

March 29, 2007



SeaChange TV Platform Wins Convergence World Award for Best IPTV Innovation

IPTV Solution Honored During IEC C5 World Forum

ACTON, Mass. & MILAN, Italy--(BUSINESS WIRE)--

SeaChange International's (NASDAQ: SEAC) groundbreaking TV Platform was named Best IPTV Innovation at the Convergence World Awards ceremony during the IEC C5 World Forum in Milan this week. In presenting the award, judges recognized SeaChange as "an innovative company," and noted several customer testimonials that demonstrate the Company's high level of market acceptance.

"Working with one organization to build our IPTV and video-on-demand platform allows us to rapidly and effectively deploy these services with the minimum execution risk," said Dominic Reed, CEO, Corvette Telecom, in discussing his broadband company's launch of IPTV services in Moscow.

The SeaChange TV Platform was developed to get broadband operators into the IPTV business fast. It is a complete IPTV system that enables operators like Corvette Telecom to easily launch and expand a wealth of subscriber services such as on-demand movies, electronic program guides and convergence services. It is the industry's first service delivery platform, based upon a modular solution born from SeaChange's extensive experience in middleware and on-demand solutions.

The SeaChange IPTV advantage

SeaChange has the proven ability to leverage IP, - whether telco, cable, DTT, satellite or hybrid operations - and accelerate even the most sophisticated IPTV deployments with a market proven and extremely scalable platform backed by SeaChange's turnkey content services for on-demand movies, gaming and other applications

The SeaChange TV Platform consists of three primary tiers: client, back office and network. The next-generation TV Navigator Four client middleware platform has the largest collection of rich APIs that help operators rapidly and cost-effectively deploy a range of interactive services. SeaChange TV Business system is a complete back-office solution supporting business operations of on-demand and other value-added television services. It enables IPTV service providers to promote, price and bundle their products, and to manage the presentation and sale of product offerings according to a flexible set of business rules. SeaChange Axiom is a proven and feature-rich solution that powers the majority of on-demand services worldwide. It enables service providers to offer the broadest array of services, such as broadcast, advanced electronic program guides (EPG) and real-time encoding.

About SeaChange

SeaChange International, Inc. is the leading provider of end-to-end and best-of-breed solutions for the world's growing on-demand and IPTV industry. Visit www.schange.com.

Source: SeaChange International