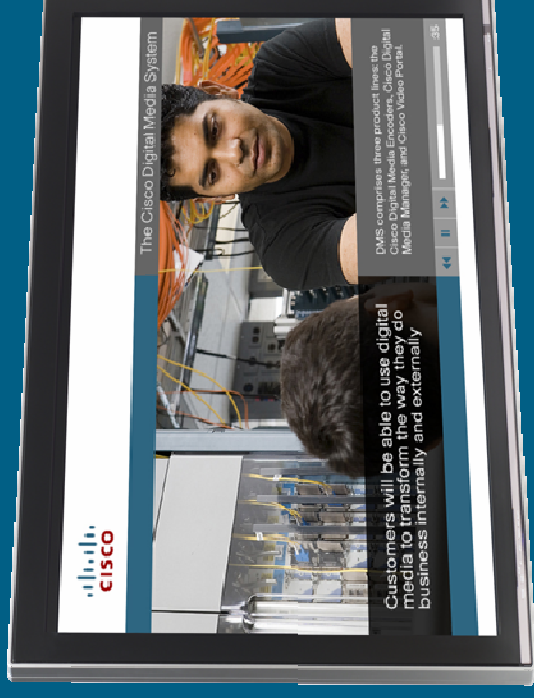




Cisco Digital Media System

*Simply a Better Way to
Communicate*



The Digital Media System— Two Offerings Today

Cisco Digital Media System

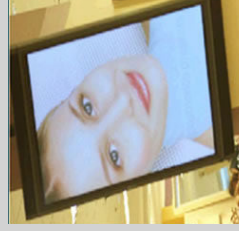


Desktop Video



- Application for live broadcasting and VOD to the desktop
- Common uses include executive/internal communications, training, or external marketing to customers
- Horizontal application for broad business use

Digital Signage

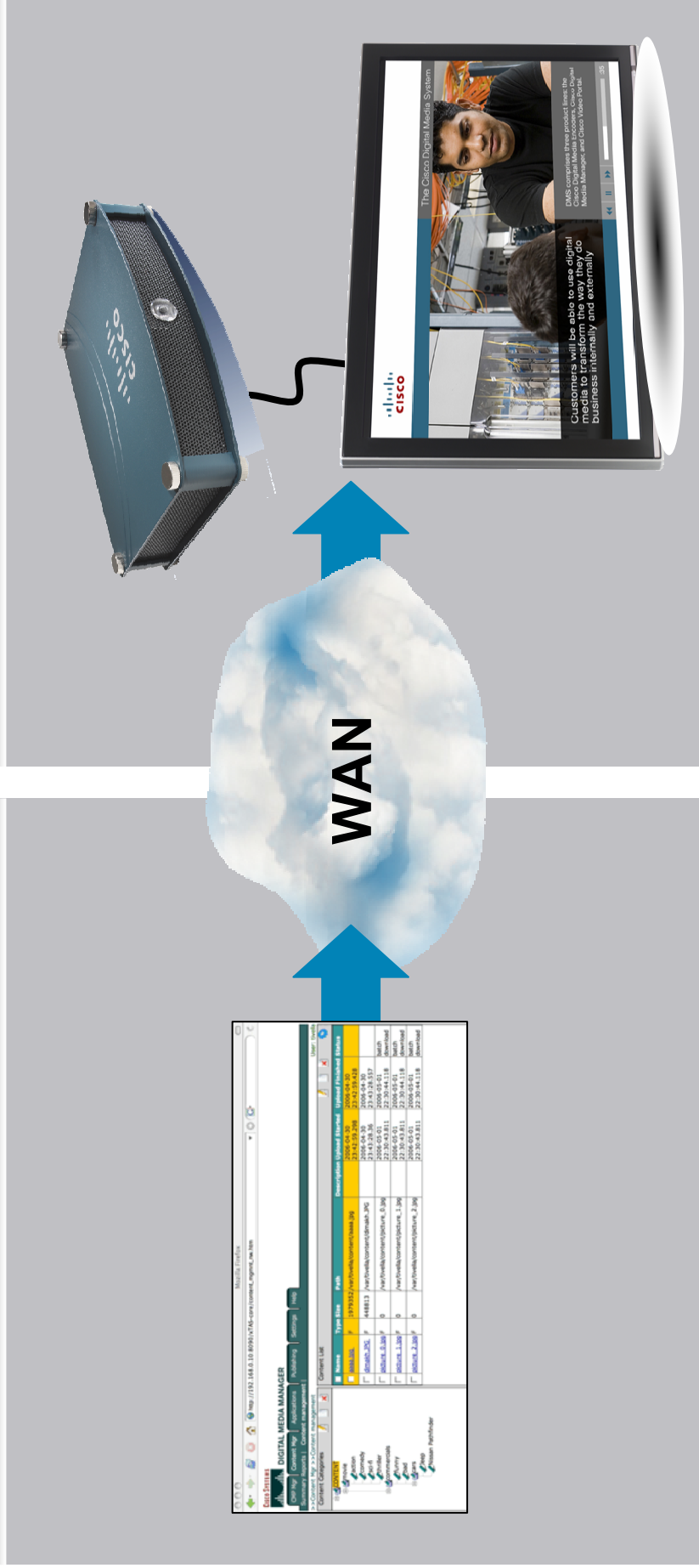


- Application for broadcasting video, audio or graphical content to digital signs
- Common uses include marketing/branding to customers in stores/branches, training and communications
- Targeted application for specific usage in retail, branch banking, government, education, transportation, hospitality.

Cisco Digital Media System— Digital Signage Application

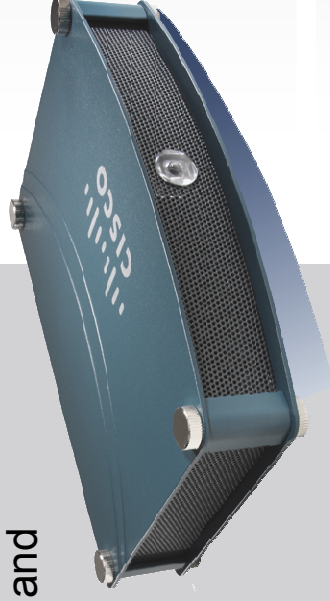
Extension to DMM software for
signage content management

Digital Media Player for display
of content on digital signs



Cisco Digital Media Player (DMP)

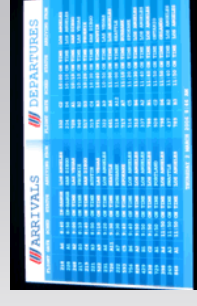
- MPEG 1/2/4 in SD and HD, graphics, web content, text (tickers)
- Full screen video or screen zoning
- Customizable on-screen templates
- Remote management of display (on/off, volume, contrast, brightness)
- IP-network addressable and upgradeable
- Security: Hardened device
- Local storage, high availability and automatic failover
- Small form factor: 7.5" x 5" x 1.5" at 1lb.
- Low power consumption
- Highest reliability in industry: 223,921 hours (25 years)



Advertisements/Infotainment



Executive Communications



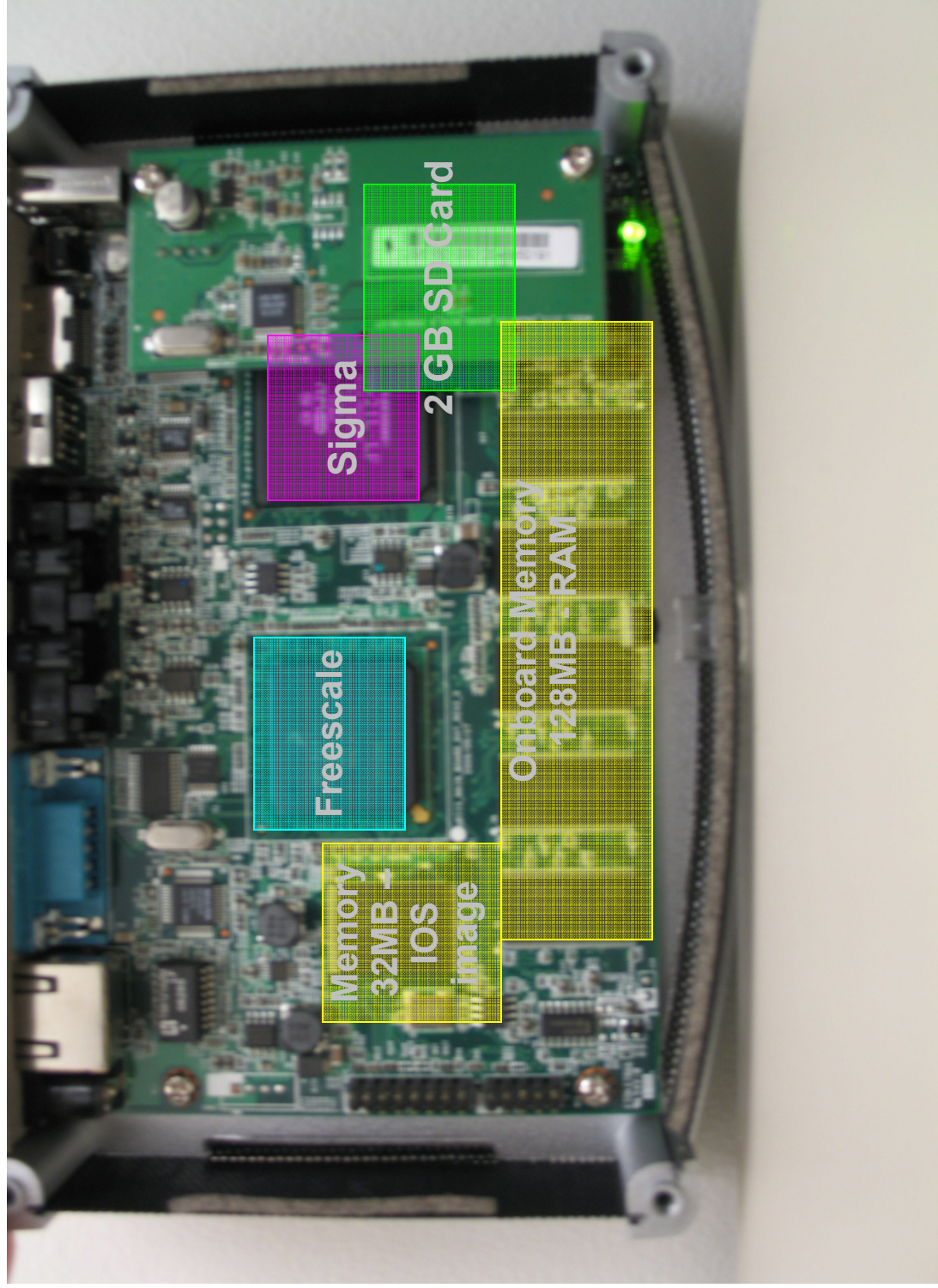
Schedules/Information

Cisco DMP 4300



- **DMP features**
 - Steel shell
 - USB 2.0 Compatible port
 - HDMI Output (video only)
 - S-Video Output
 - Composite (RCA) Video and Audio Output
 - RS232 connection
 - 10/100 Ethernet port

Cisco DMP Internal Architecture





Cisco DMP Firmware

- Runs embedded Linux
- Telnet access has been turned off in this release
- Currently no IOS like CLI
- All DMP control is intended via building/executing “System Applications” in DMM, or via direct browser access to DMP Device Manager (DMPDM) on port 80.

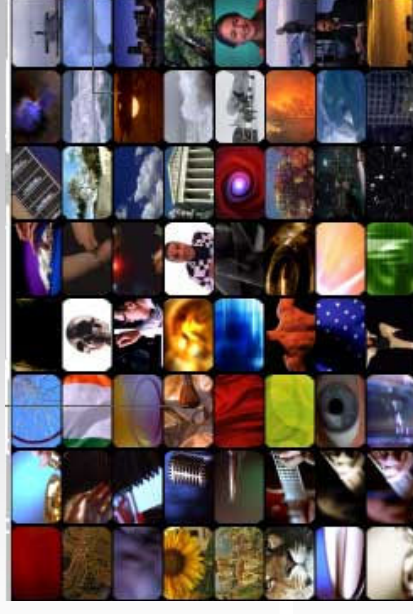
Cisco DMP Firmware

- Supports Video MPEG 1/2
MPEG-4 part 2 has special restrictions it must be encapsulated in MPEG-2 transport
- Display web pages and flash
Caveats on page sizes and flash versions
Versions 6 & 7 supported
BU working on a document that explains these caveats
- Display JPEG images
- Connect to Multicast address
- Connect to Video URL
- Connect to an RSS Syndication feed
- Local Storage and Playback via 2GB internal Flash memory
- Built in FTP server for Flash memory upload

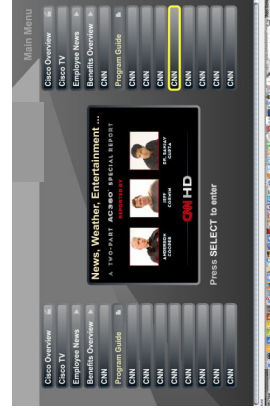
DMP 4400G



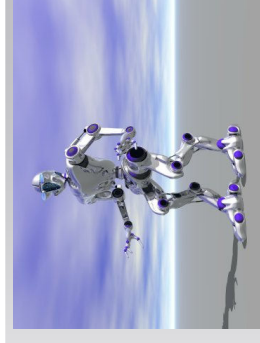
- **Digital signage: Full screen video or screen zoning**
- **Enterprise TV: remote controlled channel and program guide**
- **MPEG 1/2/4, including H.264, in SD and HD, graphics, web content, text and RSS tickers**
- **Customizable on-screen templates**
- **Remote management of display (on/off, volume, contrast, brightness)**
- **IP-network addressable and upgradeable**
- **Security: Hardened device**
- **4-8 GB Local storage, high availability and automatic failover**
- **Small form factor**
- **Low power consumption**
- **High reliability: 100,000 hours (10 years)**



**Virtual Video Wall
(Multi Simultaneous Streams)**



Enterprise TV



HD 3D Rendering

DMS 5.0 Release Highlights

- **New DMP 4400G**
 - MPEG4/H.264 AVC support
 - Encapsulation MPEG2-TS
 - Increased Local Storage to 4GB
 - Reliable Firmware upgrade
 - Upgrade Memory and CPU functions
 - Additional Font Support Library
 - SNMP support

Digital Media Player Platform Positioning



Hardware Features

Enterprise TV

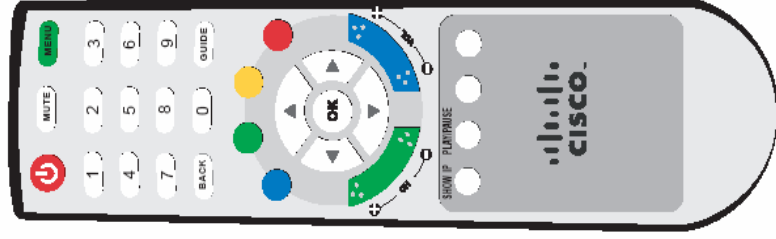


On-screen program guide for live broadcasts an on-demand HD video with remote control interactivity, live EPG subscription data.

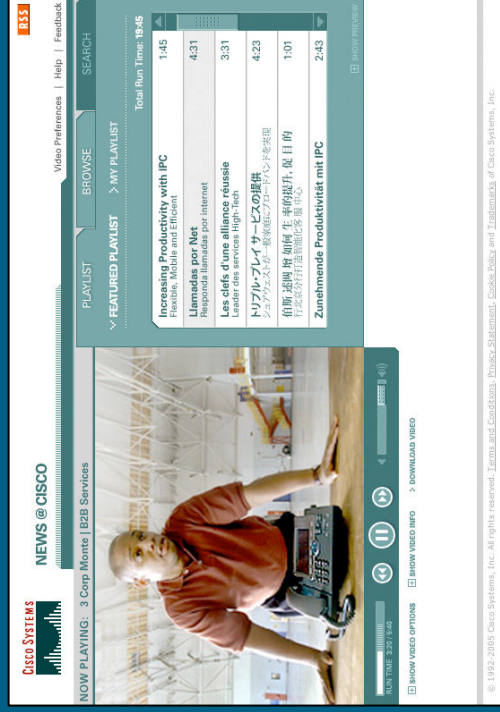
DMP Accessory: Remote Control

Remote Control key features:

- Compatible with both 4305G and 4400G DMP
- Enterprise TV: Used for channel switching and menuing
- Remote control programmed to adjust display/TV volume
- Admin control of DMP functions (reboot, show IP, etc.)
- Conceptual drawing shown



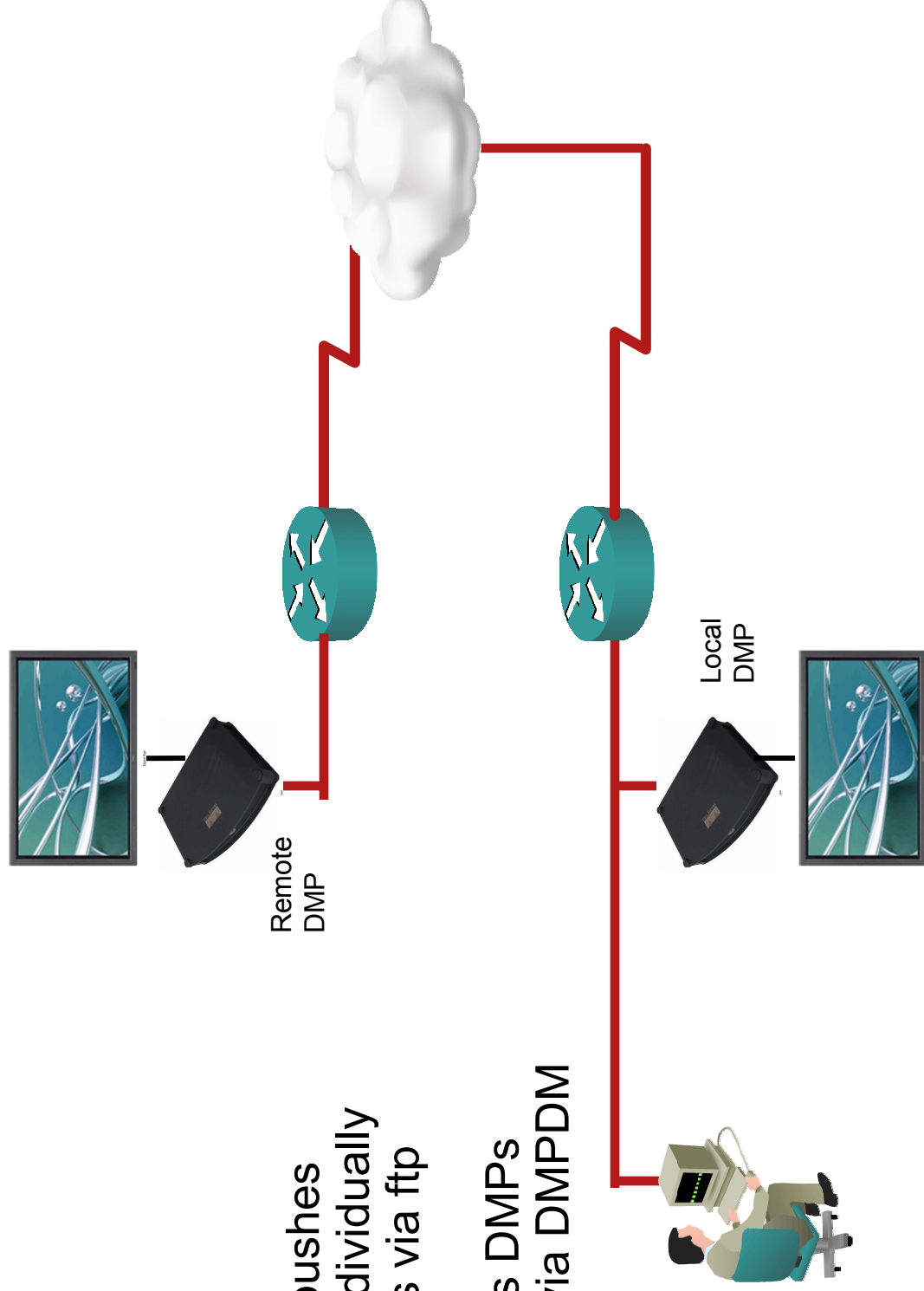
Digital Signage Implementation Architectures



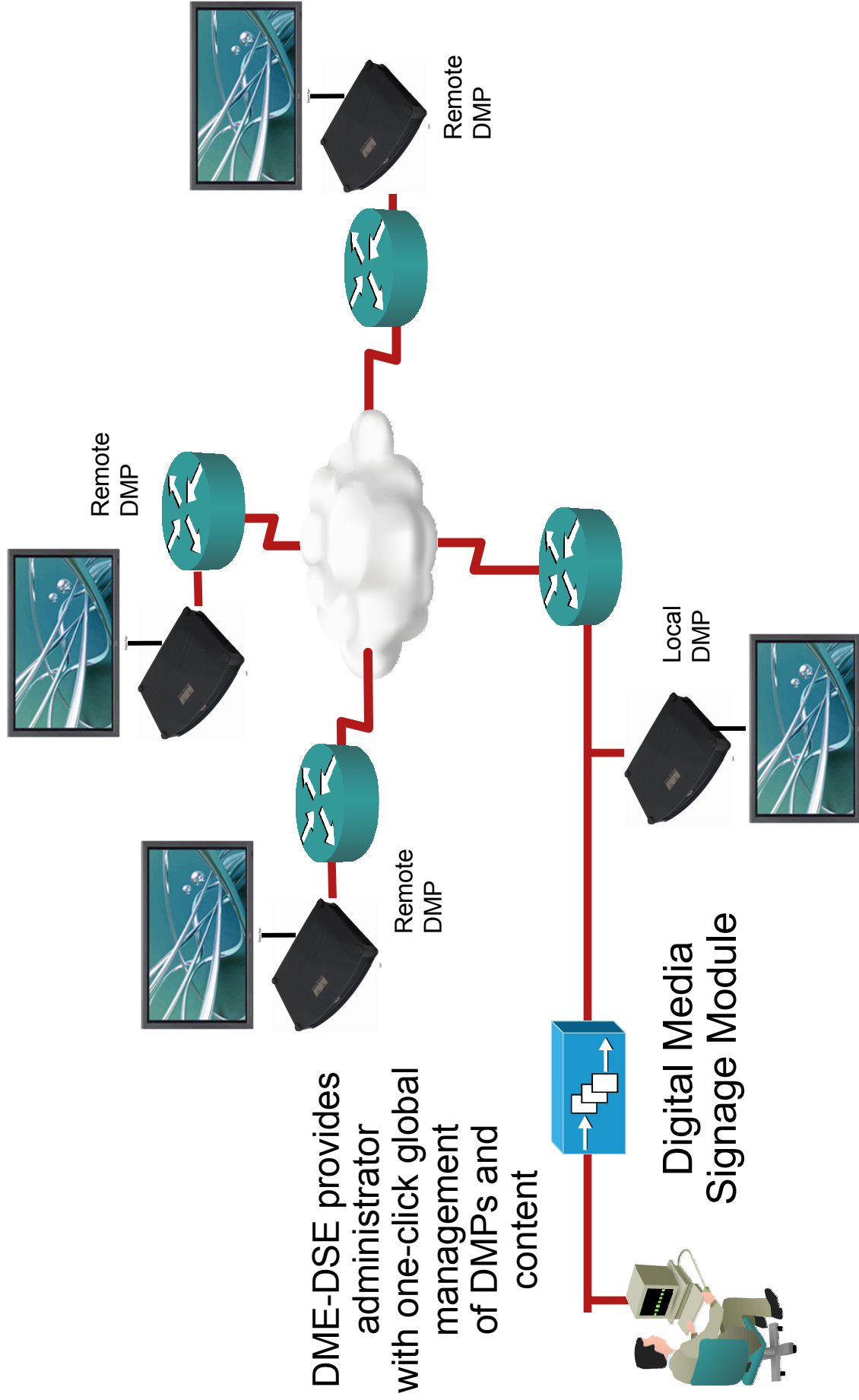
Stand-alone DMP Deployment

Admin pushes content individually to DMPs via ftp

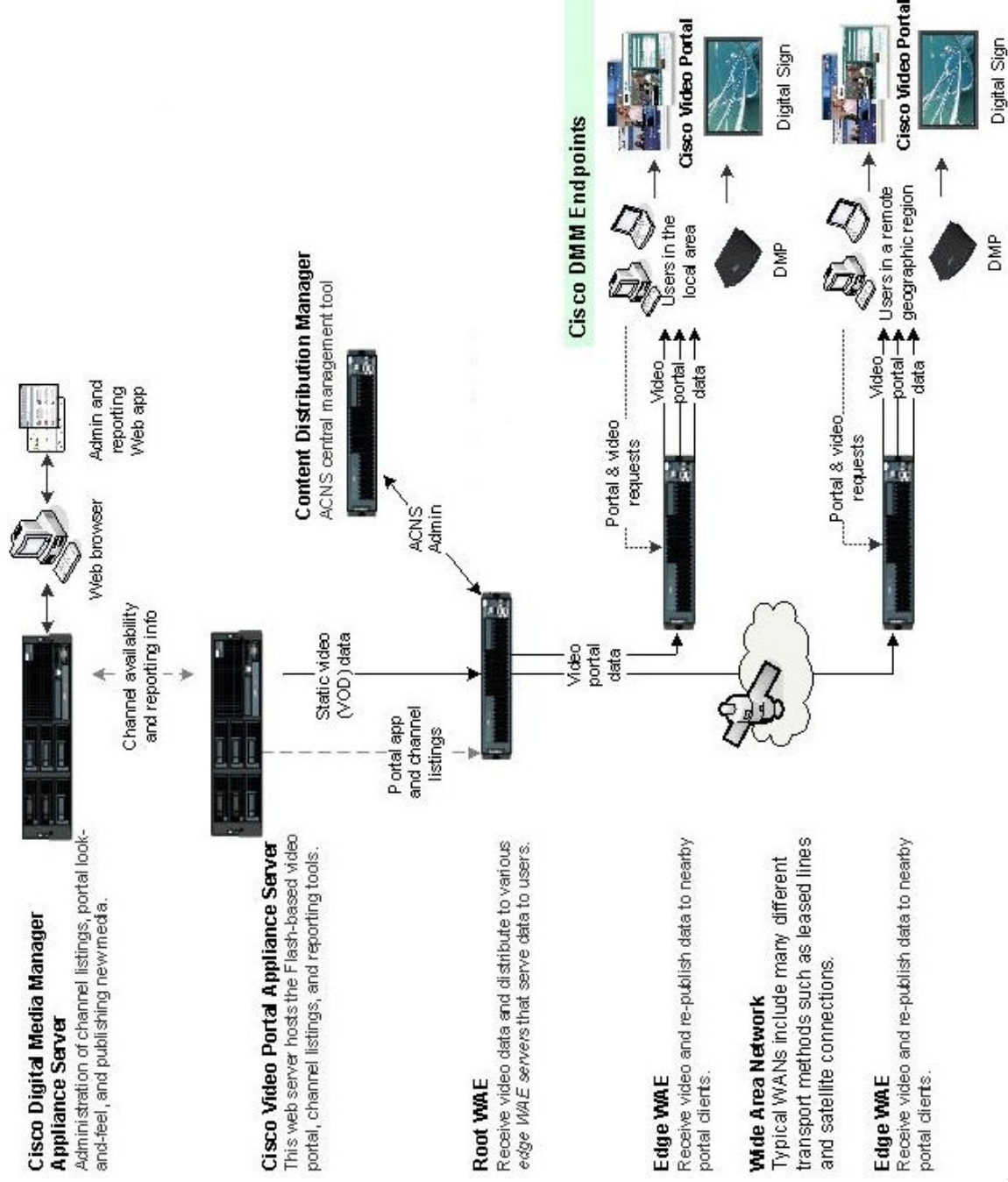
Manages DMPs individually via DMPDM



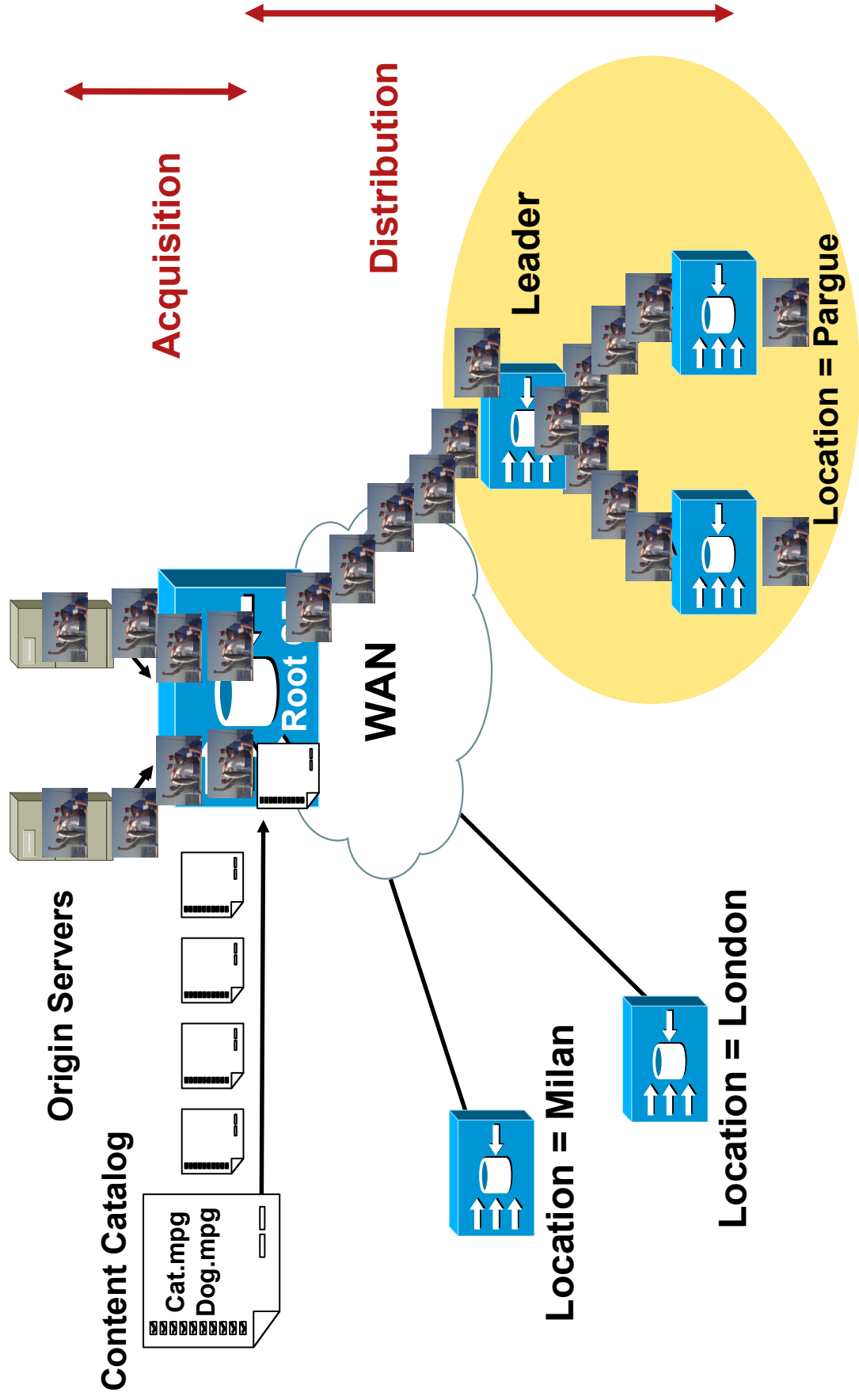
Simple DMM-Managed DMP Deployment



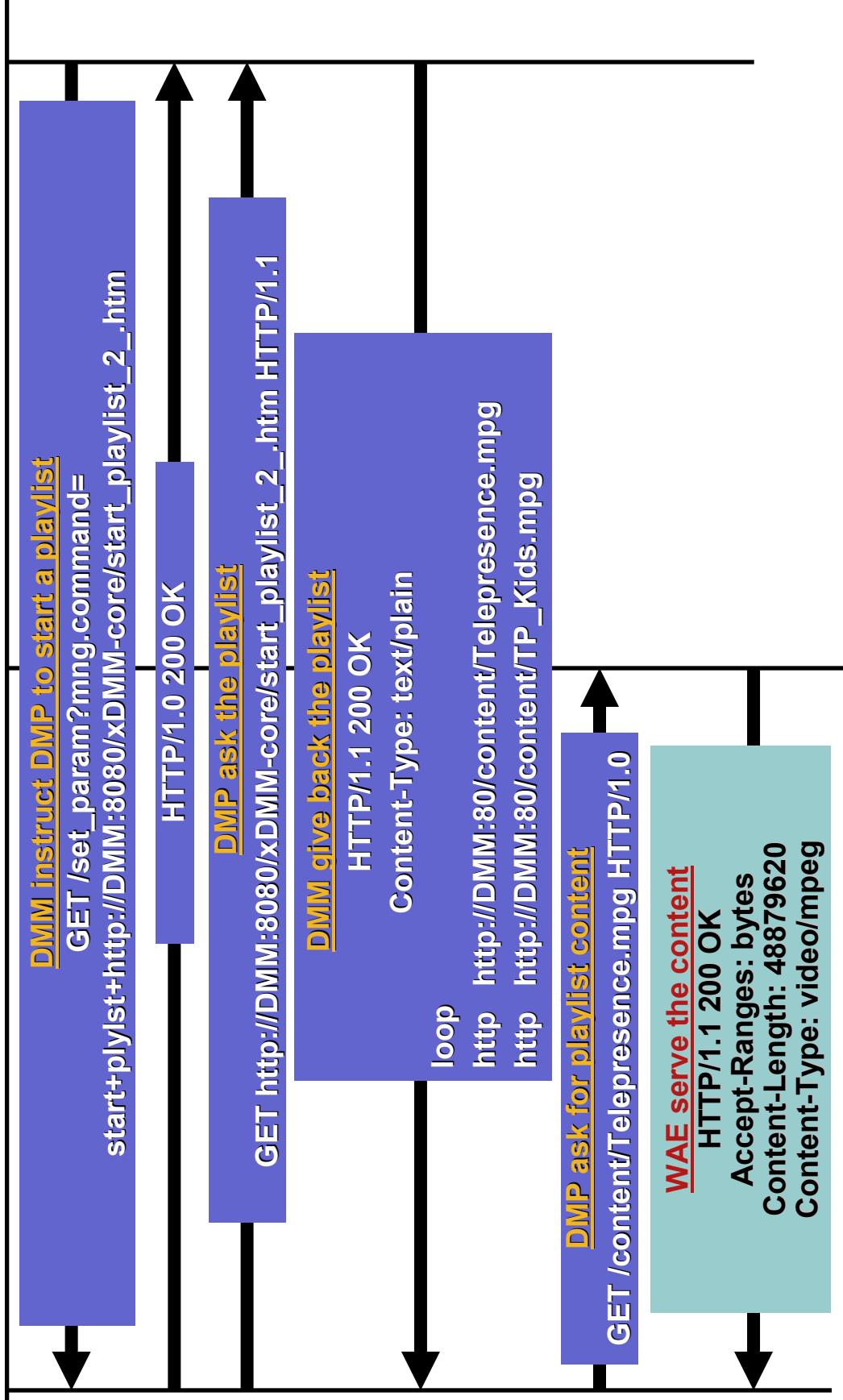
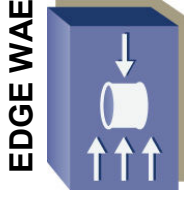
Scalable DMM/ACNS/DMP Deployment



Scalable Content Distribution Solution



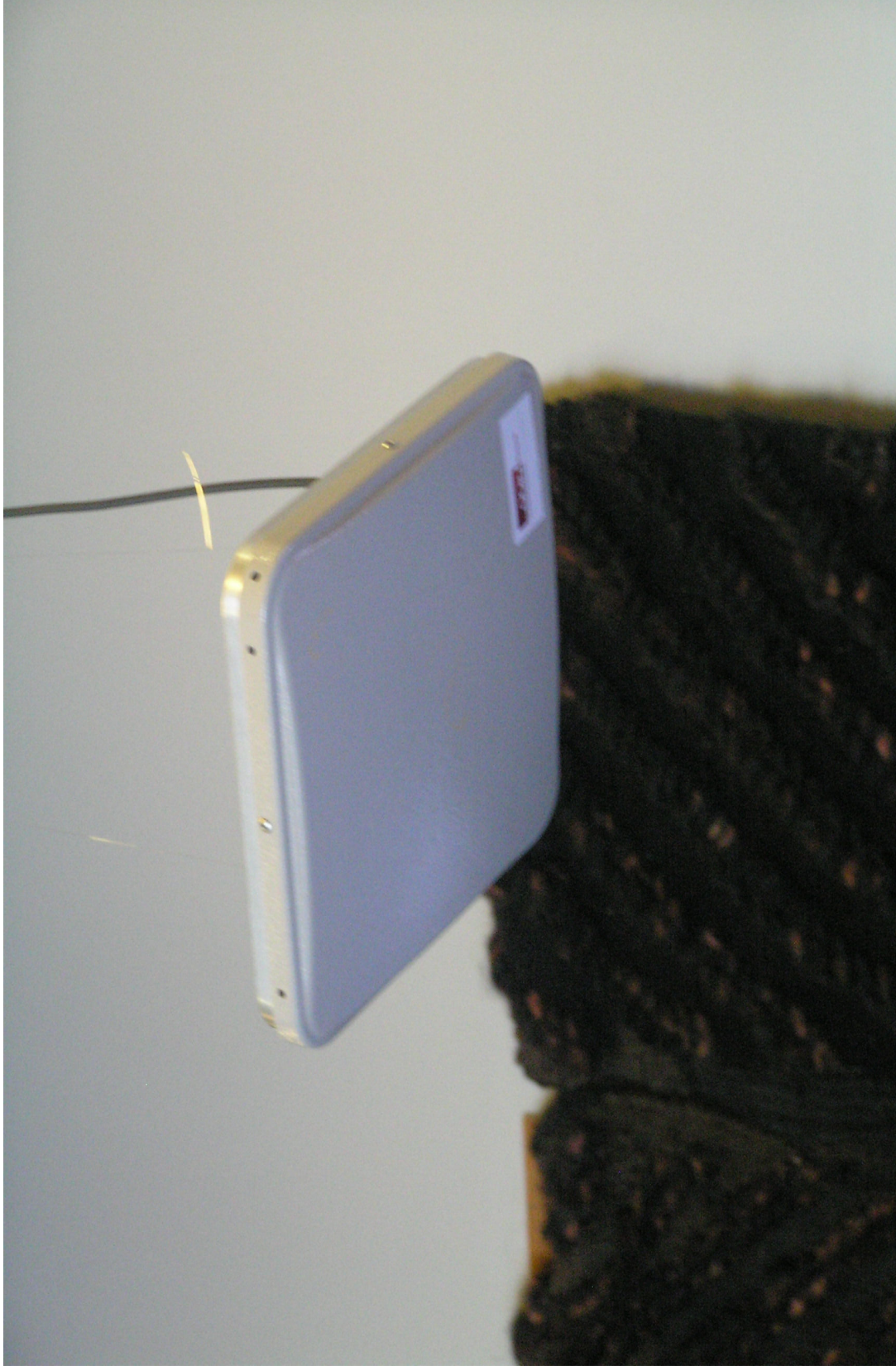
High-Level Flow Diagram



RFID Integration@Croatia EXPO - Infopoint



RFID Integration@Croatia EXPO - RFID



RFID Integration@Croatia EXPO – Ulaz u dvorane

mi brinemo o vašem vremenu **RECRQnet**

Cisco Expo
2008

SOLUTION PROVIDED BY **RECRQnet**

RFID PROVIDED BY **RFID**

POWERED BY **CISCO**

Raspored predavanja

DVORANA A

Konvergentna rješenja sustava tehničke zaštite bazirana na Cisco tehnologiji
Matija Mandić, KingICT

Početak: 9:00

Koliko osoba prisustvuje predavanju: 0

Tekuća predavanja po dvoranama:

DVORANA B (prisutnih: 0)

9:00 DC 3.0 strategija
Dre Van Brussel

DVORANA C (prisutnih: 0)

9:00 Integracija RFID tehnologije i Digital Media Systems
Marjus Holmsen, Luke Markota

DVORANA D (prisutnih: 0)

9:00 Cisco ISS na 7600 i Resilient Ethernet Protocol na Cisco 3400
Damjan Marlon, Dejan Jakičić