

The Panoramix™ Platform

Cloud-Based, End-to-End, Multi-Screen Video Delivery Platform for OTT/IPTV Providers

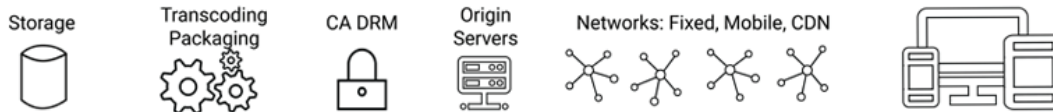
SeaChange® Panoramix™ is the newest and biggest Platform as a Service (PaaS) offering for video providers who want a turnkey end-to-end, robust, reliable, and scalable solution for delivery of their content. With our Pay as You Grow model that offers competitive subscription pricing and flexible deployment options, you can rest assured that your investment and entry into the video delivery market is both sound and quick.

SeaChange harnesses over twenty years of video delivery, management, and advertising experience, along with our best-in-breed partners such as ATEME, ATES Networks, Broadpeak, and castLabs to bring you the most cost-effective market-proven solution in the video business.

And with our cloud-based fully-integrated and multi-screen capabilities that support a wealth of devices, standards, and business models, the Panoramix platform enables the democratization of video everywhere—generating new monetization opportunities in an ever-changing, ever-evolving digitally distributed marketplace.

The Panoramix™ Platform

The cFlow™ Portfolio
CONTROL MANAGE PERSONALIZE MONETIZE



Technical Allies



Built for high performance.

Powered by cFlow Portfolio

The PanoramIC platform is not a cobbled together mix of separate applications but rather a tightly integrated suite of high performance solutions from our award-winning cFlow Portfolio.

These solutions cover every single aspect of video delivery management, content management, ad-insertion, content validation, content capture, and end-user video presentation.

Our solutions are not concepts still on the drawing board; high-volume providers in rich media and premium content environments are using them today with great results.

Personalization and a Great User Experience

Your customers expect a video viewing experience that is full, appealing, and personalized (e.g. bookmarks, lineups, preferences, parental controls, multilingual channels, and more).

And with built-in capabilities including user profiles, video recommendations, targeted ads, customized searches, UI skins, workflow (transcoding, DRM, packaging, and more), metadata enrichment, authentication, session management, merchandising and user experience management, video providers can deliver increasingly rich and engaging tailored viewing experiences to their customers.

A Wealth of Monetization Options

All-in-one video monetization options are readily available including: Live OTT (EPG, Subscription, Pay-Per-View, Day-Pass), VOD (X-VOD), Promotional Bundles, Happy Hours, Discounts, Dynamic Ad-Insertion, Dynamic Pricing Over Assets, Coupons for Movies, Loyalty Programs, "All You Can Watch," Transactional, Subscription, Free, and Download2Own/Rent/Play, and more.

Pay-As-You-Grow

Whether you require competitive subscription pricing for managed service by us, or a flexible on-premises deployment, we can configure our platform to suit your needs.

SeaChange will either give you the tools, security, and resources necessary to do all of the video management and delivery yourself, or we can do it all for you—helping you reduce both CAPEX and OPEX costs.

Deploys with Ease

From new installations, software upgrades, to configuration updates, the PanoramIC platform was designed to be the most hands-free painless deployment solution on the market.

With an easy risk-free implementation (on-premises, private cloud, public cloud, or hybrid), your time to market is greatly reduced.

When you integrate SeaChange's PanoramIC into your network, you're working the finest video delivery platform on the market today that features these core benefits:

- » **Control:** Our back-office component offers the most robust video stream and merchandising management system on the market.
- » **Personalization:** Choice and a great personal user experience is a vital piece of our platform.
- » **Monetization:** With a wealth of revenue-generating options, your ROI potential is sound.
- » **Multi-Screen:** Built from the ground up for the way users interact with their video: on multiple screens.
- » **Deploy:** A flexible and powerful deployment that decreases time to market and increases CAPEX/OPEX savings.
- » **Cloud-Based:** Taking advantage of all the Internet has to offer, you are no longer just limited to hardware installations
- » **Secure:** SeaChange takes your contents' security as seriously as our own. The PanoramIC platform is built with security in mind.

Take in the whole PanoramC view!

Multi-Screen is Paramount

These days no one is limited to just one type of screen. We live in a multi-screen world and so should your video content (and how you manage it).

From our back-end channel management system to our front-end presentation layer, the PanoramC platform works with any screen, on any device, anytime.

Whether it's iOS mobile devices, Android mobile devices, Android TV, hybrid STB, or Web, no problem. We know you need to quickly and efficiently deploy video to any number of platforms and devices.

And with future releases of PanoramC, we will bring even more of today's most popular ways to enjoy content into our ever-expanding platform.

No Business Like Yours

"Your business is our business," as the saying goes. And with the video delivery market becoming the next great business venture, you need to know that you have access to any industry success model, such as:

- Live TV Subscriptions on a per-channel basis
- Paused-Live TV and/or Restart TV on a per-channel basis
- Demand and the Operator Catalog
- VOD Promotions and Coupons
- And More...

Gets Down to Business

We built our video delivery eco-system with business best practices in mind, which includes customer management, workflow, productization/merchandising, reporting, and analytics tools to help video providers to quickly and reliably launch new services.

Partnering with Pride

Our industry-leading partners offer even greater extensibility to an already great platform.

With partners such as Ateame, ATES Networks, Broadpeak, and castLabs, the PanoramC platform can offer our customers integrated streaming solutions that help video providers differentiate themselves while achieving an unbeatable time to market.

Manages Like a Boss

Handling over 5 million users, 1 million titles, 500 channels, 50,000 hours of Time-Shifted TV per independent deployment/customer/platform instance, compatible with just about every video format, highly extensible via third-party partner add-ons, and a host of other features makes the PanoramC platform poised to be the video delivery industry leader. Our award-winning components are built on years of experience and dedication to providing the highest quality solutions available.

Through our web-based interface you can control user accounts and authentications, services, content authorizations, devices, parental controls, and PINs with ease. You have the power at your fingertips to ensure that your content gets to the right subscribers reliably, and most importantly, securely.

Living Live, Time-Shifted, or VOD

Electronic Program Guides, Pause/Restart TV, and all things Video-on-Demand are just the beginning of what PanoramC can handle.

Your subscribers control their OTT/IPTV content with full power and maximum efficiency.

Feature Complete, End-to-End

We have simplified content ingestion, metadata management and enrichment, transcoding, and monetization across a growing array of networks, devices, and technologies. With our platform, you gain complete system management, monitoring, reporting, and analytics.

The PanoramīC Platform Five Key Principles

Solving a key challenge in the video delivery and management market is no small feat. That challenge being: to provide any video service provider an end-to-end, best-of-breed solution that is robust, scalable, intuitive, affordable, and offers the best possible ROI in an ever-changing market where competition is more than fierce.

All of our years have taught us that the best solutions are the tightly integrated ones. We've learned that solutions thrive best in a vibrant eco-system. Our PanoramīC platform is that eco-system.

And to that end, the PanoramīC platform is based on five key principles: Cloud-Based, Personalized, Ready-to-Deploy, Multi-Screen, and Monetization.

Below is a glimpse at a use case for each of these principles:

Cloud-Based*	user decides to take advantage of a bundled promotion	▶	cloud-based content authorization happens autonomously
Personalized	user profiles for different family members on a single channel	▶	back-end user accounts linked to an SSO
Read-to-Deploy	on-premises installation with existing hardware	▶	configuration and system updates are hands-off and automatic
Multi-Screen	user searches for content on one screen while watches content on another	▶	back-office multi-stream management seamlessly handles concurrent user sessions
Monetization	happy hour promotion for set time on specific video content	▶	promotion featured in on-screen advertisements while user is perusing content

* On-premises deployments of our solution still means that they work in the Cloud. Most of our products have a VMWare, public, private, or hybrid cloud back-end. Managing this back-end couldn't be easier via a web-interface and cloud-based data resources.