



Cisco Edge 300 Digital Media Player: Learn, Grow, Communicate, and Collaborate

The Cisco® Edge 300 Digital Media Player is a comprehensive offering of webcasting and video sharing, digital signage, and business IPTV applications that can help transform how organizations learn, grow, communicate, and collaborate. Support from the broad Cisco partner ecosystem of deployment, solution-development, and content-creation partners helps ensure a successful digital media implementation.

Transform Your Organization with Digital Media

Today, digital media is the most compelling platform to instantly and effectively reach customers, employees, partners, and students with important information, news, training, and events. It is effective because it preserves characteristics of face-to-face communication and brings both intimacy and immediacy to communications.

Studies show that people are far more likely to engage and retain information they can both see and hear. With digital media, it is possible to absorb and easily remember large amounts of often complicated information. And digital media is versatile: it draws viewers in whether the content is marketing, internal communications, training, advertising, or entertainment. An increasing number of organizations are using digital media to deliver timely and targeted communications. Digital media is creating a new kind of customer experience and facilitating business transformation.

The Challenge

Organizations of all sizes increasingly strive to improve external and internal communications in order to retain customers, compete, and grow their business globally. With digital media, organizations can provide direct, relevant communications, and create richer and more satisfying experiences both for customers and end users – ultimately accelerating business transformation across many aspects of the business.

However, until now, deploying digital media has typically required complex integrations of individual components from multiple – and often small – vendors, resulting in a high total cost of ownership and limited scalability. Additionally, organizations have faced challenges with content management, network integration, and content distribution, as well as with tools that are too difficult for business users to operate.

These concerns point to the need for an integrated offering that can handle the creation, management, and publishing of content to digital displays and the desktop, while also flexibly supporting standard formats for live and on-demand content publishing.

The Solution: Cisco Edge 300 Digital Media Player

Cisco Edge 300 Digital Media Player is a highlight of Cisco innovation, building on the company's history and expertise in video and networking. It allows organizations to use high-quality, dynamic digital media to easily connect customers, employees, partners, and students anywhere, anytime.

Cisco Edge 300 Digital Media Player extends digital media to new, compelling applications for real-time and on-demand communications with flexible digital media creation, management, and publishing of content in various formats to multiple devices.

Figure 1. Engage People to Learn, Grow, Communicate and Collaborate



With Cisco Edge 300 Digital Media Player, organizations across all industries can increase sales, enhance the customer experience, and facilitate learning.

For example, financial services organizations can:

- Improve the customer experience by providing relevant marketing content, news, and information to customers waiting in branch-office locations.
- Use the network to full advantage to accelerate product and services introductions.
- Use digital signs for before- and after-hours training to improve sales productivity and efficiency.
- Enhance and extend the influence of executive and corporate communications.

Retailers can use digital media to reach customers with targeted marketing and promotions on digital signs at point-of-purchase locations to accelerate sales, throughout the store to improve customer satisfaction and the in-store experience, and through the web. In addition, the cost of marketing programs can be reduced compared to traditional signage based on physical media.



Educational institutions can extend the learning environment by delivering on-demand lectures and materials to desktops and live broadcasts to classrooms and dorm rooms. They also can provide schedules, news, emergency messaging, and relevant information on digital signs around campus.

Other industries that are also rapidly adopting the Cisco Digital Media Suite include government, healthcare, sports and entertainment, safety and security, and transportation.

Cisco Edge 300 Digital Media Player Business Benefits

With the Cisco Edge 300 Digital Media Player, organizations can:

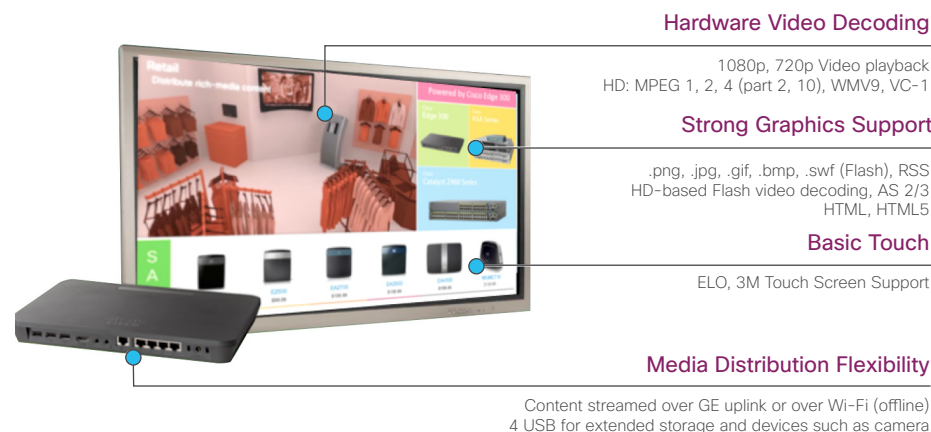
- **Learn:** They can provide training to employees, customers, and partners while saving money on travel costs, in addition to providing classroom alternatives, reaching geographically dispersed students, and enabling project-based learning.
- **Grow:** They can expand revenue opportunities with product promotion and advertising opportunities.
- **Communicate:** Video is now secure and easy to create, search, and share, making it an easy, scalable, and cost-effective form of communication.
- **Collaborate:** Information sharing through video and digital media across organizations increases productivity, accelerates time to market, facilitates faster decision making, and promotes sharing of expertise.

Cisco Edge 300 Digital Media Player (Figure 1) allows you to create, manage, and access content for these applications from a single platform:

- **Content creation with Cisco Digital Media Partners:** The Cisco Digital Media Partners Program offers a broad digital media content partner ecosystem. These partners solution allows organization to capture and digitize media from a variety of inputs into a variety of digital formats for live and on-demand delivery across an IP network, and also provide monitoring functions.
- **Publish content to Cisco Edge 300 Digital Media Player (DMP):** The Cisco Digital Media Partners Program publishes content to and manages networked Cisco Edge 300 Digital Media Player. The Edge 300 DMP is a highly reliable IP-based hardware endpoint that enables Digital Signs and broadcast by playing high-definition live and on-demand video, motion graphics, and web and dynamic content on digital displays for Cisco Digital Signs and Cisco Cast. The accelerated options for the Edge 300 DMP hardware include support for standard-definition (SD) and high-definition (HD) formats, MPEG2 and MPEG4/H.264, Flash, RealMedia, MP3/MP4, Live Stream RTSP/RTP, and other web content formats and dynamic data.

- **High performance Digital Media Player:** Cisco Edge 300 has the hardware accelerated video and strong graphic display capabilities built-in. It supports full range of video decoding, HTML and graphic formats and up to 1 Gbps download speed. With these capabilities, Cisco Edge 300 Digital Media Player provides users a smooth and un-interrupted experience.
- **Low Total Cost of Ownership (TCO):** Cisco Edge 300 Digital Media Player provides Cisco Smart Install and Cisco Discovery Protocol (CDP) that allow customers to easily manage the device from the data center. It is cost effective, low power, self-contained with no moving parts, and fan-less.

Figure 2. Best Price Performance Cisco Edge 300 Digital Media Player



A Broad Partner Ecosystem

Cisco Digital Media Content Partners Program offers a broad partner ecosystem. Our partners provide deployment, solution development, and content creation to support a successful digital media implementation. The Cisco partner ecosystem includes:

- **Focused partner community:** These trained channel partners and systems integrators are specialized in Cisco Digital Media Suite deployments.
- **Solution-development partners:** These partners continue to develop integrated solutions to further extend the capabilities of the Cisco Digital Media Suite for applications such as meeting-room, interactive, and event-based signage.

For More Information

For more information about the Cisco Edge 300 Digital Media Player, contact your local Cisco account representative.