

SeaChange to Debut Converged Multiscreen Video User Experiences This Week at IBC 2016

New NitroX Products Fully Integrated with SeaChange Delivery Chain for Video Management, Delivery and Monetization

ACTON, Mass., Sept. 09, 2016 (GLOBE NEWSWIRE) -- **IBC 2016 – Hall 1, Stand F70** - Multiscreen software innovator [SeaChange International, Inc.](#) (NASDAQ:SEAC) will debut a new generation of user experience software products at [IBC 2016](#) (Amsterdam, Sept. 9-13) that empower service providers and content owners to optimize live and on-demand video consumption on multiscreen and OTT services. Ensuring consistent and converged presentation across devices, the SeaChange NitroX family includes new user experience products for Android TV, iOS and Android mobile devices, and TV set-top boxes, as well as RDK-based customer premises equipment running SeaChange's Nucleus video gateway software.

NitroX features and functionality allow providers to fully leverage the extensive content management, delivery and monetization capabilities of SeaChange's platforms, including restart TV, catch-up TV and network PVR services driven by the [Adrenalin multiscreen video platform](#). NitroX user experiences that are optimized for TV set-tops, smartphones and tablets will be demonstrated as part of SeaChange's complete video delivery chain, running both in the cloud and on premises in SeaChange IBC stand F70, Amsterdam RAI Hall 1.

"Our new generation NitroX products provide a ready-to-deploy multiscreen user experience that's pre-integrated with SeaChange's widely deployed Adrenalin multiscreen platform and Nucleus client software stack for rapid introduction of enhanced subscriber capabilities to drive content use and revenues for our customers," said Marek Kielczewski, SeaChange's Senior Vice President of Customer Premises Equipment Software.

SeaChange NitroX provides a seamless experience for subscribers across multiscreen devices. NitroX enables providers to present all content models across devices including SVOD, TVOD, FVOD and AVOD, as well as live and linear. Supporting multiple user profiles, NitroX's presentation intelligence curates content options that are relevant to unique users and enables social discovery within an individual subscriber's network, establishing a highly attractive and engaging cross-device experience.

NitroX lets subscribers move easily between devices, including maintaining individual bookmarks, favorites and recently-watched history, as well as providing access to catch-up and recorded TV from all devices. NitroX's unique companion push-pull features between devices allow for new consumption modes, such as using one device for viewing, while simultaneously controlling the viewing experience on another.

SeaChange offers best-of-breed solutions across content management, video back office and advertising solutions. Standards-compliant, the solutions also offer a set of proven interfaces and APIs to allow service providers and content owners the flexibility to innovate with other solutions for a rapidly evolving market. SeaChange is proven across a variety of clients and devices, including solutions developed organically by providers themselves, third-party best-of-breed client/device solutions, and now the option of also leveraging a rich set of NitroX clients. SeaChange's open platforms ensure that video service providers can leverage the latest consumer devices and quickly innovate offerings across a wide range of client experiences.

SeaChange will also demonstrate NitroX for SeaChange Nucleus at the private RDK European Summit 2016, immediately following IBC on Tuesday, September 13. Marek Kielczewski will participate on a summit conference panel to discuss SeaChange's ongoing RDK initiatives.

Go to <http://info.schange.com/ibc-2016-book-mtg-form-0> to book hands-on video delivery chain demonstrations with SeaChange at IBC2016, Hall 1, Stand F70.

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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