

Choice & Personalization built upon the most powerful back office platform ever.

SeaChange® Adrenaline™ is the most full-featured, robust, and extensible back office video streaming and management platform on the market. We have built a system the works with every industry-wide network configuration, video distribution models, advertising and merchandising standards, and the best user experience options on all devices. From STBs to mobile gadgets, your viewers will not only love how you deliver their content they way they want but will also have fun in the process. All the while, you will reap amazing revenue-generating opportunities from the ability to offer unique deals on premium content.

Our solution delivers on the promise of the OTT experience and personalization that will help eliminate subscriber churn. And you will get a system that is secure, fully customizable, and ready to deploy anyway you want, either in The Cloud or on your premises. Don't be left behind! Start streaming your content today like the big boys (Netflix, Amazon, HULU), and maximize your revenue!

This is where you can have it all!

Multiscreen Environment

From one screen to another, viewers will have an engaging unbroken OTT TV experience.

Content can begin on one screen and then continued on another: at home or on the go. Users can enjoy their content anywhere!

And with Adrenaline, In-App Purchases, Add-to Wish List, and Pay via Web, you will increase your revenue while your subscribers have fun controlling their OTT content they way they want.

Catalogue Management

Whether you need to catalogue your videos by recent additions, interest, playlist, or virtually any category, our BO solution puts the power of video catalogue management in your hands.

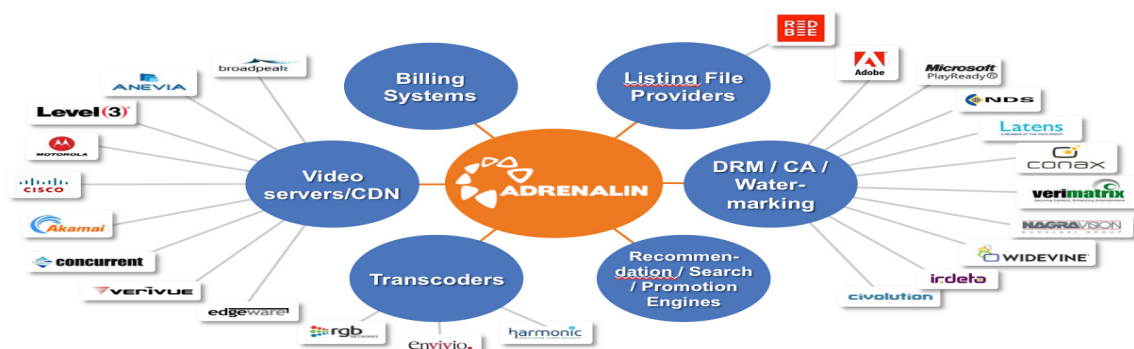
Furthermore, robust searches, subtitling, clipping, content packages, editorial workflows, and audience-targeted video streams are all possible with Adrenaline.

Merchandising Revenue

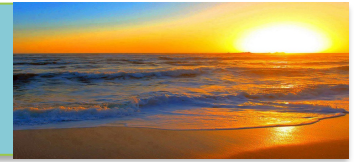
Generating revenue in today's video streaming marketplace offers a host of modern options readily available with Adrenaline.

Offers such as: Bundles, Coupons, Happy Hours, Loyalty Programs, and All You Can Eat (i.e. Watch) are at your fingertips with our massive built-in merchandising engine!

Adrenaline™ Ecosystem of Partners



Why SeaChange® Adrenaline™?



Second Screen and Interactivity

Viewers expect a unique and high-quality living room and mobile OTT experience from their content providers. From second screen searching, content recommendations, a branded look, and more, Adrenaline delivers that experience.

Video Management, Monetization, and Marketing

The way video content is managed, monetized, and marketed is pivotal to your business' revenue stream. Our solution places content in the best categories, makes them searchable, pushes them to the right viewers, attaches the right advertisements for the right audience, adheres to all of the industry-standard metrics such as Google AdWords, offers variable pricing on premium content, and more.

Device & Household Management

With personal profiles, watch lists, friends' activity feeds, parental controls, increase users anytime, cloud DVR, and self-care tools, your subscribers will have all the personalization they could want. Furthermore, monetization is increased due to upselling of services and offering of premium content.

Deployment Options

No other back-end platform offers as broad a range of deployment options as we do. Whether you require SaaS (streaming, advertising, etc.), proprietary servers, or cloud-based hosting we provide and maintain any option you choose.

Time Shifted TV (TSTV)

Video content when your users want it, not when it is dictated by outmoded broadcast models. That is the promise of OTT content delivery. We offer the power to: Live Skip and Start Over (currently airing content), Catchup (on previously aired content), Network DVR for convenient viewing at a later time, or Download On-the-Go for offline viewing.

Video Hosting and Analytics

Whether you prefer The Cloud or your own data center, we can accommodate your video hosting needs. Furthermore, our analytics tools will give you all the information you require from the highest-levels to the granular to make the best management decisions for your content.

Video Streaming: Live and Pre-recorded

Quality, Security, and Flexibility are the core tenets that our video streaming technology is built upon. From HD Streaming to Adaptive BitRate, you can rest assured that your viewers are getting the highest quality video available. With DRM and Tokenized URLs you never have to worry about unauthorized access/copying of your content. And with our many relationships with CDNs such as Akamai and Amazon, you will have the flexibility to deliver content at competitive prices. Finally, we offer the full spectrum of Live Video broadcast options and back-end solutions to seamlessly integrate with your network infrastructure.

Discovery and Search

From OTT Search, Discovery Tools, Notifications, to Recommendations, and more, users can search for any type of content to find exactly what they want, when they want it.

The power behind the best end-user viewing experience is at your command. One solution: whether you're content goes over linear cable or OTT. Your video content enterprise will reap these benefits:

- **Open:** Video APIs allow hundreds of applications to interoperate with our system to create a truly tailored platform and seamlessly integrate with your existing network.
- **Secure:** Our security tools vigorously defends against illegal copying of exclusive content—especially from unauthorized viewers. And with 3PP DRM, your premium content will be under your control.
- **Mobile:** From device detection to HTML5, our Back Office solution reaches everywhere—at home, and on-the-go. And with our Mobile SDK, you can extend further the mobile capabilities.
- **Customizable:** From multiple screens, endless merchandising options, APIs & SDKs for extensible possibilities, to mobile device skins, you make it the way you want it.

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