Making the Most of Digital Media

Digital media has become a compelling platform for reaching customers, employees, partners, patients, and students. Organizations of all sizes use it to provide direct, relevant communication experiences. It offers dynamic visual and audio information that people can easily absorb and retain. Plus, you can centrally manage, distribute, and update digital media content in a snap.

Cisco Connected Media Solution

Create, Publish, and Manage Content from a Single Interface

Use the Cisco® Connected Media Solution to create and manage digital signs, IPTV playlists, digital billboards, and interactive touch applications. The solution consists of a Cisco Edge® 340 Digital Media Player (DMP) tightly integrated with content and information management software from Cisco partner Appspace.

Transform how those in your organization learn, communicate, and collaborate. Use the Cisco Connected Media Solution to present multimedia content and data collected from the Internet of Things (IoT) throughout your environment, in a customer-facing front office or in a back-office operations center. A Linux-based platform, the Cisco Edge 340 DMP has open APIs that foster broad application development across industries (see Figure 1).

The integrated Appspace platform makes it easy to develop business apps that operate across smartphones, tablets, kiosks, video walls, wayfinders, desktops, and digital signs. The integrated solution manages your network infrastructure, content creation and management, and application design – and even the devices that display your content.

What Sets This Solution Apart?

- **Hardware acceleration:** The platform takes advantage of a hardware-based media acceleration capability. As a result, it supports two simultaneous HD video streams in a variety of comprehensive content formats. It also supports both passive and interactive signage with touch and multitouch capabilities.

- **Peripheral support:** You can connect a rich set of peripheral extensions. Among them: extendable storage, USB supported devices, RS-232, native infrared with remote controller, Wi-Fi devices, and a Session Initiation Protocol (SIP) video plug-in.

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Solid partner ecosystem: Cisco and Appspace have a broad partner ecosystem to ensure successful deployment, development, and content creation. Focused partner community members specialize in Cisco and Appspace deployments, for example. And solution-development partners continue to build integrated solutions to further extend Cisco and Appspace capabilities.

Key Features and Benefits

- **Ease of use:** A simplified GUI plus professional design templates help you quickly build an app or start from a blank canvas. Drag-and-drop capabilities and reusable widgets give you flexibility and control. Workflows are built-in and customizable, so you can accelerate the sign-off process.
- **Broad format support:** Cisco and Appspace support the latest video and graphic content formats. You can display and manage high-resolution videos, RSS feeds, and more.
- **Superior media playback:** The Cisco Edge 340 DMP (Figure 2) is capable of 1080p HD playback, so the solution supports high-performance graphics with hardware-based media acceleration.

Next Steps

For more information, please visit the [Cisco Digital Media homepage](#), or see the [Cisco Edge 340 homepage](#).