SeaChange®

NitroX

FOR LEGACY SET-TOP BOX CLIENTS

NitroX is a platform agnostic user interface that provides a seamless experience for subscribers across devices. The NitroX implementation for legacy set-top boxes is no exception and is consistent with the other user experiences in the NitroX family. All are pre-integrated with SeaChange's Adrenalin Back Office to ensure the intelligent delivery of TV-quality multiscreen video to all devices.

Optimized for legacy set-top boxes, NitroX delivers a complete experience encompassing both linear TV as well as VOD functionality in order to extend the life of deployed CPE equipment while adding new capabilities and expanding product offerings. As such, it can be leveraged during large migrations of legacy set-top boxes, improving existing subscriber experiences while gradually moving subscribers to more advanced platforms.

FEATURES

- Branded user experience
- SVOD/FVOD/ TVOD/AVOD
- Companion push
- Context aware search
- Recommendations
- User profiles
- Linear TV
- Catchup TV
- Restart TV
- Bookmarks
- Recordings

Content and Monetization Centric

Putting the right content in front of consumers is first and foremost for video engagement and monetization. Focused heavily on content quality, the user interface supports UHD and 4K as available. It also offers contextually aware search and personalized recommendations to help subscribers identify relevant content, and supports recording which helps keep that content in front of subscribers, further driving engagement.

NitroX enables a variety of business models including SVOD, TVOD, FVOD and AVOD, as well as linear TV, providing operators with multiple means of engaging subscribers and driving revenues.

Personal, Social and Engaging

Supporting multiple user profiles, NitroX ensures each user sees only what's relevant to them and enables social discovery within each individual's network to deliver the most engaging and rewarding consumer experience on an older set-top box.

Multiple Devices Deliver Highly Dynamic Experiences

A consistent experience on every platform makes it simple for subscribers to move easily between devices and it maintains their individual channel lineups, bookmarks, favorites and recently watched history, as well as provides access to their catchup TV and recorded TV from all devices.

High Performing and Responsive

NitroX was designed with performance in mind and delivers a quality, responsive experience optimized for legacy set-top boxes (1000 DMIPS). NitroX supports all the necessary content types to delight subscribers wherever they are watching.

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