SeaChange's New Streaming and Storage Solutions Improve TV Operations Performance, Enable CDN and Multi-Screen Video Strategies

-- Universal Media Streamer flash memory-based streamer supports TV, PC and mobile video formats; Delivers up to 5,000 SD video streams in 1RU
-- Universal MediaLibrary packs 144TB into 5RU

ACTON, Mass.--(BUSINESS WIRE)-- SeaChange International (NASDAQ: SEAC) today introduced breakthrough streaming and storage solutions that establish the new performance standards for television operations. Designed to reduce operating costs and increase performance in a smaller footprint as operators deploy more flexible content delivery network (CDN) architectures and multi-screen video, the Universal Media Streamer (UMS) flash memory-based server supports multiple video formats and delivers 5,000 video streams in a single 1RU chassis. The new Universal MediaLibrary (UML) provides up to 144TB of raw storage in a compact 5RU Matrix Storage Array. Both products will be featured at NAB and will be available for order in the second half of 2010.

SeaChange's support for CDNs and multi-screen video is underscored by consumers' changing media consumption habits. While the majority of video content is still viewed on television, Nielsen Media's most recent A2/M2 Three Screen Report indicates that both broadband and mobile video viewing continue to grow, with Internet users watching 53 more minutes of video online and a 53-percent increase in Americans who watch video on their mobile phones in the third quarter of 2009 versus the year before.

"SeaChange supports the opportunities for CDNs through a combination of open software solutions with high performance and flexible storage and streaming resources," said Lev Vaitzblit, vice president of engineering, servers and storage, SeaChange. "Operators must be able to manage a flow of content in multiple versions and formats from ingest to delivery seamlessly and cost-effectively. With the combination of comprehensive software products such as our AssetFlow content and metadata workflow management solution, along with our new generation UMS and UML resources, SeaChange is helping operators further leverage their SeaChange back office to evolve toward CDNs that will support a true anytime, anywhere video experience."

Methodologies for delivering anytime, anywhere video delivery are the focus of the technical paper, "Building Workflows to Support Multi-platform Content Delivery," to be presented by Venkat Krishnan, vice president, products, SeaChange, during the NAB2010 Broadcast Engineering Conference on Tuesday, April 13 from 4:30 p.m. - 5 p.m. in the Television Workflow and File Management session. On the same morning, Yvette Kanouff, president, SeaChange, will present on multi-screen video delivery during the Fierce IPTV Executive
Breakfast event, "TV without Borders: Service Provider Strategies for the TV Everywhere Age," taking place at Encore Las Vegas from 7 a.m. - 8:45 a.m.

Unrivaled Streaming

The newest addition to SeaChange's groundbreaking series of flash memory-based video servers, the Universal Media Streamer adds integrated support for multiple streaming formats such as constant and variable bit rate SD and HD, HTTP and Adobe Flash among others, making it ideal for multi-screen video delivery to TVs, PCs and mobile devices, including Apple's iPhone. While eliminating spinning disks from the edge of CDN infrastructures and reducing the costs of disk resource and maintenance, the UMS is also unrivaled in stream capacity per rack unit performance. The UMS is available in 3TB and 6TB configurations that can store up to 1,500 and 3,000 hours of MPEG2 video, respectively.

Unique to the UMS is its intelligent block caching algorithm, which caches frequently accessed blocks of a video asset to minimize access to the CDN and maximize flash memory lifespan, resulting in higher quality of service and operations cost savings.

Massive Storage

SeaChange's answer to the massive storage requirements inherent to multi-screen delivery is the new Universal MediaLibrary, a CDN-class library storage system providing the scalability, density and reliability necessary for 24/7 operation. The unique chassis design of the UML consists of six blades that are serviceable even while operational. Each blade module contains 12 top-load drive slots that enable simple drive replacement without impacting operations.

Working in concert with SeaChange's AssetFlow software, the UML can function as a network attached storage platform to store enormous amounts of content in multiple formats, while also providing a temporary storage area to support content operations such as production and content creation archives, automated quality assurance, and transcoding among others. The UML can also store all processed content packages prior to delivery to multi-screen destinations and distribution outlets along with any related production content.

SeaChange will also introduce a broadcast version of the UML at NAB, which is an IP hub optimized for tapeless infrastructures that can function as a play-to-air server and production storage platform for non-linear editing systems. With edit-in-place support, the UML enables content manipulation during ingest. Paired with SeaChange's MediaClient software codecs, play-to-air MediaClusters or standalone edge servers, it meets playout requirements for any size broadcast environment.

SeaChange's range of proven content storage, streaming and management solutions, including the new UMS and UML, will be on display during NAB2010, April 12-15 in Las Vegas in booth N5311. Demonstrations will underscore how SeaChange is helping television operators around the world manage, monetize and seamlessly deliver the highest quality video possible to multiple screens, including TVs, PCs and mobile devices.

About SeaChange

SeaChange International is a leading provider of software applications, services and
integrated solutions for video-on demand (VOD), digital advertising and content acquisition, monetization and management. Its powerful open VOD and advertising software and scalable hardware enable cable and telco operators, as well as broadcasters, to provide new on-demand services and to gain greater efficiencies in advertising and content delivery. With its Emmy Award-winning and patented technology, thousands of SeaChange deployments are helping broadband, broadcast and satellite television companies to streamline operations, expand services and increase revenues. Headquartered in Acton, Massachusetts, SeaChange has product development, support and sales offices around the world. Visit [www.schange.com](http://www.schange.com).

Source: SeaChange International