agreement for signature. The agreement describes in detail the program and associated fees.

How will I know what features to expect in new software versions?

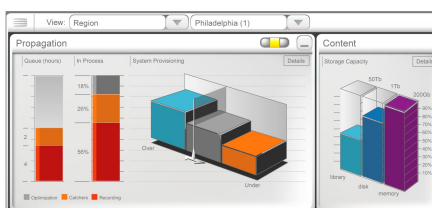
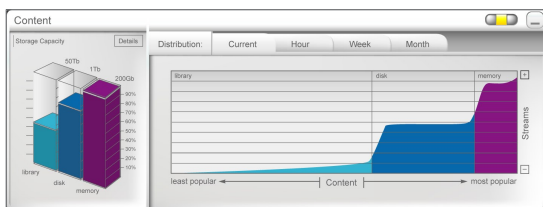
SeaChange will communicate software plans to program participants. These will provide an indication of current plans, but they may change at any time and do not represent a commitment to deliver any specific feature with any specific software version.

May I just buy a new version of my software product instead?

Yes. If you elect not to join the upgrade program for your software products, you may still purchase newer, generally available versions at any time. However, consider that the program offers better value, providing all new versions on release for a lower annual fee.

How will new software versions be delivered?

Software will be sent to the contact address you provide when you sign up for the program. You may change these details at any time. Note that installation services and fees are not included in the program. If you would like a SeaChange engineer to install your software you may contact Customer Support to schedule an installation.



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