



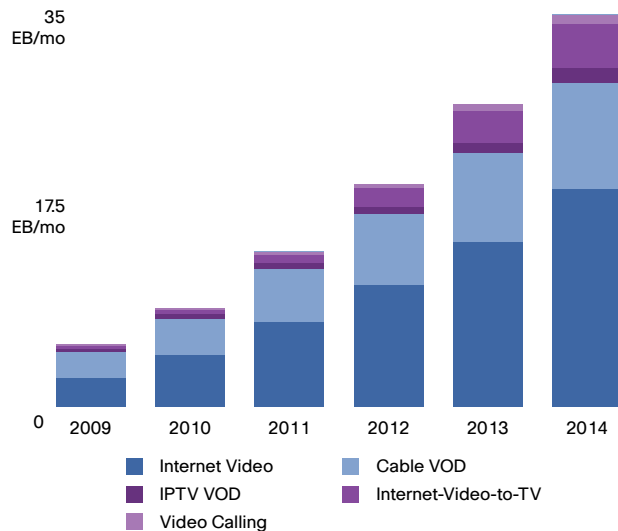
Cisco Networking Capabilities for Medianet: Optimizing Networks for Rich Media

What Is the Value of a Medianet?

By 2014, global online video will be six times greater than in 2009 (Figure 1). Video is becoming an increasingly important means of business communications, providing more personal and effective collaboration and delivering a vehicle to encourage business innovations.

Video will not remain only on the desktop in the corporate office. Increasingly, video will become a mobile tool, as Cisco® Visual Networking Index (VNI) predicts that nearly 66 percent of the world's mobile data traffic will be video by 2014 (the highest growth rate of any application category measured within the Cisco VNI forecast at this time).

Figure 1. Cisco VNI Forecast



*Cisco VNI June 2010

What Problems Does It Help Solve?

With the increasing adoption of new video and rich-media applications, media-optimized networks become critically important to address challenges associated with the transmission of video and rich media over the network,

including ensuring predictability, performance, quality, security, and mobility.

Traditional IP networks are not well-equipped to deal with interactive and real-time requirements, making delivery and quality of media unpredictable and increasing complexity for network operators and managers.

Technologies such as medianet help address these challenges by accelerating deployment of applications, minimizing complexity and ongoing operating costs, and helping to scale the infrastructure for the best user quality of experience (QoE).

Cisco Networking Capabilities for Medianet

A medianet is an end-to-end architecture for a network comprising advanced, intelligent technologies and devices in a platform optimized for the delivery of rich-media experiences. A medianet has the following characteristics:

- Media-aware: Can detect and optimize different media and application types (telepresence, video surveillance, desktop collaboration, and streaming media) to deliver the best experience
- Endpoint-aware: Automatically detects and configures media endpoints
- Network-aware: Can detect and respond to changes in device, connection, and service availability

What Are the Benefits of a Medianet?

A medianet has built-in intelligence that optimizes rich media and addresses the unique challenges of video and rich media by providing:

- Enhanced video performance over the network
- Ease of setup and moves, adds, and changes of video equipment
- Video format transparency over a wide variety of devices

- Support for multiple types of video applications
- Security, troubleshooting and management capabilities across the network

Cisco networking features for medianet also extend the boundaries of networks to the endpoints to create a tight integration among intelligent network services and the rich-media applications delivered over a variety of endpoints. Cisco endpoints are equipped with the Media Services Interface (MSI), a software component that enables endpoints to consistently take advantage of intelligent network services. Media services interface helps the network to be media-aware and media applications and endpoints to be network-aware—thereby reducing IT costs and the complexity of deploying video as well as improving the video experience.

Cisco Services for a Medianet

Cisco offers a Medianet Readiness Assessment (MRA) service to help you better prepare for the evolution into supporting a rich-media environment. The Cisco MRA analyzes the existing infrastructure against business solutions you want to implement. It provides a documented recommendation for the delta between “now” and “required”. These professional services can be extended beyond prepare, plan, and design to full implementation, operation, and optimization—enabling a successful and stepwise migration to a medianet.

Why Cisco?

Cisco is positioned to address video from an end-to-end perspective: taking advantage of comprehensive expertise in network platform, video systems, and customer solutions. Cisco is committed to the development of standards-based business video enabled over a medianet. We have the people, products, and partners to help ensure that our customers can take full advantage of this coming communications revolution, cost-effectively and with low risk.