



Media Transformation: Powerful Tools for Pervasive Video

Media transformation is a category of networked-based solutions that sits at the center of the “capture, transform, and share” principle. Media transformation products adapt, enhance, and analyze video content to make it viewable, professional, and navigable. They are part of the Cisco® Video Content portfolio of solutions.

Video Production for Everyone

Organizations continue to feel pressure to do more with less. At the same time, the imperatives of good management have not changed: communications with employees are even more critical, and agility and focus are necessities. Video content solutions can help in several ways, by:

- Making communications more effective and timely
- Making meetings productive and meaningful, both during and after
- Creating memorable training and education sessions
- Increasing the reach and effectiveness of all types of events

Media transformation solutions simplify the detailed process of video content production and sharing. Before, specialists in audio-visual technologies were necessary to manage the complex array of special-purpose studios, cameras, technologies, and software products. With media transformation solutions, anyone can be a video

producer, through easy-to-use templates, web-based interfaces, and integrated workflows between other video communications and collaboration technologies.

Cisco Media Transformation Portfolio

Three product lines comprise the Cisco Media Transformation portfolio:

- The Cisco TelePresence™ Content Server is a recording and streaming solution that can capture video easily and simply from any standards-based videoconferencing endpoint for live or on-demand streaming.
- The Cisco MXE 3500 Media Experience Engine is an easily deployed, appliance-based media processing device that delivers any-to-any media adaptation services, postproduction services, and Cisco Pulse® video analytics. The any-to-any service enables media sharing across the network from any source to any endpoint. Postproduction services enable the automated application of studio-quality graphics into video, such as bumpers, trailers, watermarks, or overlay animations. Most innovatively, the video analytics service automatically detects keywords and speakers, transforming videos into searchable, navigable, relevant documents.
- The Cisco MXE 5600 is a modular media-processing platform that combines advanced media-processing features with high performance and scalability. Its software performs real-time media conversion between diverse endpoints, including Cisco TelePresence, videoconferencing, and unified communications platforms. The software also converts codec, bit rate, frame rate, resolution, and

aspect ratios, and performs intelligent scaling to maintain high quality regardless of input or output devices.

These product lines are designed to integrate with each other, as well as with other products in Cisco collaboration, video communications, and digital media systems portfolios. These smooth, automated workflows eliminate the traditional, manual ways of capturing, transforming, and sharing video.

Enterprise Video Is Everyday Video

Media transformation vastly simplifies the complex process of producing video, transitioning it from an occasional, executive tool to a frequently used, “fresher” mode of communication. Additionally, Cisco media transformation products:

- Reduce the cost and time spent on postproduction services while maintaining brand standards
- Enable viewers to consume video more efficiently by making it easy to skip to a specific speaker or keyword
- Simplify the complexities of ensuring that video shows correctly on any device
- Take advantage of existing video communications investments

Cisco media transformation solutions are unique: no other vendor has tightly integrated this category of solutions across video endpoints, video content sharing, and collaboration technologies. These solutions can give organizations—and the people within—unprecedented capabilities and ease of use, making video truly pervasive.