

SeaChange Unveils cView UI/UX Software to Provide Pay-TV Operators a Smooth Bridge between Legacy, IP, and OTT/Multiscreen Worlds

New Device Software Supports Android TV Operator Tier, Hybrid Set-top-box Platforms

ACTON, Mass., Sept. 12, 2018 (GLOBE NEWSWIRE) -- Video solutions pioneer SeaChange International (NASDAQ: SEAC), today announced the launch of its cView user experience software that empowers pay-TV operators and video service providers to quickly spin up new offerings across a broad range of viewer devices with less complexity, cost and risk than previously possible. SeaChange cView is the complementary endpoint software element of SeaChange's cFlow portfolio of video management solutions, facilitating rapid new feature development and deployment.

SeaChange cView addresses one of the pay-TV operator's primary challenges – how to continue serving their Set-Top-Box (STB) subscriber base with minimal disruption, while adding IP-enabled multiscreen services to retain and add new subscribers. SeaChange designed cView to support a gradual, viewer-driven migration from traditional, proprietary STB platforms to enhanced services offered on newer hybrid and OTT-enabled TV devices, such as Apple TV and those powered by Android TV; a movement from costly, closed, and managed operator networks to more efficient, unmanaged OTT services, with the ability to bridge the two. cView provides a consistent user interface and experience, whether on a traditional STB, hybrid STB, streaming media device, mobile device, laptop, or smart TV, so operators can serve the needs of the broad array of subscriber types with a common, branded experience.

cView's support for Android Operator Tier (AOT) further enhances the offering for pay-TV providers by allowing them to serve their branded experience directly from the launch screen. AOT also provides subscribers the benefits of a Google environment such as an app store, notifications, and Google Assistant, while also giving operators the ability to offer a personalized, branded experience.

"Our customers across the globe face a common risk and shared opportunity inherent in the migration to multiscreen/IP-empowered video experiences. cView supports a broad range of platforms, so it offers the opportunity to migrate their subscribers and enhance their network incrementally, with minimal risk," said Marek Kielczewski, SeaChange CTO. "With cView, and its support for Android Operator Tier, we aim to enable service providers to improve their services for existing STB-oriented subscribers, while offering capabilities that appeal to an increasingly mobile viewership."

The cView client presents a consistent look, feel and experience across browsers, mobile devices running on iOS, Android, traditional STBs running on Linux and RDK, connected TVs and devices running on Apple's tvOS, and the latest IP and hybrid STBs running on Android TV. In addition, by combining cView with SeaChange's cBridge solution or the Panoramix end-to-end IP management and delivery platform, operators can rapidly launch new features and services in response to viewers' demands. SeaChange also has extensive experience integrating UX software to legacy STB platforms.

"The personalized user experience is today's video provider battleground," added Kielczewski. "The providers who best understand their customers, and have a platform which allows them to rapidly serve their evolving demands will be best positioned to succeed. At SeaChange we're facilitating the adaptability, scalability and service expandability that today's operators require."

SeaChange will be demonstrating cView in OTT/Multiscreen and Android Operator Tier mode, along with the new cFlow™ portfolio of video management solutions and the Panoramix™ end-to-end video management and delivery platform, at the **IBC show, stand 1.F70**.

About SeaChange International

For 25 years, SeaChange (Nasdaq: SEAC) has pioneered innovative solutions to help video providers around the world manage and monetize their content. As the video industry rapidly evolves to meet the "anytime, anywhere" demands of today's viewers, SeaChange's comprehensive content, business, viewer experience and advertising management solutions provide a mature, network-agnostic, cloud-enabled platform of scalable core capabilities that video service providers, broadcasters, content owners and brand advertisers need to create the personalized, individual™ experiences that drive viewer engagement and monetization. For more information, please visit www.seachange.com.

Safe Harbor Provision

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Contacts

Press:

Sophie Latish
Brand Definition
+1 (503) 360-6411
sophie@brand-definition.com

Investors:

Mary T. Conway
Conway Communications
+1 (781)-772-1679
marytconway@comcast.net



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