



# Cisco Digital Media System Overview

Comprehensive. Scalable.  
Network-Centric.



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# Cisco Business Video Systems



**Network as the Platform**



**MOBILITY**



**VIRTUALIZATION**



**VIDEO**



**WEB 3.0**

**anywhere**

**any media**

**any device**

**WEB 2.0**

**XML**



Wikis, Blogs, Mashups

**WEB 1.0**



# Today's 21<sup>st</sup> Century Learning Environment

- The Connected Generation

  - Technology savvy

  - Technology defines how this generation of students think

- Education Must Deliver More Than Ever Before

  - Provide engaging learning environments that teach 21<sup>st</sup> century skills

  - Enrich staff development and training

  - Transparent and effective communication

  - Promote a safe productive learning and work environment





# Characteristics of 21<sup>st</sup> Century Education

## Intelligently apply technology to transform education

- Creates environments similar to the outside world
- Streamlines and automates information flow and processes
- Develops curriculum and professional development to teach 21<sup>st</sup> Century skills
- Enables effective communication on campus, at home, and in the community
- Offers learning opportunities for both students and teachers 24/7 and Globally
- Embeds technology in every aspect of the organization



# The Importance of Visual Interaction A Person Remembers...



20%  
of What  
They Hear



30%  
of What  
They See



70%  
of What  
They See  
and Hear

## Importance of Visual Traffic\*

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
- More than 60% of communication is non-verbal

52% of video advertisements lead to a response

\*Sources: Human Productivity Lab 2006

# Digital Media Business Drivers

## Sales and Marketing



- Promote, cross-sell/up-sell
- Marketing videos that grab viewer attention
- Compelling product and service information
- Provide a human face on content
- Reduce perceived wait time

## Corporate Communications



- Direct line of communications to employees or customers
- Global corporate messaging consistency
- Immediate executive communications
- Live broadcast of company events

## Training



- Cost-efficient training to remote employees
- Information consistency across channels
- Power of video—users retain more information
- Increased ability to absorb information in searchable segments

## Information Sharing



- Instant communications for rapid response
- Directional signage (way-finding)
- Informational videos available on-demand
- Breaking news relevant to employees/  
Emergency communications

# Desktop Video: Deliver Live and On-Demand Video to Students, Faculty and Staff

## Classroom Video/Distance Learning

Replace “Pushcart VCRs/TVs” with the Video Portal—extend the lecture room and use video for prep courses, missed classes, specialised virtual classes, global collaboration



## Administration/Community Communication

Video on-demand for staff communication and community updates/information

## School Event Broadcasts

Broadcasting videos of sporting events, graduation, theatrical productions, school board meetings



## External Marketing

Provide video on-demand for potential students, donors, etc. to learn more about the University offerings and to position as a leader in technology





# Digital Signage: Deliver Real-Time Schedules, News, and Information

## Daily Updates/Promotion of Special Events

Highlight special events or information specific for that day and time such as schedule changes. Replace posters/flyers.

A digital signage screen displaying a school schedule. The screen is divided into sections for "Department of Transportation", "Class Schedules", "Parking Schedules", "Information Systems", and "Classroom Schedules".

Information Systems
OMIS 30 8:00 - 9:00 am M,W,F Room 201
OMIS 106 9:00 - 10:00 am M,W,F Room 215
OMIS 150 3:40 - 4:30 pm M,W,F Room 306

Classroom Schedules
MGMT 160 9:00 - 10:00 am M,W,F Room 101
MGMT 174 4:00 - 5:30pm T,Th Room 212

Classroom Schedules
MKTG 181 8:00 - 9:00am M,W,F Room 120
MKTG 169 9:00 - 10:00 am M,W,F Room 115
MKTG 172 6:00 - 7:00 pm T,Th Room 315

## Directional

Digital campus maps that can be updated as necessary for various events such as sporting events, graduation, guest speaker events



## Safety/Emergency Broadcasts

Instant and scalable notification and evacuation information



# Cisco Business Video Strategy



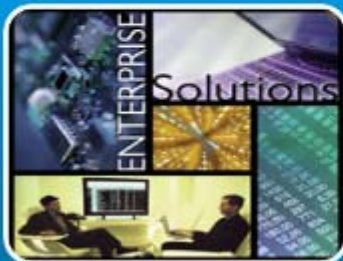
## Any-to-Any

- Any content
- Any time
- Any where



## End-to-End

- Devices
- Intelligent Network
- Software



## Platform, Systems and Services

- Network as the Platform
- Collaboration, Broadcast/Streaming Systems
- Robust services offerings

# Cisco Digital Media System: Overview

A Comprehensive Suite of Digital Signage, Enterprise TV and Desktop Video Applications



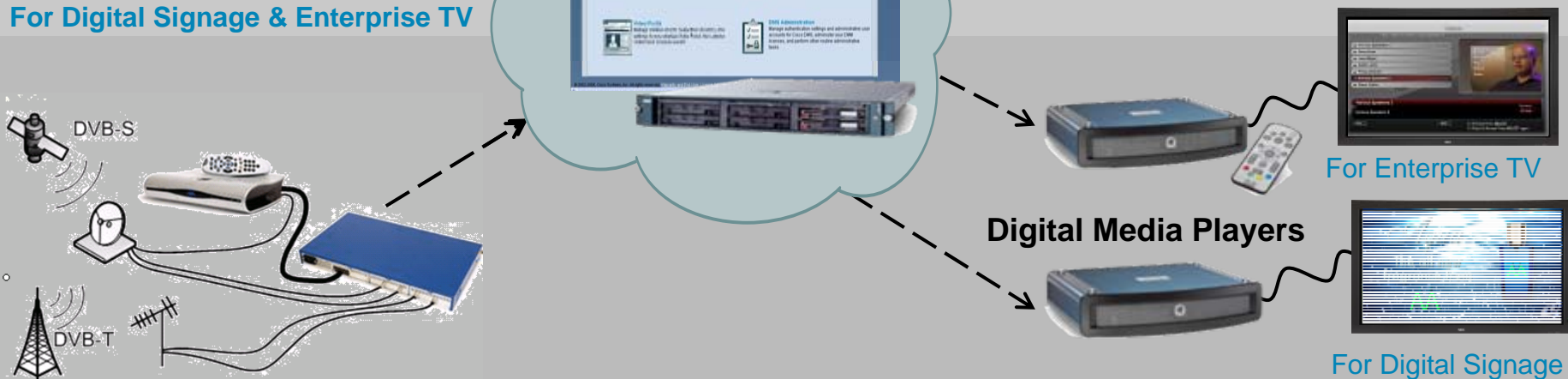
- **Comprehensive:** Suite of digital signage, Enterprise TV and desktop video, managed from a single platform
- **Scalable:** To thousands of users and digital displays
- **Network-Centric:** For optimal, intelligent media content delivery

# Cisco Digital Signage, Enterprise TV and Desktop Video Components

## For Desktop Video



## For Digital Signage & Enterprise TV







# Cisco Digital Signage



# Digital Media Player Content





Brightwell University			
School of Business			
Class Schedule - Spring Quarter			
<b>Information Systems</b>			
OMIS 30	9:00 - 9:00 am	M,W,F	Room 201
OMIS 108	9:00 - 10:00 am	M,W,F	Room 215
OMIS 150	3:40 - 4:30 pm	M,W,F	Room 308
<b>Management</b>			
MGMT 160	9:00 - 10:00 am	M,W,F	Room 101
MGMT 174	4:00 - 5:30pm	T,Th	Room 212
<b>Marketing</b>			
MKTG 181	9:00 - 9:00am	M,W,F	Room 120
MKTG 169	9:00 - 10:00 am	M,W,F	Room 115
MKTG 172	5:00 - 7:00 pm	T,Th	Room 315



# Digital Signage Technology Evolution

## Yesterday:

High Operational Costs,  
Low Flexibility

## Today:

High Reliability and  
Flexibility, Easy Deployment  
and Operations

## Tomorrow:

Integrate with Video  
Surveillance, RFID,  
Cisco TelePresence, etc.

Technology Evolution

New Opportunities

## Phase 1:

Standalone  
DVD/PC-Based



## Phase 2:

Networked  
PC-Based



## Phase 3:

Networked Media  
Player-Based



## Phase 4:

“Smart” Signage



Digital Signage Market

# Cisco Digital Media Players

## Playback of Compelling Digital Media Content

- Renders graphics, Web content, text tickers on digital displays
- Supports full-screen or “zoned” video in SD or HD resolutions
- Customizable on-screen templates
- Remote management of display properties
- IP-network addressable
- Local storage, high availability, automatic failover
- Small and lightweight
- Remote control for interactivity
- Low power consumption and high reliability
- Security: Hardened device



**DMP4305G**



**DMP4400G**



# Cisco Digital Media Player Appliance vs. PC

	Cisco Digital Media Player	PC Player
Technology	Dedicated appliance	PC hardware, Windows OS, separate software
Form Factor	Small	Large
Video Quality	SD and HD at 1080p	HD video often not achievable or poor quality
Hardware Life Expectancy	10+ Years	2-3 Years
Hardware Maintenance	No moving parts. No hardware replacement required.	Many individual components each with their own failure rate
Reliability	Designed for 24x7 operation	Requires frequent periodic rebooting
Power Consumption	Less than standard light bulb	5X DMP

# Cisco Digital Media Manager for Digital Signage

## Centralized Digital Media Management and Publishing

- Web-based media management and publishing
- User-based access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate

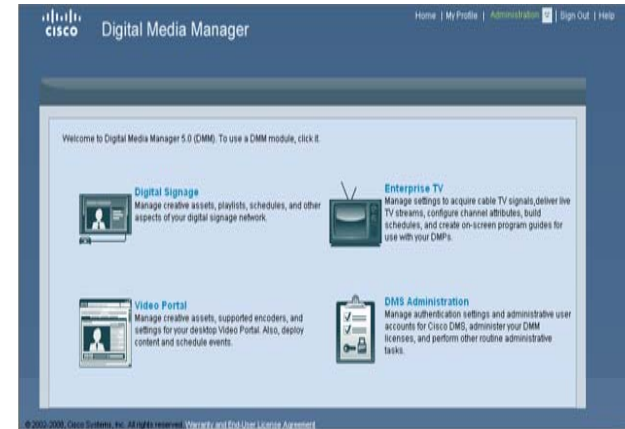
Sales and Marketing – create playlists, scheduling and daypart

Content creators/designers – manage assets, design screen layout and zones

IT admins – can configure, remotely manage, group and run reports on DMPs

Control physical properties of the display via connected DMP

- Integrates with Cisco WAN optimization products for delivery



**Same Application for  
Managing and Publishing  
Cisco Desktop Video Content  
and Enterprise TV**



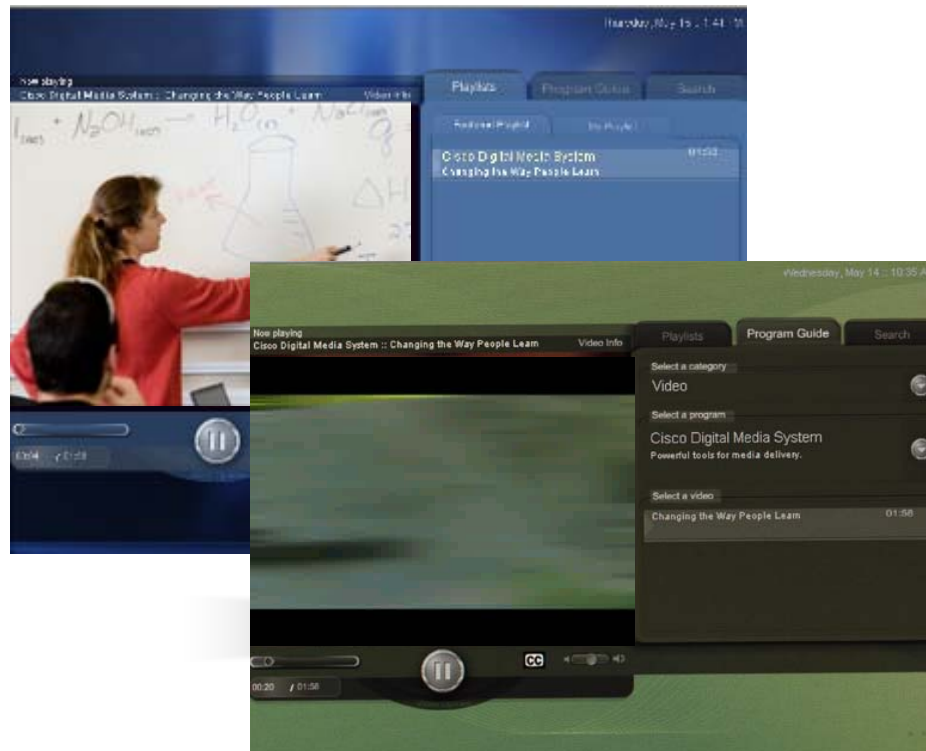
# Cisco Desktop Video



# Cisco Desktop Video Portal

## Browse, Search and Access Digital Media

- Customizable interface, program guide and search
- Personalized and featured playlists
- Advanced player controls
  - Full screen, Fast Forward, Rewind
- View synchronized slides
- Submit questions during live events
- User-based content access based on Active Directory/LDAP
- Supports major formats: Windows Media, Flash, H.264, QuickTime



**Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager**



# Cisco Digital Media Manager for Desktop Video

## Centralized Digital Media Management and Publishing

- Robust, Web-based content management features
  - Add, catalogue, and archive media
  - Preview content and manage approval workflow
  - Schedule instant and future deployments
- Flexible, remote publishing to Cisco Video Portal endpoint
- Customizable Cisco Video Portal interface
- Live Event Module allows for slide synchronization and Q&A
- Restrict who can watch what
- Active Directory and LDAP integration

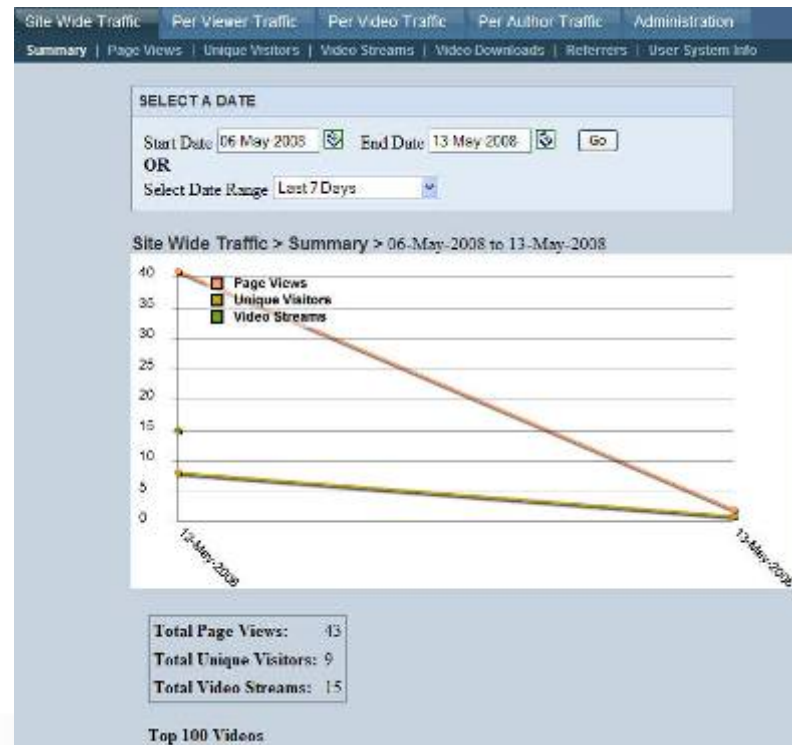


**Same Application for  
Managing and Publishing  
Cisco Digital Signage and  
Enterprise TV Content**

# Cisco Desktop Video Portal Reports

## Real-Time Reporting to Measure Content Effectiveness

- Web-based reporting system
- Reporting on who watched what, when, and how often
- Easily see content viewing trends and click-throughs in the Cisco Video Portal
  - Real-time reports and traffic metrics
- Based on administrative rights



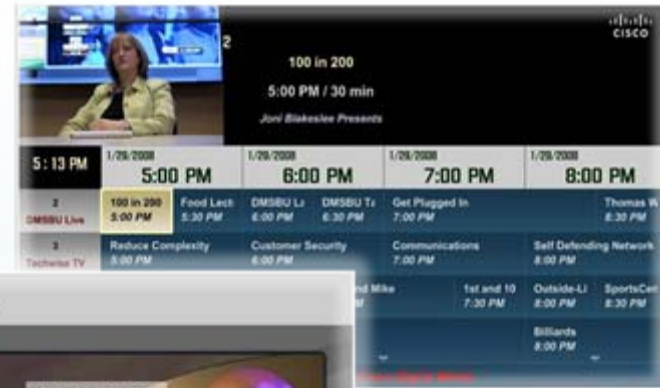


# Cisco Enterprise TV



# Components of Cisco Enterprise TV

- Local control of content from Media Player



Digital Media Player



Digital Media Manager

Network as the Platform



# Cisco Academy of Digital Signage (ADS)

- Global qualification program
- Three-day training focused on content creation, content management and content distribution
- Cisco Qualified Digital Signage Media Professional (CQ DSMP) credential awarded
- Available to Content Media Companies, Media Design Professionals and Cisco Channel Partners



# Cisco Systems Challenge - Engage and Inform 65,000+ WW Employees

- “Cisco Now”: Corporate-branded, all-employee news and corporate information digital signage property
- Challenge:
  - Needed a more efficient and effective way to engage and inform employees around the globe
- Implemented Cisco Digital Signage to dynamically deliver global and site-based news:
  - Includes employee cafes, break areas, labs, badge rooms
  - Content includes: corporate/product announcements, company facts, customer wins, financial updates, volunteerism opportunities, crisis communications
- Benefits:
  - Centralized and standardized communications, with ability to customize content to ensure location relevancy
  - Platform is easily being extended to customer-facing executive & customer briefing centers, lobbies, sales offices
  - Alignment with CEO John Chambers’ vision of using video communication to drive company strategy



# Cisco on Cisco

## News@Cisco - Corporate Newsroom

- Over 13.8 million unique visitors—global
  - Downloaded by: press, analysts, partners, customers, instructors, investors, employees
- 500+ videos available
  - Topics include: business highlights, product demos, customer testimonials, etc.
- 2+ million streams per year
- 32,000+ downloads per year



<http://newsroom.cisco.com>

Brought to You by the Cisco Digital Media System

“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

– Dan Scheinman, SVP and GM, Media Solutions Group

# Cisco DMS Customers – over 600 Globally

## Norsk Tipping – Norwegian Lottery

Over 4000 remote and dispersed locations all centrally managed. Fast updates driving product up sell and speeding up direct communications with customers.



## Accent Recruitment - Benelux

Smart Digital Signage across 70 sites. High levels of brand impact. DS has added scalability and central management along tailored, targeted and accountable content



## CityJet – (Air France)

Internal marketing and videos to 720 employees. Live webcasts and video-on-demand via Cisco Video Portal. Created new communications channel – “Voracity”. 30-40 minute shows that loop every few days (news, birthdays, events)





# Cisco DMS Customers....cont.

## Stars Centre - Egypt

Shopping Mall DS integrated with Cisco ACNS technology. The goal is to increase brand image, help with way finding and to create a sustainable revenue thru advertising



## Brunel University

Implemented DMS for desktop video to: Deliver lectures in overflow halls and Lectures on-demand for students. Students are increasingly expecting to access content anytime, anywhere; DMS allows this.



## Coca-Cola Corp – WW Corporate Comms

Strategic comms - Video Portal. Reliable & scalable platform to 30K « Knowledge workers » soon to be enabled, via Video DesktopNext Step : digital signage for the non-Knowledge workers





# Bapatla Engineering College

## Extending the Classroom with DMS

- Located in Bapatla, Guntur District, India; founded in 1981
- Challenge: Needed an effective way to extend the classroom and provide students with on-demand learning materials
- Implemented Cisco Desktop Video to:
  - Create anywhere, anytime learning experiences
  - Include remote broadcasts and on-demand materials
  - Stream live sessions conducted by visiting professors and subject matter experts to the classrooms
- Benefits
  - Virtualize and extended the classroom environment to include remote broadcasts
  - Competitive edge



# College of Southern Nevada

## Instant Communication with Cisco Digital Signage

- College of Southern Nevada (CSN) is the largest college in Nevada serving two-thirds of Nevada's population
- Challenges:
  - Need to communicate to remote offices
  - Provide training
  - Distribute executive communications
- Benefits of Cisco Digital Signage implementation:
  - Critical component of safety strategy for communication during emergencies allowing for instant communication
  - Lowered printing costs and campus clutter by reducing the number of posters necessary to promote events on campus
  - Encourages and improves collaboration



"Video technology is everywhere. If you don't have it, you're behind. With Cisco's Digital Signage Solution you're not only keeping pace, you're ahead of the curve. DMS has helped our college communicate better."

- Josh Feudi, Interim CIO at CSN

# Cisco Digital Media System

## Summary

Welcome to the Evolution of Communications

Video has changed how people communicate. Now Cisco is changing how people communicate with video.



# Cisco Digital Media System Differentiators

## Comprehensive



- Create, manage, deliver and access digital media with one solution
- Broad partner ecosystem to ensure a successful deployment

## Scalable



- Scale to thousands of users and digital displays
- Scale to multiple devices
- Grow your deployment based on business needs

## Network-Centric



- For optimal content delivery
- Network as the platform
- Integrate WAN optimization products for robust video networking

# Cisco Digital Media System Business Benefits

## Facilitate Learning

- Increase internal productivity
- Deliver training/lessons through Desktop Video Digital Signage and/or Enterprise TV

## Increase Sales

- Advertising, promotion, cross-sell/up-sell
- Accelerate time to market

## Enhance Customer Experience

- Entertain/ decrease perceived wait time
- Provide directional information

## Scalable Solution

- Allows for deployment growth over time
- Broad Partner Ecosystem to scale your digital media deployment

## Cisco is a Trusted Source

- Established leader in video applications and infrastructure
- 24 hour access to technical support

## Green Solution

- Reduce printing, shipping and documentation costs
- Reduce travel emissions
- Energy efficient products







On Time		
On Time		3
On Time		3
On Time	6:03A	3
On Time	6:17A	3
On Time	6:17A	3
On Time	6:30A	3
On Time	6:31A	3
On Time	6:35A	3

**Your computer might be at risk** [X]

- No firewall is turned on
- Antivirus software might not be installed

Click this balloon to fix this problem.



**Not with Cisco DMS !**