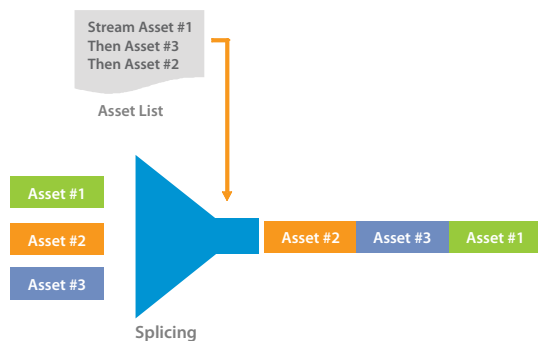




SeaChange® Axiom™ Content Dynamics

Version 1.0

SeaChange® Axiom™ Content Dynamics is a set of services, databases, and interfaces that provide the core functionality behind dynamic customization of on-demand content. It enables external applications to select and assemble multiple assets into a single, continuous on-demand stream by driving Axiom Content Dynamics with playlists and instructions that may be generated in near real-time.



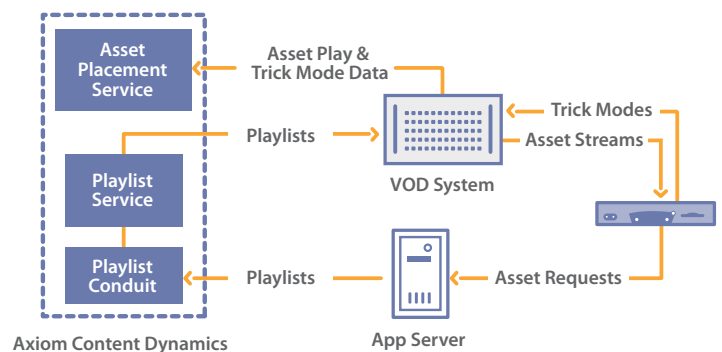
Key features of Axiom Content Dynamics include:

- **Asset splicing** – the ability, at run-time, to seamlessly link together and stream out multiple assets
- **Playlists** – the ability to define multiple assets to be linked together and streamed out
- **Playlist conduit** – the ability to accept and process playlists generated by external applications
- **Asset logging & tracking** – the ability to track, individually, each asset in a playlist, including:
 - Asset execution
 - User actions taken (for example, trick modes) while the asset plays
- **Automatic failover** – the ability to switch seamlessly to a backup system if the primary Axiom Content Dynamics system experiences a fault

Components

The major functional elements of SeaChange Axiom Content Dynamics include:

- **Playlist Service**, which stores, manages, and processes playlists generated by external applications
- **Playlist Conduit**, which provides a programming interface for external applications to pass asset lists to the VOD system
- **Asset Splicing Engine**, which plays out multiple assets back-to-back with seamless transitions between assets (asset splice points must be created on ingest)
- **Asset Placement Service**, which stores data on asset execution and any user actions taken while each asset plays



SPECIFICATIONS

- Includes an open SOAP programming interface to accept playlists from external applications (based on ADI 2.0)
- Includes an interface to provide playlists to SeaChange VOD servers
NOTE: Open interfaces for ISA and NGOD are in development.
- Provides asset tracking data to the SeaChange® Axiom™ Data Warehouse
- Requires two (2) Axiom Content Dynamics servers per Command Center (a Legato CoStandby pair providing a warm standby capability)
- Each Axiom Content Dynamics Server must run the following software:
 - SeaChange Axiom Content Dynamics v1.0
 - Microsoft® Windows® 2003
 - Microsoft® SQL Server 2000
 - Microsoft® IIS
 - Legato CoStandbyServer software
 - .NET v1.1_4378 runtime

PREREQUISITES

SeaChange Axiom Content Dynamics requires that the following other components be installed in the VOD system:

- SeaChange® Axiom™ Open Suite v3.1 or greater with Asset Manager and ETF
- SeaChange Axiom Data Warehouse
- SeaChange® Movies On Demand Service™ (MOD)

OPTIONAL COMPONENTS

Axiom Content Dynamics may be used in conjunction with the SeaChange® AdPulse™ On Demand Advertising System. Refer to the SeaChange AdPulse On Demand Advertising System quick spec for more information.

LIMITATIONS

- All assets must be at least 30 seconds in length

ORDERING INFORMATION

Sales Order Number	Description
To be determined	SeaChange Axiom Content Dynamics Server (1 server pair or more per Command Center depending on traffic)
To be determined	SeaChange Axiom Content Dynamics Software — 1000 streams (one or more per Command Center depending on traffic)