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SeaChange®

SeaChange Enhances Adrenalin Platform to Expand Service Providers' Multiscreen TV Revenues

New Release Product Features Include Ultra High Definition Content Support, Binge Watching and Geographic-failover for Extreme Reliability

ACTON, Mass., June 29, 2016 (GLOBE NEWSWIRE) -- Multiscreen video software innovator SeaChange International, Inc. (NASDAQ:SEAC) today introduced new revenue-generating multiscreen video features with its latest SeaChange Adrenalin platform release. Available now and deployable in cloud-based or on-premises options, Adrenalin's industry-leading advanced feature set includes support for Ultra High Definition (UHD) on-demand, time-shifted and linear content; tools to better manage content promotions and offers, such as binge watching and season's pass; as well as system failover between geographies to guarantee high availability at large scale.

"Using Adrenalin for centralized video operations, our service provider customers are expanding their offerings, adding content, and enabling rich user experiences seamlessly across networks and devices," said Paul Crann, Senior Vice President of Product Management, SeaChange. "Adrenalin's latest features help our customers quickly deploy new services to stay ahead of consumer's shifting habits and capture incremental revenue opportunities with a highly scalable and unified video delivery back office."

Initial deployments of this new version of Adrenalin are under way with several large video service providers, including customers converting from SeaChange's prior-generation Axiom VOD systems.

Seamlessly Serving the Demand for Ultra High Definition Content
SNL Kagan, an offering of S&P Global Market Intelligence, forecasts today's 17 million Ultra High Definition households in the U.S. will more than triple to 58 million by 2020, and then surpass 109 million by 2025. To help service providers capitalize on the rapidly growing marketplace UHD content like 4K, Adrenalin supports on-demand and time-shifted UHD content and live channels in addition to delivering SD and HD content to any device. Adrenalin's software intelligence appropriately manages library content access and presentation on UHD-ready devices through provisioning and content metadata flagging. Protection of high-value UHD TV shows and movies is ensured through optional content watermarking and digital rights management measures.

Advanced Offers and Promotions Driving Content Use and Revenues
Adrenalin continues to give service providers the means to launch increasingly appealing content offers and packaging that drives more effective subscriber engagement and frequent viewing of an entire on-demand catalog, now including season's pass and binge watching in

this latest software release. The Adrenalin Business Management System enables service providers to tap into the growing binge watching trend that today sees [70 percent of Americans consuming an average of five episodes in a TV series](#) at one time. Service providers can offer subscribers the ability to pre-purchase a season's pass for a complete TV series with control features including episode pause, resume and auto-play of the next episode in the series. Through Adrenalin bookmarking and entitlements, a subscriber can pause series viewing on a mobile device, resume viewing from the same frame on a TV set-top, or share the series with family members using other devices.

Ensuring High Levels of Service Availability at Large Scale
SeaChange now offers an additional layer of protection through disaster recovery over geographic distances to ensure high availability of Adrenalin-based services whenever video headends and networks are impacted by power failures and other events. By deploying an Adrenalin back-up in a separate geographic location, customers will have the assurance of complete multiscreen service function failover and resumption within 15 to 30 minutes, which provides mission-critical performance for service providers centralizing their back office operations for multiple geographies.

With published APIs and dozens of third-party integrations, SeaChange's open software solutions including Adrenalin orchestrate premium video services over HFC and IP networks with unified subscriber experiences for set-tops, smart TVs, Google Android TV, and Apple and Android mobile devices. SeaChange solutions are multiple award winners, taking industry accolades including the [TV Connect Award for Best Service Delivery Platform for IP TV & OTT TV](#) and the [Cable & Satellite International Award for Best Content on Demand Solution](#).

Go to www.schange.com/company/events to book a meeting and hands-on platform demonstrations with SeaChange at the NCTC Independent Show (July 24-27, Orlando).

About SeaChange International
Enabling our customers to deliver billions of premium video streams across a matrix of pay-TV and OTT platforms, SeaChange (Nasdaq: SEAC) empowers service providers, broadcasters, content owners and brand advertisers to entertain audiences, engage consumers and expand business opportunities. As a three-time Emmy award-winning organization with 23 years of experience, we give media businesses the content management, delivery and monetization capabilities they need to craft an individualized branded experience for every viewer that sets the pace for quality and value worldwide. For more information, please visit www.schange.com.

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