



Cisco Digital Media System

Unternehmenskommunikation goes Video



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Agenda



Cisco Medianet Overview

Digital Media Systems – What's new

Digital Media System Overview

Integrated DMS Solution

German Projects & Best Practise

Q&A

Key Objectives

- What is Digital Media System about
- Video Communication – YouTube for Enterprise
- DMS on Business – Opportunity and Challenges

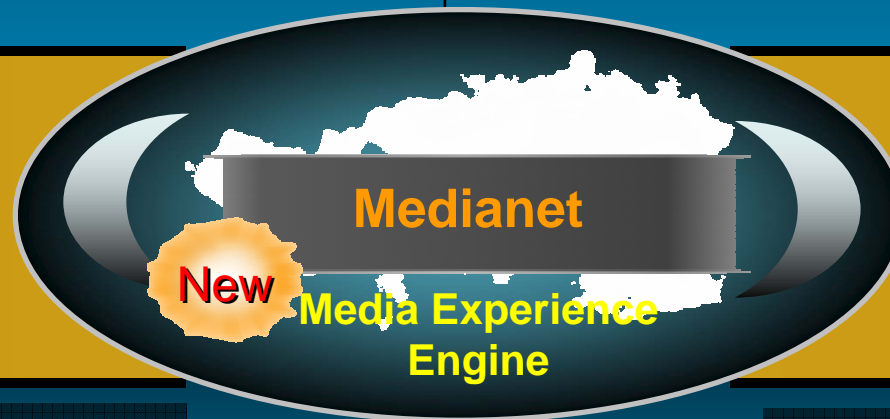
Cisco Business Video Systems

TelePresence

- TelePresence Meeting Solution
- TelePresence as a Service
- Consumer TelePresence

Physical Security

- Video Surveillance
- Access Control
- HD and SD Cameras



Digital Media

- Digital Signage
- Desktop Video
- Enterprise TV

Unified Communications

- Video calling
- WebEx
- Interoperability

Cisco Digital Media System: Overview

A Comprehensive Suite of Digital Signage, Enterprise TV and Desktop Video Applications



- **Comprehensive:** Suite of digital signage, Enterprise TV and desktop video, managed from a single platform
- **Scalable:** To thousands of users and digital displays
- **Network-Centric:** For optimal, intelligent media content delivery

Cisco DMS Solution Suite

Create

For Desktop Video



Digital Media Encoders

For Digital Signage & Enterprise TV



Scientific Atlanta Encoders

For Other Applications



Video Content

Manage & Adapt



Digital Media Manager

Edit

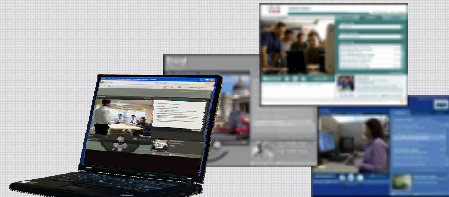
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Media Experience Engine 3000

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Display & Access



Video Portal



Digital Media Players & Cisco LCD Displays



Multiple Devices

Network as the Platform

Digital Media: Now More Important Than Ever!

Business Challenges

Solution with DMS

Communicate critical information



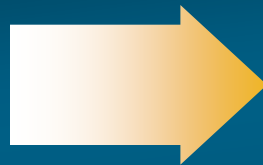
- Inform both employees and customers with real-time, targeted information
- Communicate change management
- Bridge globally dispersed organizations

Reduce operational costs



- Reduce travel expense
- Leverage an energy efficient architecture
- Reduce shipping, printing costs and labor costs

Drive revenue



- Quicker time to revenue
- Promote, cross-sell, up-sell
- Communicate targeted, localized, and relevant offers and programs

Customer intimacy



- Personalize experience for customers
- More knowledgeable employees responding to customer needs
- Enhance in store experience

Cisco Desktop Video



Cisco Desktop Video

- Create, manage and access video over the Web
- Capture and digitize digital media
- Browse, search, and view training VoDs or live executive communication Webcasts over the network through the video portal—anywhere, anytime
- Deliver executive and internal communications to employees and external marketing to customers
- Provide cost effective training that's accessible at any time



Access with the Cisco Desktop Video Portal

- Customizable interface, program guide and search
- Personalized and featured playlists
- Advanced player controls
- View synchronized slides
- Submit questions during live events
- User restricted content access based on Active Directory/LDAP
- Supports major formats: Windows Media, Flash, H.264, QuickTime
- Real-time reporting to measure content effectiveness
- Easily see content viewing trends and click-throughs in the Cisco Video Portal



Manage & Adapt with the Cisco Digital Media Manager & Media Experience Engine 3000

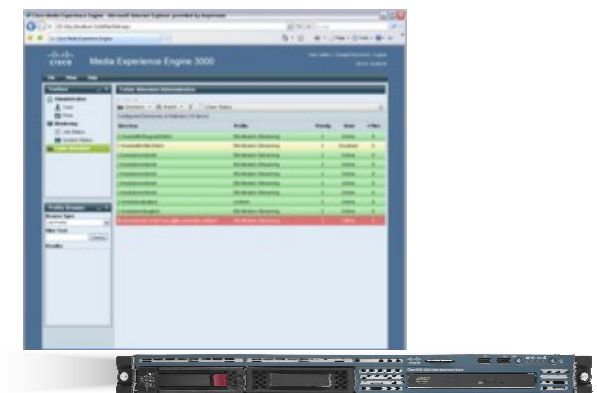
DMM

- Robust, Web-based content management
- Flexible, remote publishing to Cisco Video Portal endpoint
- Customizable Video Portal interface
- Slide sync and Q&A w/ live Event Module
- Restrict who can watch what
- Active Directory and LDAP integration



MXE 3000

- Adapt and customize content for different video experiences
- View any media content on any end-point device
- Easily share media files between digital signage, Enterprise TV, and desktop video



Create with the Cisco Digital Media Encoders

DME 2200

- Studio-level, dual channel encoding appliance
- Ideal for corporate offices or data centers
- Live encoding/transcoding of media into standard formats (WMV, Flash, H.264, etc.)
- Local or remote management



DME 1100

- Portable, lightweight, single channel encoder
- Ideal for outdoor, classroom, and conference room use
- Support for all standard video formats
- Local or remote management



Cisco Digital Signage



Cisco Digital Signage

- Promote, upsell and cross-sell products and services directly to customers in the store
- Enhance customer experience and deliver entertaining information to customers to reduce perceived wait time
- Broadcast real-time executive and internal communications
- Offer cost effective, flexible training options when computers are not available
- Share up-to-date schedules, news and emergency messaging right where people need it most



Cisco LCD Professional Series Displays



- An end-to-end Cisco solution
- Centralized, remote management through the Cisco Digital Media Manager
- Cisco support and service offerings
- Available in 40" and 52" models
- Full 1080p resolution

Cisco Digital Media Players

Playback of Compelling Digital Media Content

- Renders graphics, Web content, text tickers on digital displays
- Supports full-screen or “zoned” video in SD or HD resolutions
- Customizable on-screen templates
- Remote management of display properties
- IP-network addressable
- Local storage, high availability, automatic failover
- Small and lightweight
- Remote control for interactivity
- Low power consumption and high reliability
- Security: Hardened device



DMP4305G



DMP4400G

Cisco Digital Media Manager for Digital Signage

Centralized Digital Media Management and Publishing

- Web-based media management and publishing
- Granular access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate
 - Sales and Marketing – create playlists, scheduling and daypart
 - Content creators/designers – manage assets, design screen layout and zones
 - IT admins – can configure, remotely manage, group and run reports on DMPs
 - Control physical properties of the display via connected DMP
- Integrates with Cisco ACNS for optimized WAN delivery



**Same Application for
Managing and Publishing
Cisco Desktop Video Content**

Digital Media Player Content Options



Empower Your Organization

Cisco Academy of Digital Signage

Global qualification program for media professionals to create and optimize media content for digital signage



- Hands-on training allows you to immediately produce trusted, compelling digital signage content
- Earn the Cisco Qualified Digital Signage Media Professional (CQDSMP) credential and become part of the next generation of digital media professionals
- Available to marketing and advertising professionals, media and content developers, and Cisco partners
- www.cisco.com/go/dms/ads

“The Cisco Academy of Digital Signage gave me and my colleagues the hands-on experience we needed... We can now start building and scheduling digital signage content with the Cisco Digital Media System.” – Suzanne Cronin, Director, Brand and Creative, Oracle

Cisco Enterprise TV

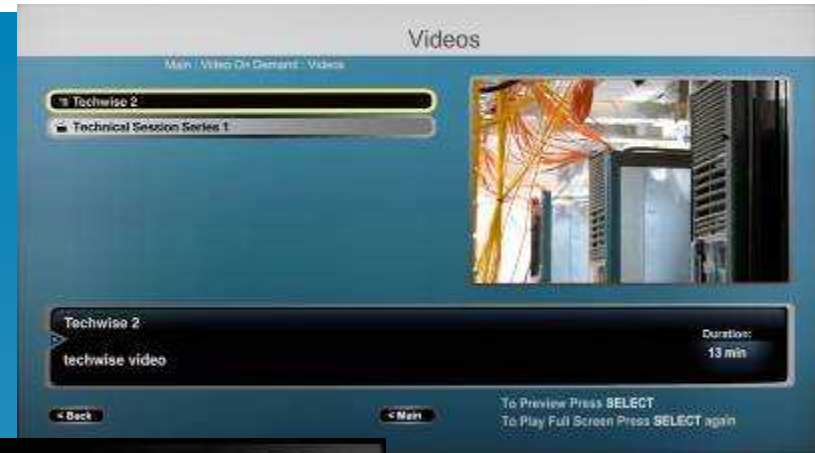


Enterprise TV

- Deliver on-demand video and broadcast TV channels over an IP network
- Customize lineups and create content libraries
- Search the interactive on-screen menus and program guides
- Enhance customer experience and provide product/service information on demand
- Offer cost effective, flexible training options when computers are not available



Components of Cisco Enterprise TV



Focus On Video

10:00 AM / 60 min

Featuring Thomas Wyatt, GM of DMSBU

10:55 AM	5/14/2008	5/14/2008	5/14/2008	5/14/2008
	10:00 AM	11:00 AM	12:00 PM	1:00 PM
1 DMSBU Live	Focus On Video 10:00 AM	User Expe 11:00 AM	100 in 200 11:30 AM	Sceneries 12:00 PM
2 TechWise TV	Securing Data 10:00 AM	Communications 11:00 AM	Mobility 12:00 PM	Securing Access 1:00 PM
3 Discovery Anima	SportsCenter 10:00 AM	SportsCenter 11:00 AM	SportsCenter 12:00 PM	SportsCenter 1:00 PM
4 CNBC	Squawk Box 10:00 AM			Squawk, Street 1:00 PM



Digital Media Player



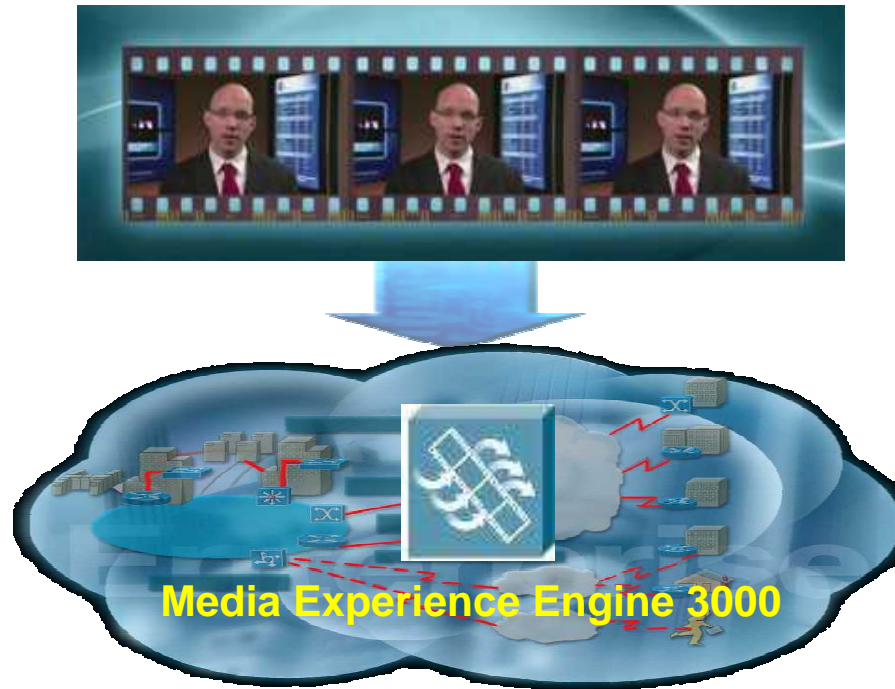
Digital Media Manager

Network as the Platform

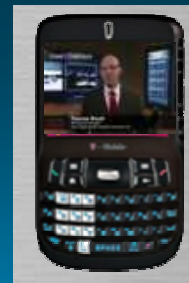
Cisco Media Experience Engine



Cisco Media Experience Engine 3000



Desktop Video
Graphic overlay
Watermarking



Mobile Device
Clip to shorter length
Optimized format for output



Digital Signage
Color enhancement
Aspect ratio 16:9

Cisco Media Experience Engine 3000

Media processing platform that allows users to adapt and customize content for different viewing experiences



- Media Adaptation
Any-to-any media sharing between Digital Signage, Desktop Video and Mobile Devices
- Media Processing
Enhance your video quality
- Media Production/Editing
Customize your video content
- Workflow Automation
Auto-detection of files for job initiation

Cisco Digital Media System: Integration Solutions



Digital Media System & TelePresence All in One

In the Office...

Cisco TelePresence combined with Cisco Digital Media System for All-in-One Solution

Provides Cisco Enterprise TV for live broadcast of business/news channels over IP to the large screen

In the Branch....

Customer-facing virtual concierge for engagements with remote experts/assistance

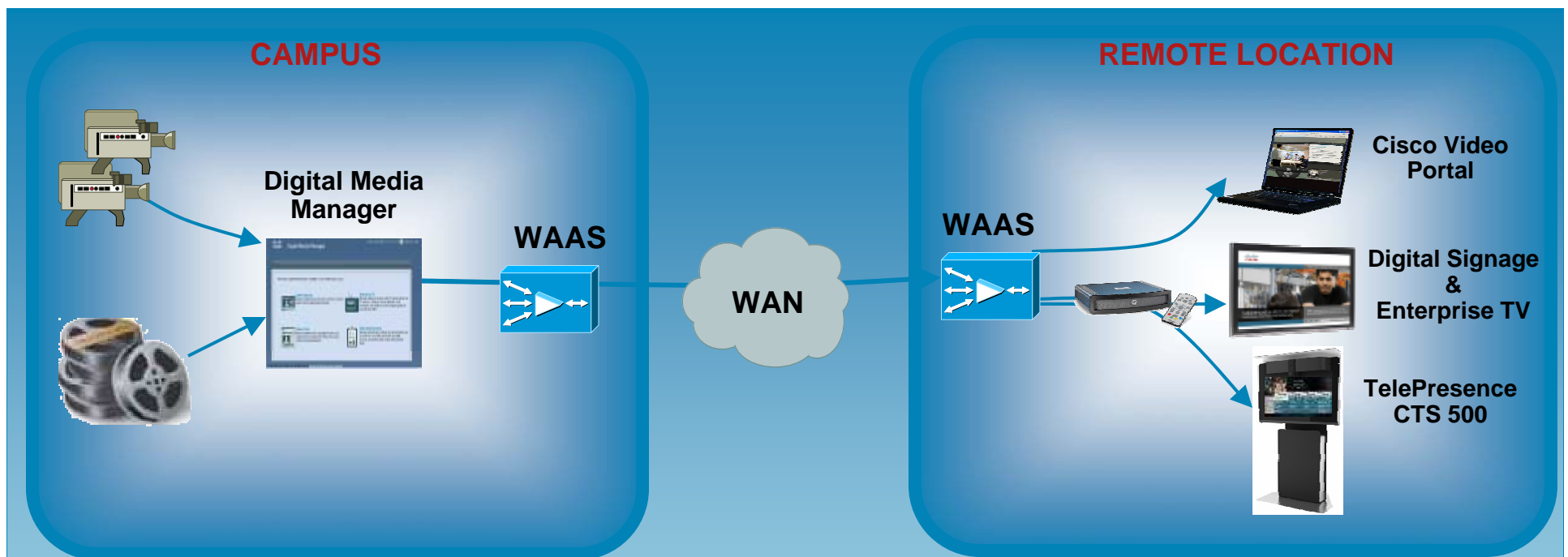
Provides Digital Signage for targeted sales and marketing of products and services when not in use for Cisco TelePresence calls



**Cisco TelePresence + Digital Media System =
Winning Solution for Face To Face
Communications and Compelling Digital Media**

Optimized Digital Media Delivery with WAAS

- Traditionally used to optimize business applications in remote locations
- Complete solution leverages existing infrastructure investments for global digital media delivery



Cisco WAAS + Digital Media System =
Expanded Reach of Digital Media Deployments

Cisco on Cisco DMS Deployments



Cisco Systems

Engage and Inform 65,000+ WW Employees

- “Cisco Now”: Corporate-branded, all-employee news and corporate information digital signage property
- Challenge:
 - Needed a more efficient and effective way to engage and inform employees around the globe
- Implemented Cisco Digital Signage to dynamically deliver global and site-based news:
 - Includes employee cafes, break areas, labs, badge rooms
 - Content includes: corporate/product announcements, company facts, customer wins, financial updates, volunteerism opportunities, crisis communications
- Benefits:
 - Centralized and standardized communications, with ability to customize content to ensure location relevancy
 - Platform is easily being extended to customer-facing executive & customer briefing centers, lobbies, sales offices
 - Alignment with CEO John Chambers’ vision of using video communication to drive company strategy



Cisco on Cisco

News@Cisco Corporate Newsroom

- Over 13.8 million unique visitors—global
 - Downloaded by: press, analysts, partners, customers, instructors, investors, employees
- 500+ videos available
 - Topics include: business highlights, product demos, customer testimonials, etc.
- 2+ million streams per year
- 32,000+ downloads per year



<http://newsroom.cisco.com>

Brought to You by the Cisco Digital Media System

“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

– Dan Scheinman, SVP and GM, Media Solutions Group

Cisco Digital Media System Customers



German DMS Projects

Real-Time Communications and Marketing

- Digital Signage for marketing and entertainment to end customers in the branch banks
- Desktop video for internal communications and training to employees at their desks
- Technology showcase demonstrates how IT can deliver more profit to the bank and increase opportunities for cross-selling



Wartung und Instandhaltung >
Für Vestas sind Wartung und Instandhaltung ebenso wichtig wie die Wahl der richtigen...



German DMS Projects

Real-Time Communications and Marketing

3. Übersichtliche, ansprechende Gestaltung der Informationen



vorher



Cisco Digital Media System

Summary



Cisco Digital Media System Business Benefits

Facilitate Learning

- Increase internal productivity
- Deliver training/lessons through Desktop Video Digital Signage and/or Enterprise TV

Increase Sales

- Advertising, promotion, cross-sell/up-sell
- Accelerate time to market

Enhance Customer Experience

- Entertain/ decrease perceived wait time
- Provide directional information

Scalable Solution

- Allows for deployment growth over time
- Broad Partner Ecosystem to scale your digital media deployment

Cisco is a Trusted Source

- Established leader in video applications and infrastructure
- 24 hour access to technical support

Green Solution

- Reduce printing, shipping and documentation costs
- Reduce travel emissions
- Energy efficient products



Financing with Cisco Capital*

Strategic acquisition and management for Cisco Digital Media Systems.

Flexible and Competitive Financing

Available for all Cisco Customers

- **Preserve Cash:** spread costs over time, preserve credit, avoid cash investments
- **Lower Costs:** competitive rates and residual values lower cost of ownership
- **One Predictable Payment:** combine hardware, software and services on one lease
- **Manage Equipment Lifecycles:** easy upgrades, migrations, disposal keep you agile
- **Maximum Flexibility with:** End of lease options to protect you and your investment
Payment schedules and lease lengths up to 5 years
Migration and refresh options to stay current

Focus on Your Business not on Equipment Ownership or Disposal

Analysts Estimate You:

Could save approx 20% on TCO with the proactive management of equipment lifecycles

Spend approx 5% of TCO on equipment disposal

➔ **Ask how financing from Cisco Capital can maximize your benefits.**

www.cisco.com/go/ciscocapital



