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# Blue Ridge Communications Prepares for OTT Video With SeaChange

## Cable TV Operator Adding IP Video Capability Immediately Following Video Platform Migration

ACTON, Mass., June 21, 2017 (GLOBE NEWSWIRE) -- On the heels of completing its migration to the new generation Adrenalin video back office from [SeaChange International, Inc.](#) (NASDAQ:SEAC), [Blue Ridge Communications](#) has begun preparations to expand its television services to subscribers' OTT devices including mobile phones and tablets. The companies began their collaboration in 2013 with video-on-demand to TV set-top boxes, and are targeting the introduction of on-demand and linear OTT service in Blue Ridge's operations in the mid-Atlantic region for late 2017.

Mark Masenheimer, Blue Ridge Communications' Vice President of Operations, said, "It's critical for Blue Ridge to meet our customers wherever they are – at home or on the go – with a superior entertainment experience. They expect this exciting new dimension and we're getting ready to deliver it. We're pleased to evolve our offering across consumer platforms with SeaChange's single back office."

Ed Terino, SeaChange CEO, said, "SeaChange created a single back office to make our customers' multiscreen goals easier, faster and more cost-efficient to achieve and ensure their bridge to the all-IP future of TV. We're looking forward to Blue Ridge's new success with Adrenalin."

[SeaChange Adrenalin](#) is the comprehensive, multiscreen television platform that enables video service providers of every size to deliver exciting subscriber experiences to all screens, all the time. With published APIs and dozens of third-party integrations, SeaChange's open software solutions orchestrate premium video services over HFC and IP networks with unified subscriber experiences for set-tops, smart TVs, Android TV, as well as Apple and Android mobile devices.

Also, Blue Ridge Communications has streamlined its multi-market video-on-demand content workflow with its move to the [SeaChange AssetFlow](#) content management system. The cable television service provider has centralized preparation of movies and TV programs for streaming on Blue Ridge On Demand, which is available across northeastern and southeastern Pennsylvania. AssetFlow automates management of the lifecycle of on-demand content, from movie and TV program ingest and tracking, to metadata handling and overall content workflow.

Go to <http://www.schange.com/company/events> to book hands-on solution demonstrations with SeaChange at upcoming television industry conferences including The National Cable Television Cooperative's Independent Show (Indianapolis, July 23-26).

## **About Blue Ridge Communications**

Blue Ridge Communications, a division of Pencor Services, Inc., is one of the longest operating cable providers in the United States, with a history dating back to 1950. The company offers pay-TV, on-demand video, voice, high-speed data and smart home services to residential and small business customers in the mid-Atlantic region of the U.S. Its parent company, Pencor, is highly diversified with businesses ranging from publishing and telephony to wireless communications and pay TV.

## **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 nearly 25 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](http://www.schange.com).

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