

FOR IMMEDIATE RELEASE

## **eventIS rolls out new Video on Demand back office suite with UPC**

### ***Flexible, future-proof system rapidly deployed in Austria and Hungary with Poland to follow this year***

**Eindhoven, the Netherlands, September 9, 2009**— eventIS, a SeaChange International company and market leader in metadata solutions for linear broadcasting and Video on Demand (VOD), announces the roll-out of a brand new VOD back office suite with UPC Broadband in Austria, Hungary and Poland to follow this year. The eventIS solution is part of its converged Service Delivery Platform (cSDP). It extends UPC's existing EPG functionality with true VOD, enabling a fully integrated service based on mature, proven software. Furthermore, it provides UPC with an evolution path towards convergent multi-play service delivery, offering content on multiple devices at home and on the move.

The first system based on the eventIS suite is already live with UPC Austria. A second system has been deployed with UPC Hungary and went live in August. A third system with UPC Poland will follow in November.

“eventIS is proud to be working with a leading cable network operator like UPC Broadband. Their vision that ‘this amazing but often complex digital world should be for everyone’ aligns perfectly with our vision of personalized TV, available anytime and on any device. Through our VOD back office suite, we’re helping UPC streamline and bring added flexibility to its back-office processes, so it can continue to offer its customers an easy-to-use, cost-effective and exciting service for years to come,” says Erwin van Dommelen, President at eventIS.

The new suite is based on the eventIS PRODIS asset and product management system and TRAXIS transaction manager. Customers can also add a number of optional modules to these core components to design a back-office system tailored to their precise needs. The suite is easily scalable, allowing networks to add large numbers of new subscribers without requiring additional software. Moreover, it has redundancy built in for all system components, so service providers can maintain a complete service under any conditions.

Part of the Liberty Global group, UPC Broadband is a leading provider of cable television, broadband internet, and voice services in Europe. It serves approximately 9 million customers in 9 countries.

The VOD back-office suite features open interfaces based on standard metadata specifications. This is particularly useful for companies such as UPC broadband who use a multi-vendor platform architecture. In addition, it offers a great deal of flexibility to handle new developments in the industry, allowing operators to future-proof their offering and deliver attractive services such as time-shifting and restart TV.

#### **About eventIS**

Based in Eindhoven, the Netherlands, eventIS - a SeaChange International (NASDAQ: SEAC) company - develops and supports open software solutions for metadata management and video-on-demand services. eventIS converged Service Delivery Platform enables broadband and broadcast television operators to offer advanced multi-platform and personalized TV services to their subscribers. Find out more about how eventIS is making TV personal at: [www.eventIS.nl](http://www.eventIS.nl).

#### **About UPC Broadband**

UPC Broadband (UPC) is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 9 million customers throughout 9 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.

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