

# Infusion Spot™

## Dynamic Local Ad-Insertion and Replacement in Linear Broadcast Channels

Reaching Designated Market Areas (DMAs) with automation and ease, SeaChange® Infusion Spot dominates brand building on the biggest advertising medium: Television!

Spot is an open, standards-based platform that offers a full suite of revenue-generating features while being tightly integrated into your existing or future network infrastructure. Spot can also be deployed incrementally and is highly scalable to meet all of your current ad-insertion needs while targeting with laser precision the right demographics.

And with our proven solution and expertise, you can be up and running—and generating ad revenue—today!

### Proven, Scalable, Preferred

With 5M ads inserted daily, up to 1200 channels per database, and up to 400 HD channels per streamer, including up to 60K channels per site, Spot scales up to your needs no matter how grand they are!

### Massive Eco-system of Partners

Spot comes with an unparalleled eco-system of integration partners that help you accelerate time-to-market and reduce implementation costs.

Easily integrate: traffic and billing system support, content plugins for ads, splicers for network feeds and SCTE 30 traffic, targeted ad-insertion system support, analog tone conversion, and Active Directory™ security.

### Virtualized Solution

Work in the Cloud (private or public), and on top of VMWare for on-premise or datacenter installations.

With Spot you are no longer saddled with the expense of proprietary and custom equipment.

### Complete High Availability

Need your data immediately?

Spot gives you the tools to access, store, and manage your Dynamic Ad-Insertion in the most versatile way available on the market today.

### Hardened and Secure

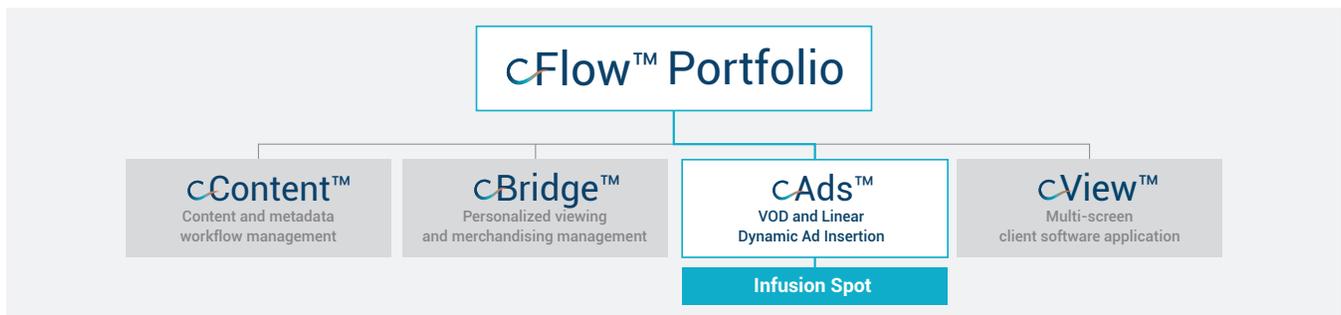
We take your security as seriously as we do ours. With that in mind, we offer the latest hardened OSes for enhanced security of your content.

This includes: access restriction; centralized user; domain authentication; access control of databases, network shares, and local disks, and the use of registry keys to name a few.

All of this is built on the power of Microsoft® Active Directory™ and CentOS Linux-based software for streamers.

### Dynamic Targeted Local Ads

Want more revenue as a service provider? With Spot you can target ad campaigns right down to the household level! Go beyond traditional DMAs with Spot.



## Why SeaChange Infusion Spot?

### IPTV and HFC/Cable Networks

Whether you broadcast over IPTV or HFC/Cable our patented ad-insertion technology seamlessly integrates into your infrastructure.

Furthermore, we offer zone-based segmented targeting for local adinsertion.

Now you can reach the right DMA without missing your demographic and wasting your revenue investment dollars.

### SD, HD, and 4K Support

Do not be constrained to just one standard. Spot allows you to reach legacy media platforms, the current ones, and the future ones with support for all of the industry-standard broadcast resolutions/formats, codecs, and interfaces.

You can generate ad revenue over any broadcast stream. Furthermore, you can replace and insert local ads dynamically over linear broadcast channels and reduce advertising CAPEX costs with our full-featured and highly scalable solution.

### Complete System Automation

With AdFlow™, an add-on component, Spot takes the pain away of having to manually ingest and manage your content.

We have rock-solid automation tools to make your workflow more efficient and your life easier!

With Spot's Automation tools, you can:

- Easily configure your systems and software distribution
- Easily ingest, manage, and replicate your data
- Easily distribute your media based on a pre-defined schedule
- Easily manage your data storage across distributed servers
- Easily resolve any issues with our patented Self-Healing systems
- Easily monitor and sound alarms in a centralized administration environment

**SeaChange's Infusion product family contains core components of our award-winning Portfolio of digital advertising platforms. The Infusion family offers these amazing 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.
- » **Versatile:** Supporting industry interface standards for Campaign Management, including SCTE 130, IAB VAST 3.0 and CCMS.
- » **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.