

SeaChange **Spot System v4.6™**

SeaChange's Spot System™ is the premiere delivery system for television advertising with over 55,000 channels deployed worldwide, inserting 5 million advertisements everyday. The Spot System has a proud heritage of success in television advertising and our software has been the secret of that success. A reputation built from reliably delivering over 60 million hours of advertising has made the Spot System the standard for ad sales operations.

Ten years of developing software for cable advertising that delivers

- Easiest installation, simplest operation and maintenance
- Flexible configurations
- Fully automated operations

Comprehensive software for your business that keeps getting better

- Proven capabilities that scale
- A complete management suite of graphical user tools
- Standards-based systems protect your investments
- A vision for the future that starts building today

The SeaChange Spot System™ is a completely automated solution for reliable advertising delivery at the lowest operational expense and highest quality. Once schedules and videos are provided, the Spot System completes every task necessary for fulfillment without operator intervention.

- Schedules are delivered to the Spot master control and its inserters, where they are loaded and conflict checked for missing spots that need to be encoded.
- Once the schedules have been loaded locally, the inserter automatically determines the videos it requires and requests these files from the master control.

- With schedule files loaded and necessary videos cached, the inserter cues up commercials for playback per the schedule.
- The inserter waits for an SCTE-35 message, a DTMF tone, or a contact closure as its cue to begin the ad insertion process. This trigger is detected and forwarded to the Spot System for comparison to the schedule and automatically acted upon.
- When the trigger is received, the inserter begins playing back the commercial and sends a command to the switch or splicer to replace the network feed with the local commercial feed. Once the insertion is complete the server instructs the switch or splicer to pass the network feed through and logs the playback as successful.

The Spot System's plug-in architecture lets you customize each installation to suit its exact operational requirements. This plug-in software further leverages existing investments to deliver new opportunities. Transport Streams Insertion, Spotcast Satellite, Auto Archive, Interconnect and Auto Make Goods plug-ins seamlessly extend systems with the automated capabilities necessary to produce incremental revenues, while decreasing operational efforts.

Spot System v4.6 Site License

- One master and multiple slave databases
- One master and multi-cache storage management
- Spot propagation and dynamic dialing services
- Management Suite on databases
- Electronic installation, operation and user documentation
- Maintenance & support with active service contract

Spot System v4.6 Single Server License

- One master database for inserter
- Inserter cache storage management
- Management Suite license
- Electronic installation, operation and user documentation
- Maintenance & support with active service contract



FEATURE

BENEFIT

Easy integration

- SeaChange solutions use standards to become the standard
- TCP/ IP for universal connectivity
 - MPEG, DVB and CableLabs video standards
 - Standard and high definition NTSC or PAL video
 - Dolby AC-3 audio
 - DVS 380 interfaces for server control of splicing remultiplexors
 - SCTE-35 splice-in messages in digital video
 - SCTE-30 messages over IP

Completely automated for the lowest operational costs and highest profits

- The Spot System automates activities from schedule to verification
- Automatic systems configuration & software distribution
 - Data ingest, management and replication
 - Rules-based digital media and metadata management
 - Schedule-driven media distribution over a variety of mediums
 - Automated storage management across distributed servers
 - Self-healing systems automatically work to resolve any issues
 - Monitoring and alarming for central administration

Protects your valuable business assets

Interacting with Spot always starts with a secure login that maps user privileges to operational roles. Should problems arise SeaChange® Customer Service is always ready to deliver prompt resolutions that get you back on-air.

Optional Spot+™ Software Package provides high availability of the system by utilizing automatic back up and failover of Spot inserters. Future releases are planned to support automatic failover of video libraries, and databases.

Simple installation and configuration

- Quick guides and wizards reduce implementation costs
- Simple system documentation for self-installation & local training
 - Machine Builder wizards automatically configure systems
 - Plug-in architecture for transparent system extensions

Puts operations at your fingertips

- Sophisticated management with a suite of graphical tools enable you to operate your systems from near or afar
- View the status of your entire operation with a quick glance
 - Easy to use interfaces with the smallest learning curve in the industry
 - Receive warnings before problems arise
 - Extensive system logs and troubleshooting utilities

Scales with your business without increasing operational overhead

The Spot System's flexible configurations support operations from 12 channels at one site to over 5,000 channels spread across 600 locations all managed from a central facility

Protects your investments

- Spot extends with a suite of software plug-ins that optimizes your investments in SeaChange technology, enabling you focus on your business and its clients
- Analog insertion, Transport Streams Insertion, and digital simulcast solutions
 - Interconnect local ad sales for regional operations
 - Auto Archive for hierarchical storage management
 - Spotcast satellite distribution
 - DigitalX for digital end to end operations (transcoding, browsing, etc)
 - Ad Router for targeted advertising

FEATURE

BENEFIT

Unmatched price/ performance

- 200 channels of digital ad insertion or 24 channels of analog insertion in 4 RU
 - Robust and reliable platforms for standard & high definition MPEG
 - Redundant power supplies (110/220 or -48v), RAID5 drives & fans
 - Incremental channel configurations

One stop shopping for your ad sales operation

- SeaChange Inserters use best of breed commodity components tuned to perform in demanding environments
 - Spot analog inserters delivering up to 24 channels per chassis
 - Spot TSI inserters support up to 200 channels in a compact form factor, with GigE copper or fiber outputs

Keeps your businesses moving at the speed of light

- SeaChange is your complete source for advertising solutions
 - Sales, service & support for CASA splicers
 - A complete line of Cisco networking products
 - Clock antenna package to provide NTP services for systems
 - IP-based tone distribution solution
 - Full suite of implementation and deployment services from trained television professionals

- SeaChange customer services are always live and designed to ensure you are always on-air
 - Trained television technical professionals available 24x7x365
 - High speed VPN connections & sophisticated remote diagnostic tools
 - Complete lab facilities ensuring Spot seamlessly fits into your environment
 - Rapid equipment replacements

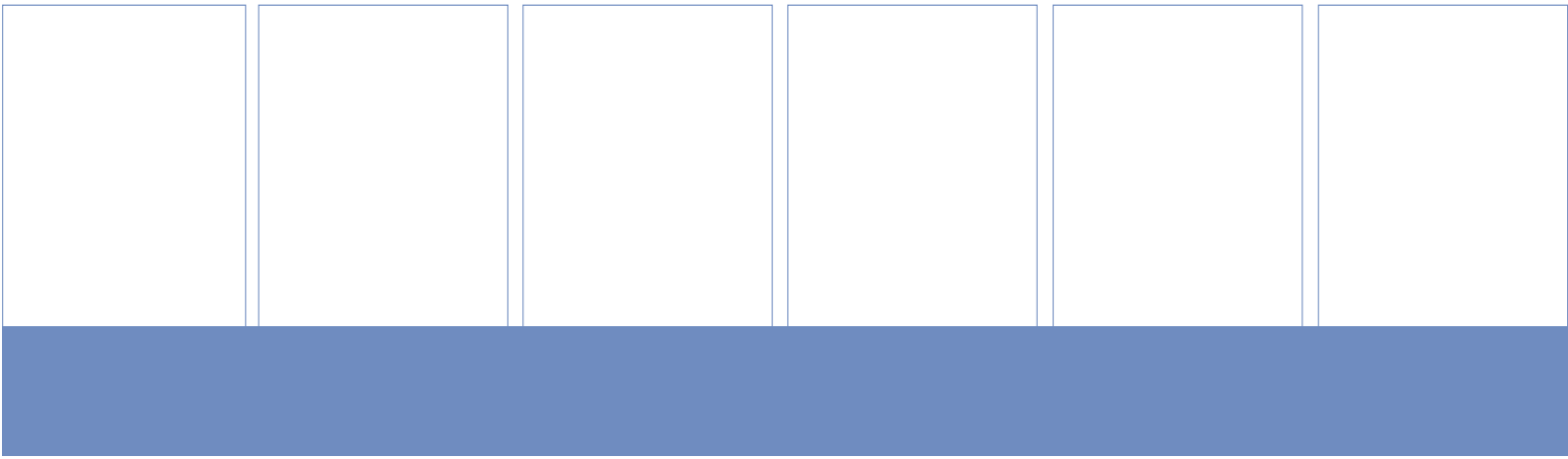
- Spot's automatic software update services ensure your system has the latest & greatest with the minimal hassle
 - Load the CD-ROM into the system, set the upgrade jobs and watch it go

Always a forward path

- SeaChange software delivers immediate benefits, while laying the foundation for tomorrow's applications
 - Embrace and extend into new opportunities
 - Seamlessly links broadcast, interactive and on demand advertising services
 - Always fully automated making complex businesses simple to operate

- Continue business as usual, while capitalizing on new opportunities
 - Seamlessly extend systems for digital video insertion (TSI), interactive and on demand applications with software upgrades that maximize existing infrastructure investments





About SeaChange®

SeaChange International™ provides digital video systems that are changing television. Its powerful server and software systems enable television operators to provide new on-demand services and to gain greater efficiencies in advertising and content delivery.

Visit www.seachange.tv today.