



CHAPTER 1

Introduction to Cisco MXE 3000

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Introduction

The Cisco MXE 3000 automates the media production process.

With a single, streamlined workflow, you may:

- Choose your input media from file.
- Apply preprocessing to prepare the input media for encoding.
- Encode input to produce high-quality streaming video in popular formats.
- Encode input to produce broadcast server-compatible video in several other popular formats.
- Distribute the media output to multiple destinations via copy, FTP, and HTTP post.

The power of the Cisco MXE 3000 lies in its ability to automate the streaming media workflow and to reuse the video knowledge of others in the form of a saved set of tasks and instructions called Job Profiles. Job Profiles are essentially templates that define how jobs should be processed. Saved Job Profiles can contain part or all of the settings required to process jobs from beginning to final distribution. Job Profiles can be optimized for different types of input media, encoding output, and distribution. Job Profiles can be stored in a location accessible to all users, or can be saved to individual locations.

What Does the Cisco MXE 3000 Do?

- The Cisco MXE 3000 transforms analog and digital media to enable:
 - Distribution of content in any format for playback on broadcast, Web, or portable wireless equipment
 - Content workflow between heterogeneous components
- Integrates many 3rd party codecs into well-defined workflows:
 - Automate encoding into different formats

The Cisco MXE 3000 Philosophy

- The Cisco MXE 3000 automates the process of encoding/transcoding.
- The Cisco MXE 3000 is:
 - Scalable
 - Adaptable
 - Efficient
 - Reliable
- The Cisco MXE 3000 is able to efficiently and effectively evolve to meet changing industry conditions.

The Cisco MXE 3000 Platform

- The Cisco MXE 3000 processes high-volume digital video encoding.
 - Any video format in > Any video format out
- The Cisco MXE 3000 platform is entirely XML based—enabling unlimited customization and flexibility. The following is available:
 - DAM/MAM integration (Digital Asset Management/Media Asset Management Media) through HTTP post that contains an XML payload

What This Guide Covers

- The Cisco MXE 3000 **Client User Interface (CLUI)** is installed automatically on your system and one tool used to process and submit jobs. The Cisco MXE 3000's greatest strength and speed are achieved through the use of Job Profiles, so the creating of Job Profiles is covered first in the CLUI chapters of this guide. At certain points, this guide will touch on functions achieved only through XML submissions. This CLUI chapters in this guide describe also how to:
 - Create Job Profiles
 - Submit jobs
 - Choose your source file
 - Preprocess input media

- Select encoders
 - Distribute output media
 - Manage jobs
 - Presubmission jobs
 - Submitted jobs
 - Troubleshoot
- The Cisco MXE 3000 **Folder Attendant** is one component of the Cisco Media Experience Engine 3000. The Folder Attendant program allows job submissions to be completely automated by monitoring watched directories on the network for the arrival of new and updated media XML files. In the Folder Attendant chapters, this guide provides an overview of the Folder Attendant and describes how to:
 - Perform administrative tasks
 - Set up directories and watches
 - Monitor and manage job
 - Troubleshoot

See also: [Overview of Cisco MXE 3000](#) for more information about Cisco MXE 3000 components.

Related Documentation

For a complete list of available documentation, see the *Guide to Documentation for Cisco MXE 3000* at the following URL:

http://www.cisco.com/en/US/products/ps9892/products_documentation_roadmaps_list.html

Obtaining Documentation and Submitting a Service Request

For information on obtaining documentation, submitting a service request, and gathering additional information, see the monthly *What's New in Cisco Product Documentation*, which also lists all new and revised Cisco technical documentation, at:

<http://www.cisco.com/en/US/docs/general/whatsnew/whatsnew.html>

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