

SeaChange®
≡ **Game Now™**



SeaChange® Game Now™ is a game management system used by service providers to promote, manage, and build a community for games – regardless of who provides the games, the language that the game is authored in, or where the game is executed. Games can be streamed to set top boxes, PC's and wireless devices.

- Service the increasing population of online gamers
(Infonetics & RBC Dominion estimate 367 million online gamers worldwide by 2009)
- Create a community, increase portal traffic to your destination
- Decrease churn and increase profits with new services
- Bring back lost TV viewers



SEACHANGE GAME NOW IS:

Games Portal Application

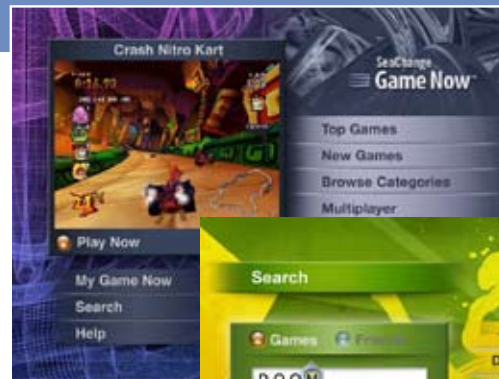
- Comes with a reference portal design for listing available games and community services
- Create and extend your portal to support your subscriber community

Game Community Services

- Nicknames, multiple nicknames for household
- High scores lists
- Multiplayer games support

Future Community Service Applications

- Buddy lists and Chat services
- Invite a buddy to play or to join you
- Game referrals
- Earn & manage credits towards free games, VOD (video on demand) videos, or rankings



Game Management Business and Deployment Services

- Content Management
- Game Propagation
- Navigation and Game Metadata Management
- Game Pricing and Packaging
- Bandwidth and Resource Management
- Billing and Reporting

GAMES:

Stream-Based Games (example is G-cluster)

- Games stored and executed by a Game Now Distribution Server
- Thin client sends game controller inputs to server, server generates game video/audio. Video and audio is tuned & displayed by thin client.
- Supports high and low end 3D and 2D games

Client-Based Games (.NET, HTML/Javascript, Java, etc.)

- Games stored and downloaded to client by a Game Now Distribution Server
- Games executed on the client device by middleware or interpreter on client device. Game Now does not include client-side interpreter.

DVD-Type Games

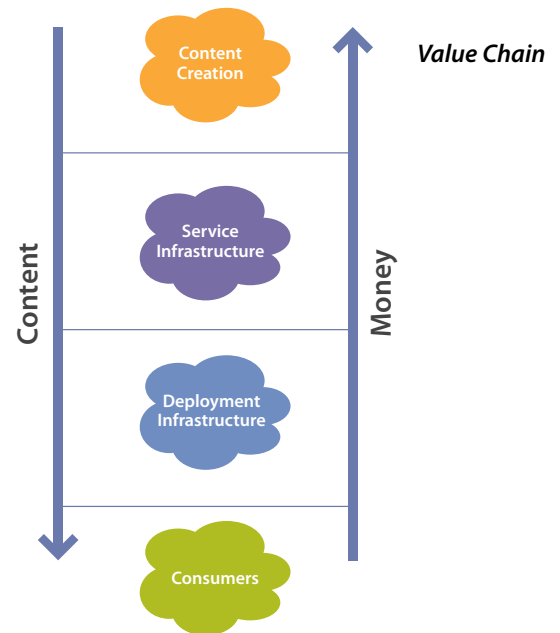
- Games stored and partially executed by a Game Now Distribution Server, as well as downloaded to a client for interpretation of the inband data within the DVD VOD stream
- DVD client renders simple graphics as well as interprets the inband VOD stream. Controller inputs are processed by the DVD interpreter on the client.

Types of Games

- Trivia, card games, puzzles, sports, 1st & 3rd person shooter, arcade-style, and much more
- Current G-cluster provided games are aggregated from content owners such as Sega, Konami, Empire Interactive, Tecmo, Taito, Playlogic, Codemasters and Hudson. New content continues to be added for delivery on a worldwide basis.

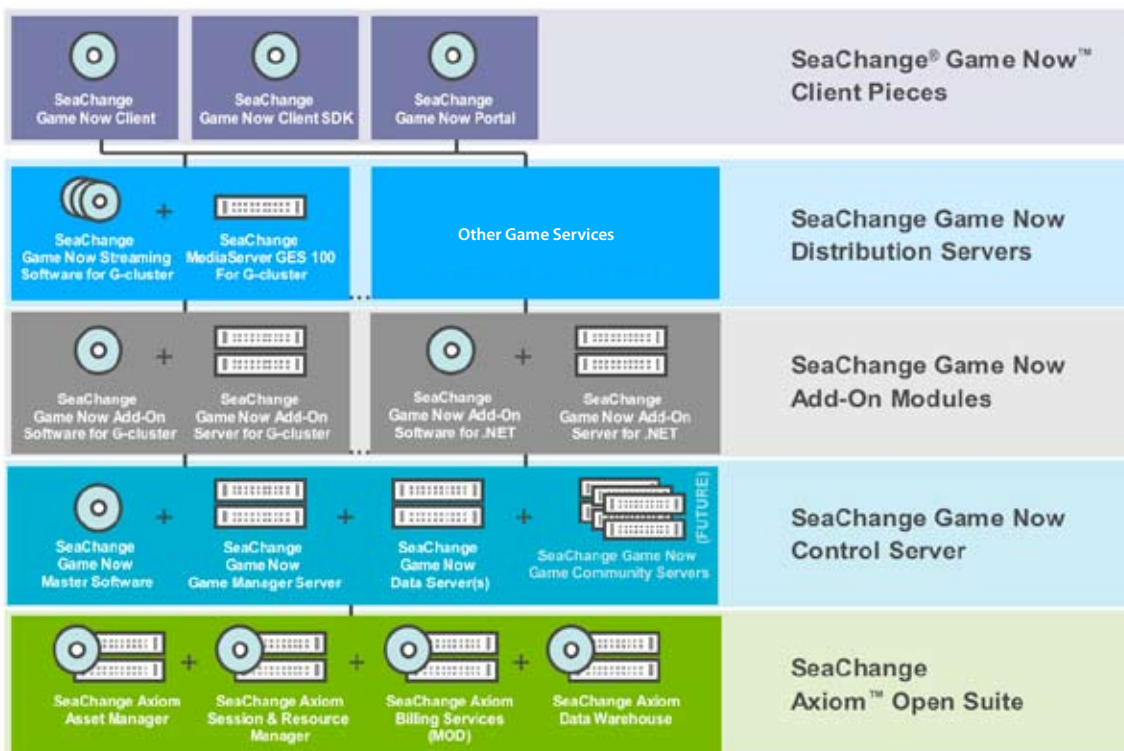
VALUE CHAIN

- SeaChange is partnered with game distributor G-cluster
- Other gaming environments such as Zodiac, ICTV, TVHead, Game Tap, Two Way TV, home grown games can be added in the future
- SeaChange offers the services of content aggregators such as our On Demand Group division
- Sourcing your own content and ingesting into Game Now
- System value is in the service delivery and community support
- Content and money flow is similar to VOD



PROVIDER VALUE

- Differentiate with new services offerings
- Create a loyal user community and increase value of game content
- Increase your VOD offerings and leverage your SeaChange® Axiom™ back-end
- Costs - lower cost of new customer acquisition, decrease churn
- Profits - increase customer stickiness, increase ARPU
- System level - operates on your current IP network (cable & telco), or on a DOCSIS enabled cable network
- Open standards - links to other middleware & gaming systems, into your OSS



SeaChange Game Now System Components

For more information, please contact your local sales representative at sales@schange.com

