


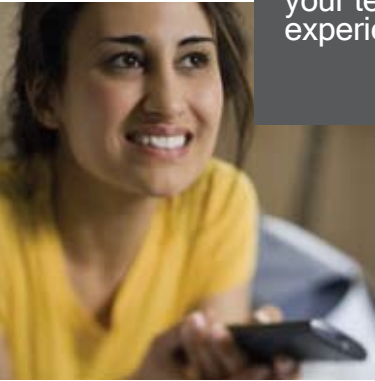
SeaChange® VOD Now

For smaller service providers who are looking to stay competitive in today's ever-growing television market, SeaChange VOD Now is a specifically configured Video On Demand (VOD)

package that delivers reliable and scalable VOD without the traditionally high start up costs. VOD Now economically delivers an entry-level solution to put small cable and telco/IPTV service providers on the fast track toward generating on-demand revenue. Beyond VOD, the SeaChange® Axiom® On Demand Personalized Application Platform also provides the foundation for adding SeaChange's growing range of content navigation, gaming, DVD and ad targeting applications.



define
your television
experience.



To make it even simpler for service providers, SeaChange has partnered with TVN® Entertainment's VOD Complete™ service for small market systems. VOD Complete offers a fully customizable and scalable solution that features an optimized programming selection from TVN's 8,000 hours of standard-definition and HD programming.

VOD Now includes two primary components:

- **Axiom On Demand** – SeaChange’s industry leading content delivery platform that utilizes a scaled down stream count to support smaller operations
- **MediaCluster®** – SeaChange’s powerful video server technology

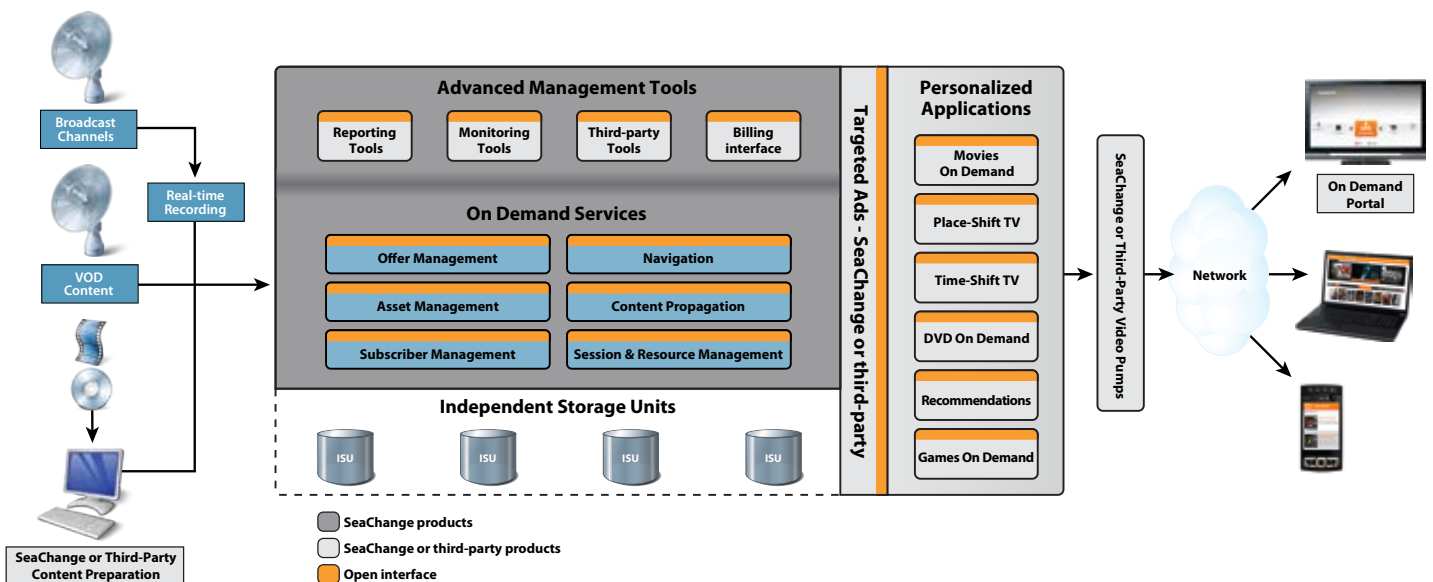
AXIOM ON DEMAND

Axiom On Demand is comprised of On Demand Services, Personalized Applications Platform and Advanced Management Tools.

On Demand Services

On Demand Services are at the heart of every on-demand system, managing core on-demand network resources including video servers, bandwidth, and storage to serve requests from every client in the most efficient manner possible. On Demand Services are also responsible for the life cycle of a VOD asset – from ingest to deletion and everything in between – and are capable of automating the process to minimize operational expense.

Axiom On Demand



Personalized Applications Platform

The Personalized Applications Platform allows service providers to personalize their subscriber's viewing experience by adding applications such as content recommendation, time-shifted television, place-shifted television and targeted advertising. The open interface means that these advanced applications can be SeaChange or any number of third party applications.

Advanced Management Tools

Advanced Management Tools provide service providers with the tools necessary for aggregating data to generate comprehensive on-demand system reports, leading to better-informed business decisions.

MEDIACLUSTER

SeaChange's Mediacluster video server technology utilizes off-the-shelf disks and memory to provide as few as 50 and as many as 1,400 simultaneous MPEG-2 or MPEG-4/H.264 standard-def and high-def streams. MediaCluster conserves storage with its patented single-copy approach, so only one copy of any video asset is required to meet any number of simultaneous stream requests.

VOD Now – and For the Future

As demonstrated in the largest service providers around the globe, Axiom On Demand is entirely unique in its ability to deliver the personalization subscribers crave, the comprehensive operations efficiency service providers demand, and openness that is strategic and valuable to everyone. Axiom On Demand's open interfaces power third party applications and video pumps, enabling innovative, next generation VOD hardware and software solutions that improve the service provider's bottom line. VOD Now delivers the most cost-effective package of industry leading software and hardware to help keep smaller service providers competitive today, and well into the future.

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.

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