

# Infusion™

**Advanced Advertising Platform Powering VOD and Linear Dynamic Ad-Insertion (DAI) over QAM, IP, and OTT Networks**

SeaChange Infusion is a powerful and flexible platform for pre-, mid-, and post-roll DAI for VOD, Linear, and Time-Shifted content across multiple screens, over any network, in any digital market. Infusion enables service providers to uniquely monetize new content services with unrivaled manageability, scalability, and suitability. It is an open platform supporting the latest technologies and standards, while delivering extensive flexibility.

## The power to succeed in today's changing video advertising environment.

### Working in a Multi-Screen World

Infusion has been designed from the ground up to work on multiple screens from television, computers, to mobile devices. Gone are the "one size fits (or doesn't fit) all" business models.

Ad placements can be targeted right down to the device level. And more importantly, ads can be geared towards any demographic from age, to gender, and more.

Zero in on your audience and reap your ROI on your ad-investment dollars.

### Unrestricted DAI

Whether you are running a QAM, IPTV, or OTT environment, you have the ability to run your Dynamic Ad Insertions with unrivaled ease.

Furthermore, you can deploy a whole slew of monetization options for your VOD and linear content over any network and on all viewing options.

That is the power of Infusion's Dynamic Ad-Insertion functionality.

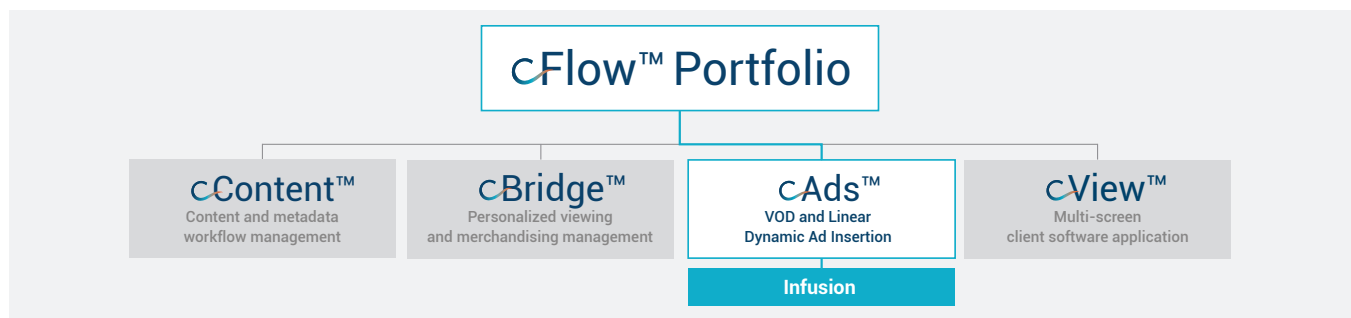
### Easy to Use Open Architecture

Keeping the complexity out of the equation is a core tenet behind all our solutions, including Infusion.

Not only does our solution provide an easy-to-use UI and back-end system but also it plays really well with others.

Our open standards-based architecture model allows easy interoperability with a vast eco-system of third-party technologies and partners.

With the support of standards such as SCTE 130 and IAB VAST, Infusion implements more intelligence into the placement of ad decisions and provides additional freedom to work with multiple campaign management systems to optimize ad revenues.



## SeaChange Infusion Unleashes Your Ad Revenue Potential Today!

### Able to Scale any Digital Peak

Infusion grows as your network grows. Our solution is capable of handling a large number of insertions for large geographic areas, Infusion can support any number of channels from a single data center location for distributed or centralized operations.

This level of scalability enables operators to consolidate, reduce their equipment footprint, and handle larger amounts of channel insertions from a centralized location.

### Manages Like a Boss

Upgrading is a snap with a simplified interface that allows operators to easily manage, monitor, and configure their systems. Infusion provides real-time, on-the-fly system configuration and upgrades to eliminate operational down time while optimizing service innovation and revenue generation.

## Target Ads With Laser-Like Precision

With Infusion, you have the power to reach any and all audiences based on whatever criteria and demographics you desire. We have built into our platform the most comprehensive targeted DAI system on the market today. Here's a glimpse of Infusion's limitless DAI and ROI potential:

- **Dynamic Targeted Ad Insertion for VOD QAM/IPTV and VOD OTT**
- **Dynamic Targeted Ad Insertion for Linear OTT and Time-Shifted TV**
- **VAST and SCTE-130 Ad Insertion Support, including:**
  - Ad Routing
  - Placement Opportunity Information Service (POIS)
  - Content Information Service (CIS)
  - Multi-Screen Video MSV Inserter
- **Campaign Manager for VOD Dynamic Ad-Insertion**
- **Targeted Multi-Screen Experience**

Our system is powerful, intuitive, open, and scalable. We work with industry standards on a plethora of platforms and devices to ensure that your ads reach your subscribers regardless of where they are and how they are connected.

### Suitable for all Occasions

As the industry evolves so does Infusion. Our enterprise-class open platform system follows the latest (and future) standards such as SCTE130 and IAB VAST, while catering to a heterogeneous network environment.

### Monetizes 'for Real' on the Virtual Markets

Turning ads into revenue is no small task. It takes precise targeting to the right audience at the right times.

With Infusion you have the power to easily do that...plus a whole lot more.

**SeaChange Infusion and Infusion Spot are core components of our award-winning cAds Portfolio of digital advertising solutions. The Infusion family offers these ROI benefits:**

- » **Comprehensive: Solutions for video advertising covering both linear and VOD, for OTT as well as Cable (or HFC)/IPTV.**
- » **Future Proof: Connecting TV/VOD platforms to programmatic ad marketplaces.**
- » **Scalable: Enterprise-grade solutions, proven to scale up to serve the world's largest operators.**
- » **Installed Base: Rooted in ad tech—over 20 years of experience—and dozens of advertising system deployments across four continents.**