

Cisco Digital Media System: Cisco Enterprise TV Manager 5.1

The Cisco® Digital Media System (DMS) is a comprehensive suite of digital signage, enterprise TV, and desktop video applications that allow companies to use digital media to increase sales, enhance customer experience, and facilitate learning. Support from the broad Cisco partner ecosystem of deployment, solution development, and content creation helps ensure a successful digital media implementation.

Cisco Enterprise TV is an application of the Cisco Digital Media System for live and on-demand content to standard- and high-definition displays.

Cisco Enterprise TV

Cisco Enterprise TV is an add-on module that uses the Cisco Digital Media Player (DMP) to full advantage to allow you to conveniently and quickly browse and view digital media programs interactively through the DMP remote control over an IP network through your standard- and high-definition displays. It uses standard video streaming technologies to deliver a compelling live and on-demand video experience. Supported on both the Cisco Digital Media Player 4305G and 4400G systems, Cisco Enterprise TV fits easily into your organization's existing IT infrastructure and supports established video formats, including MPEG1 and MPEG2 on both the Cisco DMP 4305G and 4400G systems and additionally MPEG4 Part 10 on the Cisco DMP 4400G platform.

Cisco Enterprise TV includes a web-based management tool, the Enterprise TV Module (ETVM), which resides on the Cisco Digital Media Manager (DMM). Through the ETVM you can configure and define your own live or on-demand channel lineups as well as subscribe to syndicated third-party electronic-program-guide (EPG) services to populate an on-screen program guide for time-of-day listings of syndicated television programs. The Cisco Enterprise TV Manager tool allows you to customize your DMPs on the screen guide by adding your corporate logos or by selecting from the many templates provided for tailoring your organization's color scheme.

The integrated products of Cisco Enterprise TV follow:

- **Cisco Digital Media Manager (DMM):** This web-based media management application allows you to easily manage, schedule, and publish digital media through the web to the desktop and to digital signage displays.
- **Cisco Digital Media Players (DMPs):** The Cisco DMP 4305G and 4400G systems allow for both live and on-demand streaming digital media across an IP network in a variety of encoding formats.

Together, these products span the digital media value chain and can help your organization reach customers, partners, employees, and students with real-time, relevant content and communications.

Applications

Using the network as a platform for digital media publishing and access provides organizations in many different industries with innovative tools for internal and external communications, marketing, sales, education, and training. For example, through Cisco Enterprise TV, you can give a widely dispersed employee base live access to a CEO keynote broadcast, internal business communication programs, or educational broadcasts along with on-demand access to these programs after the live event.

Other applications include:

- Financial services: You can train remote customer service representatives in a remote classroom setting without the time and expense of making employees travel.
- Retail: You can offer customers quick and easy communication through the high-definition displays about new products and promotions, and offer broadcasts of live promotional events.
- Education: You can extend the classroom to include remote, live broadcast and viewing of lectures as well as on-demand access to recorded past events.
- Government: You can facilitate live simulcast access to government meetings and hearings and provide access to digital media-based information about relevant regulations and laws.

You can customize the interface of the Cisco Enterprise TV program guide through the Cisco Enterprise TV Manager to reflect brand or purpose.

You can deploy the Cisco Digital Media System as one of many collaboration services on a Cisco Service-Oriented Network Architecture (SONA) network, a flexible, feature-rich framework that can help you achieve your business and technology goals. By making the network more capable and intelligent, Cisco SONA improves the efficiency of everything the network touches, freeing funds for new, strategic investments and innovation.

Key Features and Benefits

Cisco Enterprise TV: Access to Compelling Live and On-Demand Video

Cisco Enterprise TV makes it easy for you to access compelling content in standard- or high-definition formats. The application offers sophisticated functions, including:

- Program listing and EPG: You can easily locate relevant media by content category for video-on-demand (VoD) files, or title and channel for live feeds.
- Customizable channel lineups: You can choose from a dynamic list of program channels defined by content publishers and deployed as needed to the digital media players.
- On-demand content: You can access on-demand programs through the easy-to-navigate menu systems of the on-screen program guides to access recorded video, such as training programs, executive broadcasts, and customer promotional materials.
- Video program sharing: You can take advantage of the same digital media video programs used in your digital signage presentations as on-demand assets for users to browse and view.
- Live and on-demand program previews: You can preview programs or continue to view live events while you navigate the on-demand or live program listings.

- Scheduled access to Cisco Enterprise TV: When used along with the Cisco Digital Signage System, you can define when a directed signage presentation or Cisco Enterprise TV access is available on your digital media players.

Cisco Enterprise TV Subscription Service: Syndicated Broadcast Program Listings

You can use the Cisco Enterprise TV Manager to subscribe to syndicated EPG services to allow your program guide to display syndicated program time-of-day schedules. You can also create your own program guide lineup and publish it alone or in addition to a subscription service.

With the Cisco Enterprise TV Subscription Service tool, you can:

- Allow viewers to browse up to 6 hours in advance for your defined channels
- Automatically update channel guide information
- Mix both syndicated and user-defined channel time-of-day program listings

Product Specifications

Table 1 gives features and Table 2 gives client requirements for the Cisco Enterprise TV Manager on the Cisco Digital Media Manager.

Table 1. Cisco Enterprise TV Features

Item	Feature
Product compatibility	Compatible with Cisco Application and Content Networking System (ACNS), Cisco Wide Area Application Services (WAAS), Cisco Digital Signage, and Cisco Digital Media Players
Programming interface	Web-based management

Table 2. Cisco Digital Media Manager Client Requirements

Component	Requirements
Browser	Microsoft Windows: <ul style="list-style-type: none"> • Internet Explorer 6.0 or later, Mozilla 1.8 or later, or Firefox 1.5 or later recommended Linux or UNIX: <ul style="list-style-type: none"> • Mozilla 1.0 or Firefox 1.0 minimum • Mozilla 1.8 or later or Firefox 1.5 or later recommended Apple Macintosh: <ul style="list-style-type: none"> • Safari 2.0 minimum • Safari 2.0 or Firefox 1.5 or later recommended

Ordering Information

Table 3 provides ordering information for the Cisco Digital Media Manager with Cisco Enterprise TV.

Table 3. Cisco Digital Media Manager with Cisco Enterprise TV Ordering Information

Product—Software on Server Appliance	Part Numbers
Cisco Digital Media Manager Base V5.1 Perpetual Software License	DMM5.1-BASE-K9
DMM Enterprise TV Module V5.1 Perpetual Software License	DMM-ETVM5.1-K9
Cisco Digital Media Manager, Digital Signage Feature License for Up To 10 DMPs	DMP-FL-10
Cisco Digital Media Manager, Digital Signage Feature License for Up To 50 DMPs	DMP-FL-50
Cisco Digital Media Manager, Digital Signage Feature License for Up To 500 DMPs	DMP-FL-500
Cisco Digital Media Manager, Digital Signage Feature License for Up To 1000 DMPs	DMP-FL-1000
HW Only MCS-7835-H2 w/ 2048MB RAM and Two 146GB SAS HD	MCS7835H2-DMM51K9
Software Upgrades and Add-Ons	

DMM Video Portal Module V5.1 Perptl. SW Lic., Spare	DMM-VPM5.1-K9=
DMM Digital Signage Module V5.1 Perptl. SW Lic., Spare	DMM-DSM5.1-K9=
DMM Enterprise TV Module Live Event Module V5.1 Perptl. SW Lic., Spare	DMM-LEM5.1-K9=
Cisco Digital Media Manager V5.1 Upgrade from V4.1 for MCS-7835	DMM5-U5.1-K9
Cisco Digital Media Manager, Feature License for Up To 10 DMPs	DMP-FL-10=
Cisco Digital Media Manager, Feature License for Up To 50 DMPs	DMP-FL-50=
Cisco Digital Media Manager, Feature License for Up To 500 DMPs	DMP-FL-500=
Cisco Digital Media Manager, Feature License for Up To 1000 DMPs	DMP-FL-1000=
Hardware Spares	
HW Only MCS-7835-H2 w/ 2GB RAM, Two 146GB SAS HD, Spare	MCS-7835H2-DMS2=

Service and Support

Cisco and our partners provide a broad portfolio of end-to-end services and support that can help you improve network total cost of ownership, business agility, and network availability to increase the business value of your network and return on investment. This portfolio is based on the Cisco Lifecycle Services approach, which defines activities needed, by technology and by network complexity, throughout the six phases of the network lifecycle: prepare, plan, design, implement, operate, and optimize.

Cisco Services in the prepare, plan, design, and implement phases of the network lifecycle can help you successfully deploy a reliable, high-performance Cisco Digital Media System. Specific activities include:

- User feature and function requirements validation
- Architecture validation
- Network and operations readiness assessment
- Detailed design and implementation schedule development
- System acceptance test plan development
- Staffing plan development
- Installation, configuration, and integration support

For Cisco Enterprise TV and the Cisco Digital Media Manager, Cisco Services in the operate phase help ensure that Cisco products operate efficiently and benefit from the most up-to-date hardware and software maintenance. Software Application Support (SAS) strengthens application availability, functions, and reliability with 24-hour access to technical support and software updates, and Cisco SMARTnet[®] and SMARTnet Onsite support provide registered access to Cisco.com for online technical assistance, access to the Cisco Technical Assistance Center (TAC), Cisco IOS[®] Software updates and upgrades, and Advance Replacement of failed hardware.

To learn more about Cisco Services for the Cisco Digital Media System, please contact your local Cisco representative. For specific information about SAS and Cisco SMARTnet and SMARTnet Onsite support, visit:

http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2993/serv_group_home.html and http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2978/serv_group_home.html.

For More Information

For more information about Cisco Enterprise TV, please visit <http://www.cisco.com/go/dms> or contact your local Cisco account representative.

For more information about Cisco SONA, please visit <http://www.cisco.com/go/sona> or contact your local Cisco account representative.



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