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# SeaChange Strengthens End User Video Experience at IBC2017

## Company Delivers Advanced Content Management and User Experience Solutions Enhancing the Video Delivery Chain

ACTON, Mass., Sept. 12, 2017 (GLOBE NEWSWIRE) -- Video solutions innovator [SeaChange International, Inc.](#) (NASDAQ:SEAC) will demonstrate its latest products during [IBC2017](#) (Stand 1.F70) highlighting the ability to profitably deliver consumer entertainment anywhere across devices. Featuring cloud-based software solutions that power a low risk, rapid time to market and high quality video offering for TV service providers and content owners, SeaChange will demonstrate solutions that scale to millions of subscribers supporting large libraries of assets and multiple applications. This includes a rich end user experience across linear and time shifted video offerings with a rich end user experience to traverse all devices and networks.

“Rising cost of video content acquisition puts pressure on our customers’ business, SeaChange delivers converged solutions that reduce infrastructure costs, especially as subscribers push for additional services across many devices,” says Ed Terino, SeaChange CEO, “Our latest enhancements in our content management system (CMS) and user experience (NitroX) are enabling providers to realize the greatest value for every asset with extensive promotions, targeted advertising and superior multiscreen subscriber experiences.”

At IBC, SeaChange will be demonstrating its latest generation of [AssetFlow](#) multiscreen CMS that optimizes high volume asset preparation and metadata enhancement to ensure efficient operations while enabling a rich user experience for video across all device types. SeaChange also continues to enhance its [NitroX](#) multiscreen user experience across smart TVs, set tops boxes and an increasing number of consumer devices (devices such as; RDK, Android TV, Web Clients and Apple TV). This includes additional innovation around important features such as cloud DVR, catch-up TV, restart TV, binge watching and deep linking to popular OTT offerings. The NitroX platform offers providers the ability to quickly configure the end user customer experience desired for their business using a proven and cost effective platform with an extensible SDK development option. IBC visitors will be able to view customer examples running today on SeaChange’s widely deployed technologies.

Go to [www.schange.com/company/events](http://www.schange.com/company/events) to book a meeting with SeaChange at upcoming industry events around the world including IBC2017 (Stand 1.F70, September 14-18, Amsterdam).

### 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](http://www.schange.com).

**Contact:**

**Press**

Monica Mulkens

SeaChange

+31 40 248 8176

[monica.mulkens@schange.com](mailto:monica.mulkens@schange.com)

**Investors**

Mary T. Conway

Conway Communications

1-617-407-8778

[marytconway@comcast.net](mailto:marytconway@comcast.net)



Source: SeaChange International, Inc.