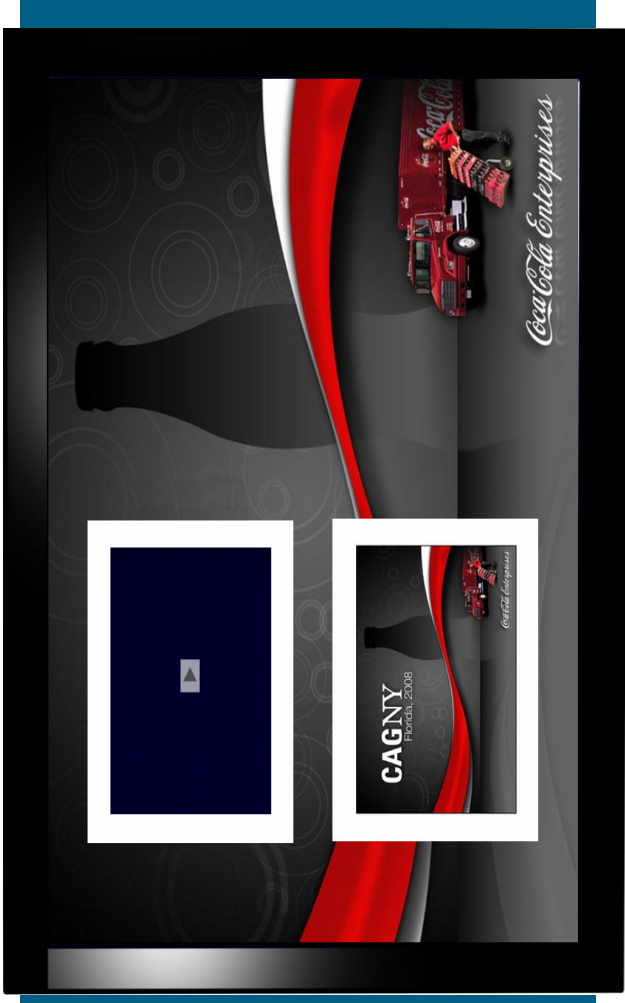




# Digital Media System

## Cisco Expo 2008

### "A Business Video Story"



Thomas Philippart de Foy  
Digital Media System  
[tphilipp@cisco.com](mailto:tphilipp@cisco.com)

# The Importance of Visual Interaction A Person Remembers...



20%  
of What  
They Hear



30%  
of What  
They See



70%  
of What  
They See  
and Hear

Impact on Traffic\*

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
  - More than 60% of communication is non-verbal
- 52% of video advertisements lead to a response

\*Sources: Human Productivity Lab 2006

# An amazing alignment of positive factors ...



Messages dilution : Customers tend to « tune out »

# Cisco Digital Media Applications and Vision

Applications and Platforms

Video Collaboration

Business Video Integration

Enterprise TV

Digital Signage

Desktop Video

- Today: Desktop video (September 2006), digital signage (January 2007)
- Near term: Enterprise TV channel streaming and business video integration with Cisco TelePresence, video surveillance, unified communications, etc.
- Long term: Additional applications, user generated video, mobile devices

# Cisco Enterprise Video Strategy

Delivering an Intelligent, Converged Environment for Video

## Desktop Video Streaming

12 Billion Streams in 2005



## Digital Signage

Market Size Estimated at \$2B+ by 2010



## Cisco TelePresence

Next-Gen Collaboration \$4 to \$5 in Network Upgrades for Every \$1 Spent on TelePresence



## Video Surveillance

\$1282M Market Size by 2009



## Infrastructure

Optimized Network Infrastructure for Video Delivery



## Cisco Enterprise Video

- Entered four new emerging markets
- Markets include:
  - Desktop video
  - Digital signage
  - IP video surveillance
  - Cisco TelePresence
- Leverage IP network as a platform

The Platform for the Human Network



# The Digital Media System

## One Platform

Digital Media Manager



### 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.

## Two Options



### 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

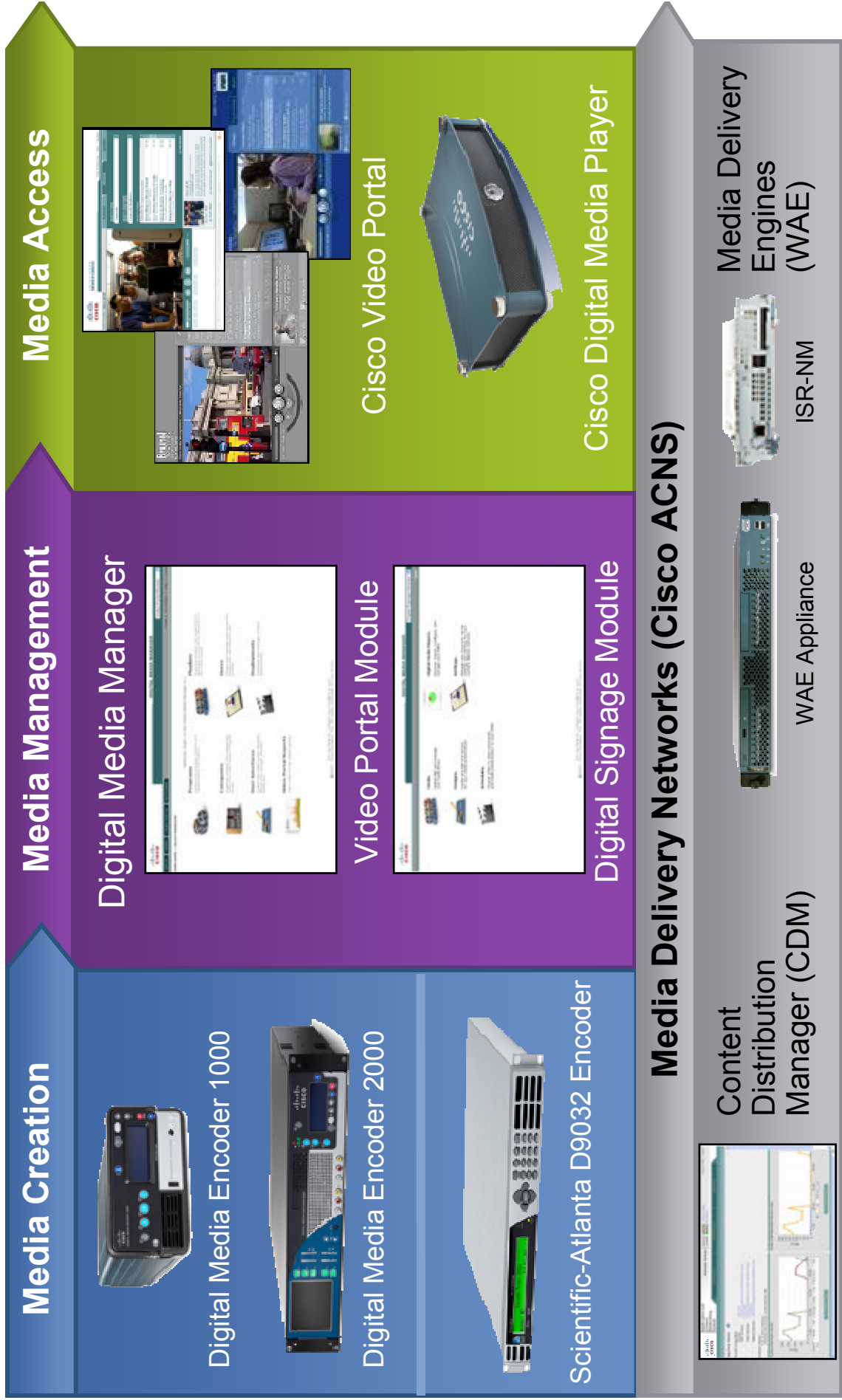
# Cisco Digital Media System: Overview

A Comprehensive Solution for Creation, Management, and Access of Compelling Digital Media



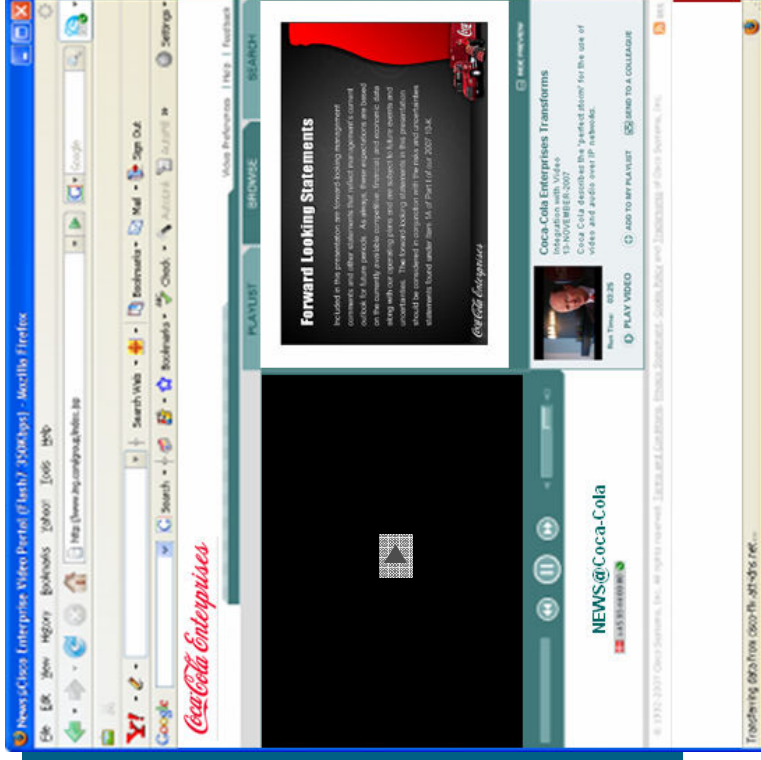
- **Comprehensive:** One solution for desktop video and digital signage
- **Scalable:** To many thousands of users and signs
- **Centralized:** Web-based content management
- **Integrated:** With underlying network for optimal content delivery

# End-to-End Cisco Digital Media Desktop Video and Digital Signage





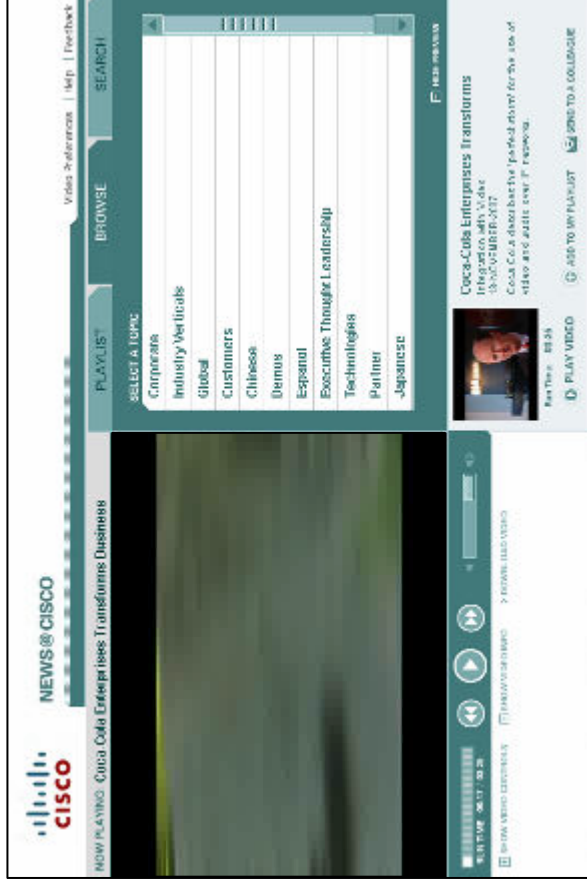
# Desktop Video



# Cisco on Cisco

## News at 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

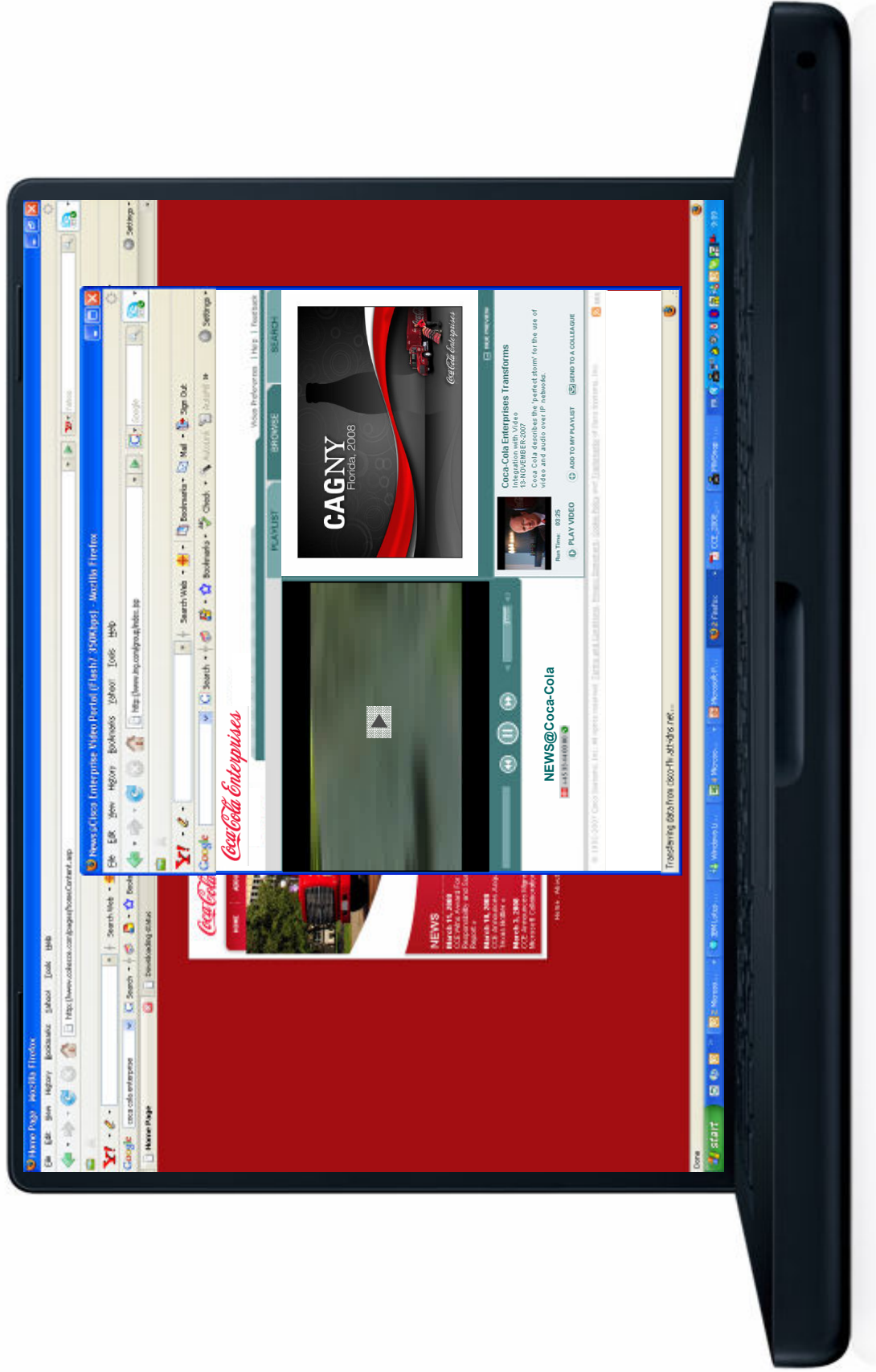
“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

– Dan Scheinman, SVP and GM, Media Solutions Group

# Desktop Video Applications

Sales and Marketing	Corporate Communications	Training	Information Sharing
<ul style="list-style-type: none"> <li>Marketing videos that grab viewer attention</li> <li>Compelling product and service information</li> <li>Provide a human face on content</li> <li>Increased customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Direct line of communications to employees or customers</li> <li>Global corporate messaging consistency</li> <li>Immediate executive communications</li> <li>Live broadcast of company events</li> </ul>	<ul style="list-style-type: none"> <li>Cost-efficient training to remote employees</li> <li>Information consistency across channels</li> <li>Power of video—users retain more information</li> <li>Increased ability to absorb information in searchable segments</li> </ul>	<ul style="list-style-type: none"> <li>Instant communications for rapid response</li> <li>Informational videos available on-demand</li> <li>Breaking news relevant to employees</li> </ul>

# The Video Portal enhances communication



# Cisco Digital Media Manager for Desktop Video Centralized Digital Media Management and Publishing

- Robust, Web-based content management features
  - Add, catalogue, and archive media
  - Preview content and manage approval workflow
  - Schedule instant and future deployments
- Flexibly, remotely publish content to Cisco Video Portal endpoint
- Easily customize Cisco Video Portal interface
- Live Event Module allows for slide synchronization and Q&A
- Active Directory and LDAP integration
- Cisco ACNS for optimized network delivery

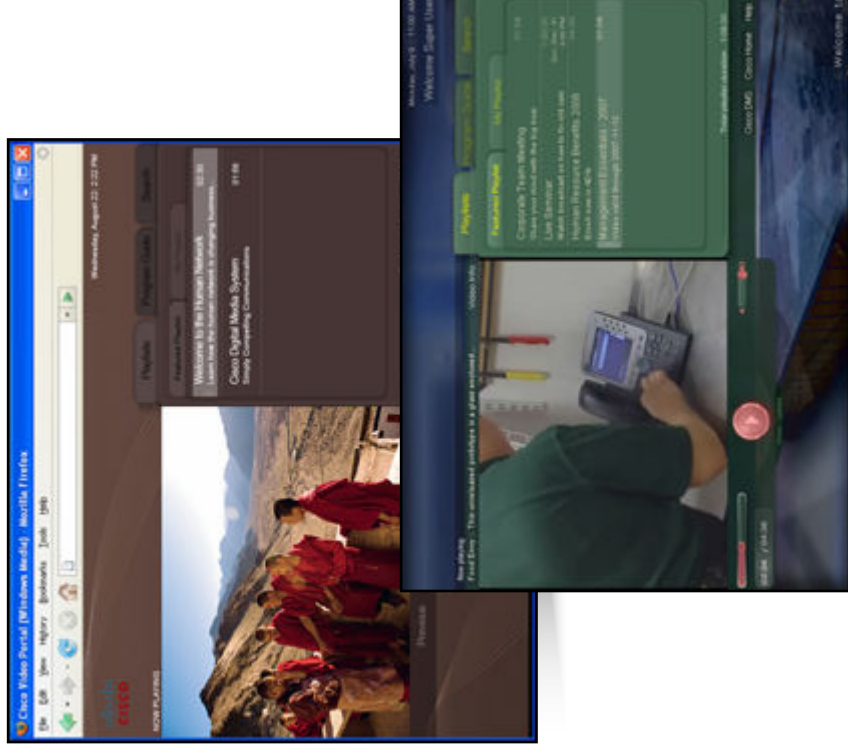


**Same Application for  
Managing and Publishing  
Cisco Digital Signage Content**

# Cisco Video Portal

## Easy Access to Digital Media

- Customizable interface, program guide and search
- Personalized playlists and featured lineups
- Advanced player controls
- View synchronized slides
- Submit questions during live events
- Fully integrated with Cisco DMM and Video Portal reports
- Login and authentication through DMM
- Supports major formats: Windows Media, Flash, H.264, QuickTime

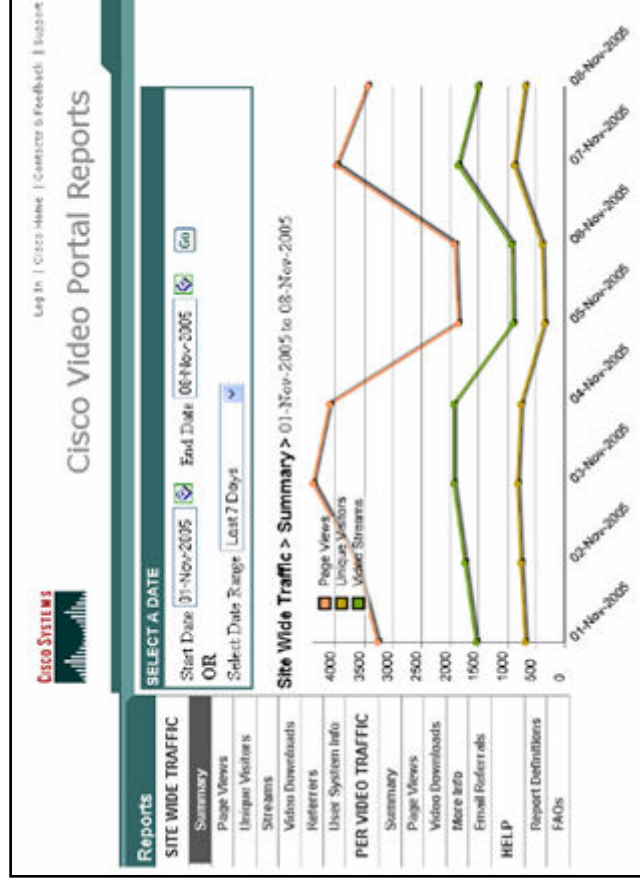


**Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager**

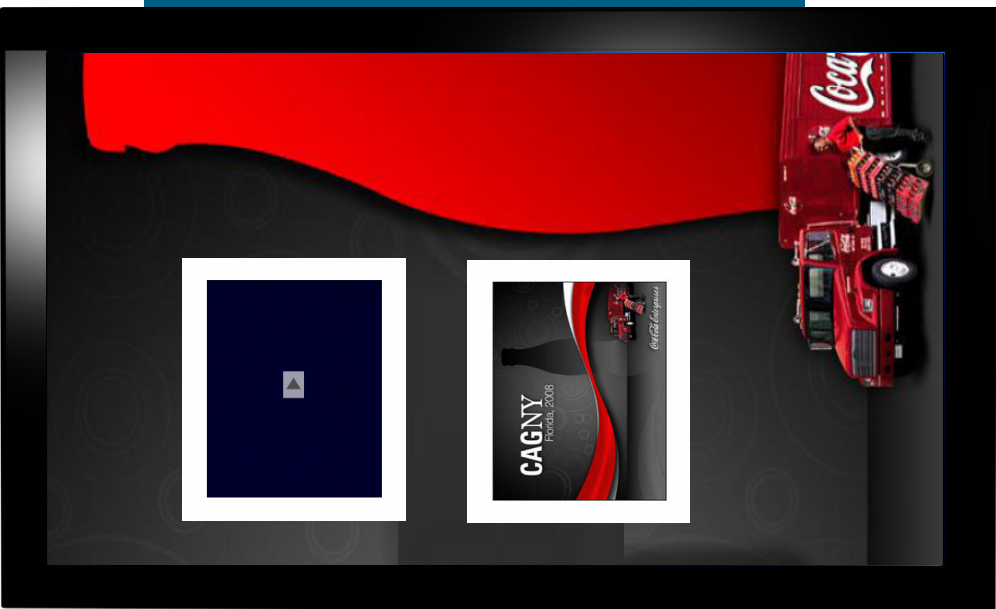
# Cisco Video Portal Reports

## Real-Time Reporting to Measure Content Effectiveness

- Web-based reporting system
- Easily see trends, visitors, page views, streams, and downloads
  - Real-time reports and traffic metrics
- Monitor referrals; track top referring pages
- Understand visitor statistics: operating system, browser, and media plug-in



# Digital Signage





# Digital Signage Technology Evolution

## Yesterday:

High Operational Costs,  
Low Flexibility

## Today:

High Reliability and  
Flexibility, Easy Deployment  
and Operations

## Tomorrow:

Video Surveillance, RFID,  
Cisco TelePresence, etc.

## Technology Evolution

## New Opportunities

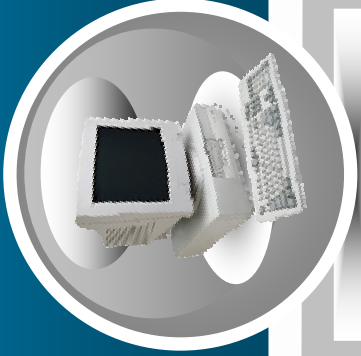
### Phase 1:

Standalone  
PC-Based



### Phase 2:

Networked  
PC-Based



### Phase 3:

Networked Media  
Player-Based



### Phase 4:

“Smart” Signage



## Digital Signage Market

# Digital Signage Applications

Sales and Marketing	Corporate Communications	Training	Information Sharing
<ul style="list-style-type: none"> <li>Promote, cross-sell, and up-sell</li> <li>Product/service differentiation</li> <li>Enhanced store experience</li> <li>Reduce perceived wait time</li> <li>Advertising revenue</li> </ul>	<ul style="list-style-type: none"> <li>Direct line of communications to customers</li> <li>Corporate messaging consistency</li> <li>Internal, executive communications</li> <li>Live broadcasting of company events</li> </ul>	<ul style="list-style-type: none"> <li>Cost-efficient training to remote employees</li> <li>Information to break rooms, lobbies, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Directional signage (way-finding)</li> <li>Instant communications for rapid response</li> <li>Emergency/crisis communications</li> <li>Breaking corporate news relevant to employees</li> </ul>

A problem has been detected and windows has been shut down to prevent damage to your computer.

The problem seems to be caused by the following file: SPCMDCON.SYS

PAGE\_FAULT\_IN\_NONPAGED\_AREA

If this is the first time you've seen this stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced startup options, and then select safe mode.

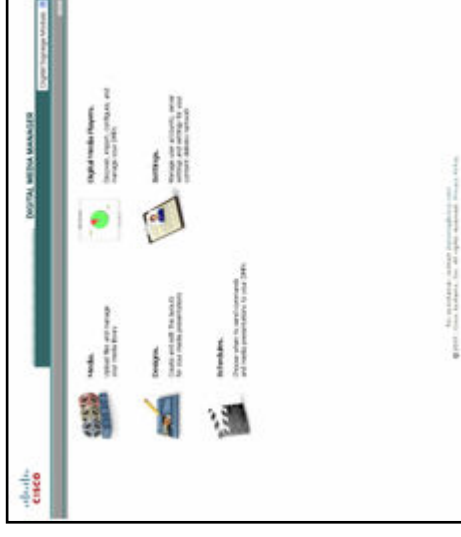
Technical information:

\*\*\* STOP: 0x00000050 (0xFD3094C2, 0x000000001, 0xFBFE7617, 0x000000000)

\*\*\* SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, DateStamp 3d6dd67c

# Cisco Digital Media Manager for Digital Signage Centralized Digital Media Management and Publishing

- Web-based media management and publishing
- DMP discovery, configuration, grouping, management, reporting
- Create/design screen layouts and zones, manage playlists and schedule/update content
- Remotely control digital sign properties—on/off, contrast, brightness and volume
- Integrates with Cisco ACNS for optimized WAN delivery
- Role-based access control for users



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

# Digital Signage

- DMM 5.0
- Digital Media Designer Tool
- Digital Signage Scheduling



# DSM Dashboard

The screenshot displays the Cisco Digital Media Manager (DSM) Dashboard. At the top right, there are links for 'Home | My Profile | Help | Log out'. The main header features the 'Digital Media Manager' logo and several navigation tabs: 'Dashboard', 'Content Manager', and 'System Manager'. Below the header, the dashboard is divided into several sections:

- Manage Content**: A table showing content items with columns for 'Today (August 7, 2007)', 'DMP Group', and a time range from '1:00 AM' to '3:00 AM'. Items listed include 'Campus Break Rooms', 'Campus Lobbies', 'Building 19', and 'Test DMPs'.
- All Presentations (57)**: A list of presentation-related items including 'Presentations (49)', 'Templates (6)', and 'Playlists (2)', with options to 'Create Presentation' and 'Schedule Presentation'.
- All Assets (1,522)**: A list of asset types including 'Audio (238)', 'Flash (138)', 'Images (355)', 'RSS Feed (50)', and 'Video (522)', with an 'Add Assets' link.
- Manage System**: A summary of system status including 'DMPs' (180 Up, 20 Down, Add DMP), 'Settings' (DMM Server, External Server, ACS Settings, Event Notifications), and 'Users' (Add User Account).

At the bottom of the dashboard, there is a footer with copyright information: '© 1990-2007, Cisco Systems, Inc. All rights reserved.' and links for 'Terms & Conditions' and 'Privacy Policy'.

# DSM Drag and Drop

The screenshot displays the Cisco Digital Media Manager (DSM) interface. The top navigation bar includes links for Home, My Profile, Help, and Log out. The main header identifies the system as 'Digital Media Manager' with sub-modules for Digital Signage, Content Manager, and System Manager. The 'Assets' section shows a total of 1,522 assets, with 12.38 GB of 60 GB used. A list of asset categories is shown, including Audio (258), Flash (138), Images (355), RSS Feeds (50), and Video (522). A red arrow indicates a drag-and-drop action from the 'CEO Videos (1)' category in the list to the detailed view of the asset 'ceo\_talk\_session\_v01.mpg'. The detailed view shows the asset's name, status (dolor), date modified (Aug 3, 2007 3:10 PM), size (622MB), and source (file). The interface also includes search, thumbnail view, and options menus.

# DSM – Digital Media Designer Tool



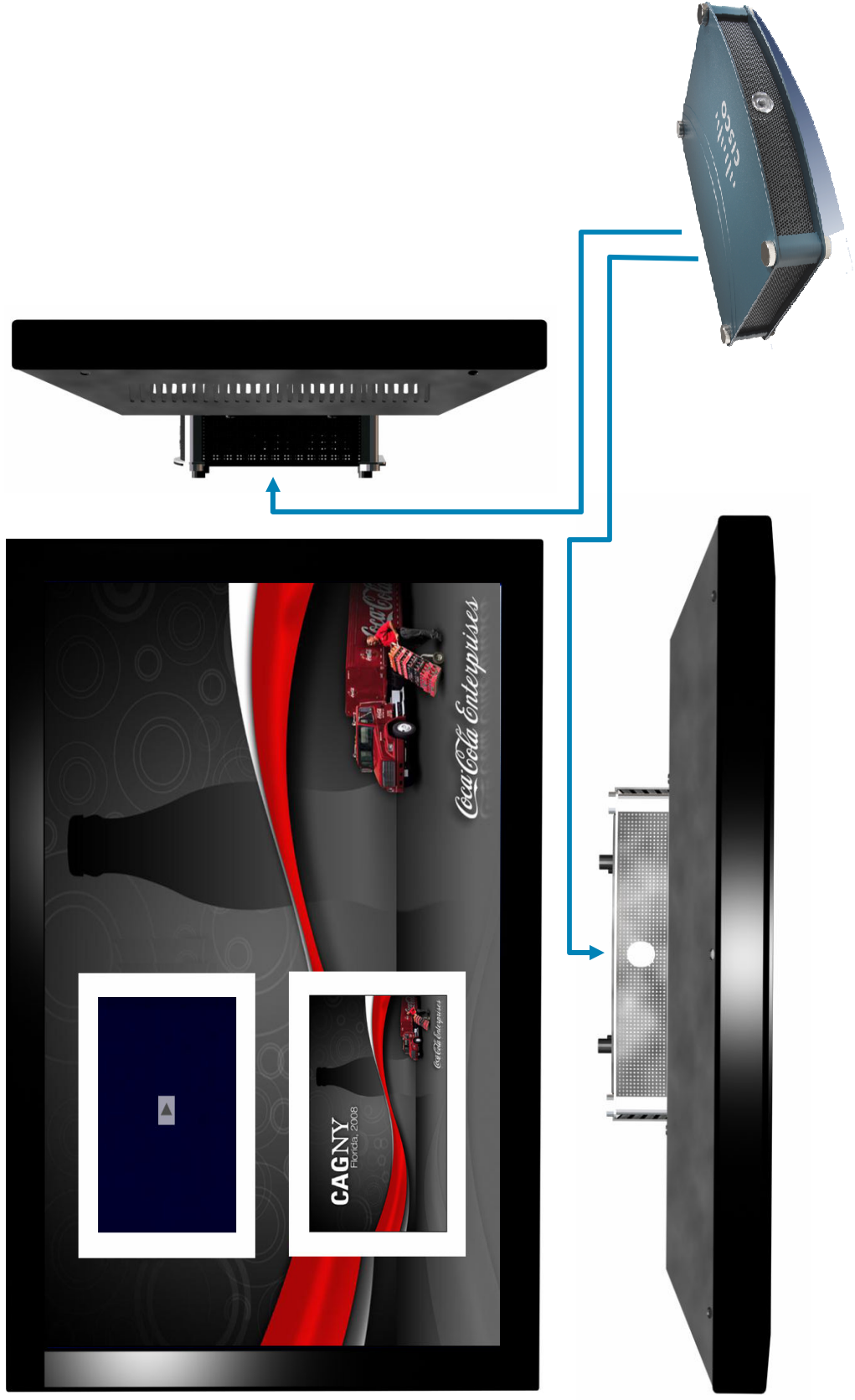


# Digital Signage Scheduling

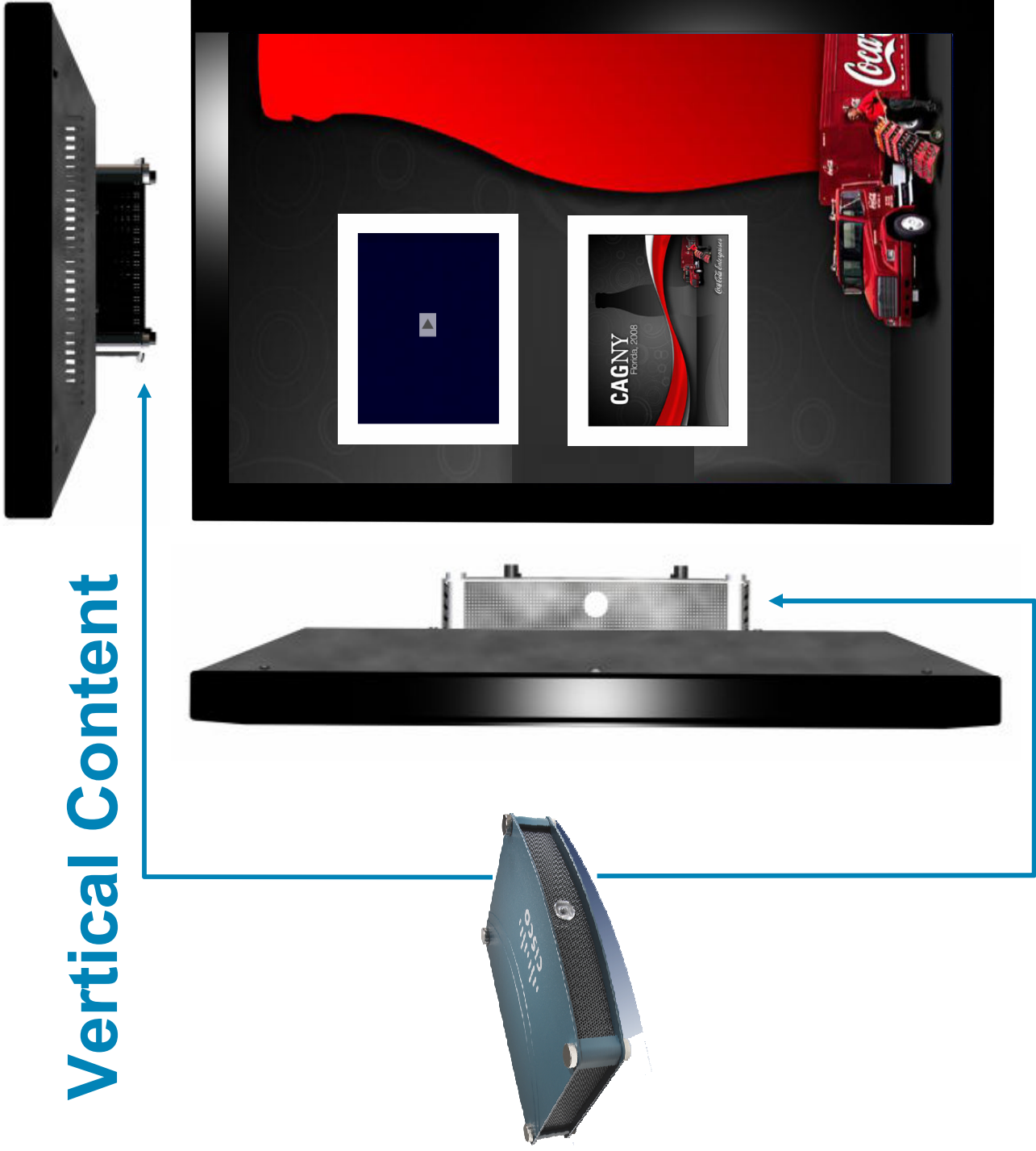
The screenshot displays the Cisco Digital Media Manager interface. At the top, there is a navigation bar with links for Home, My Profile, Help, and Log out. Below this is a breadcrumb trail: DMM Home > Digital Signage Module > Video Portal Module. The main interface is divided into several sections:

- Navigation:** Dashboard, Content Manager, System Manager, and Assets | Presentations | Schedules.
- Schedules Section:**
  - Calendar for August 2007, showing dates from 30 to 27.
  - Dropdown menu for "All Schedules" with options: Content Schedule, System Schedule, and All DMPs.
  - Dropdown menu for "All DMPs" with options: Campus Break Ro, Campus Lobbies, Building 19, and Test DMPs.
- Search and View Options:** Search bar, Day view (selected), Week view, and Month view.
- Main Content Area:** A grid of scheduling options with a list of DMP groups on the right:
  - DMP Group: Executive Briefing Ca...
  - Campus Break Rooms
  - Campus Lobbies
  - Building 19
  - Test DMPs
  - DMPAMSTERDAM
  - DMP SARAJEVO
  - DMP DUBROVNIK
  - DMP BRUSSELS
  - DMP ISTANBUL
- Footer:** © 1009-2/007 Cisco Systems, Inc. All right reserved. Terms & Conditions | Privacy Policy

# Horizontal Content

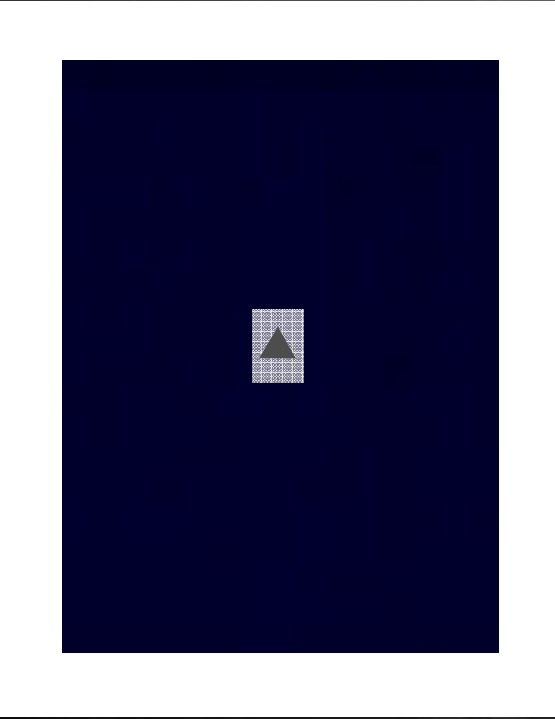


# Vertical Content





*Coca-Cola Enterprises*



**CAGNY**  
Florida, 2008

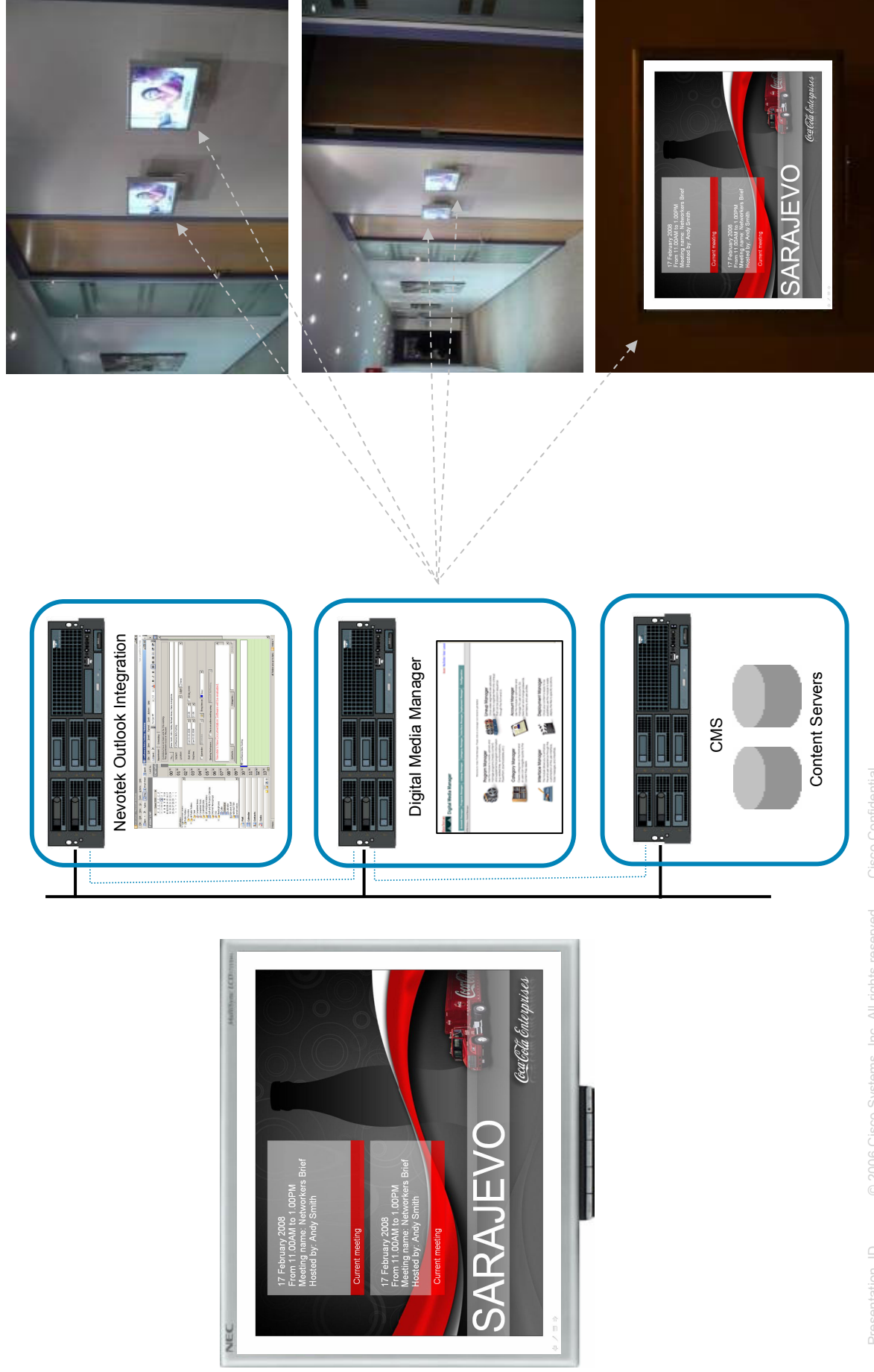
# Digital Signage

- Meeting Room Manager + RFID
- Content Mgmt Server
- Enterprise TV

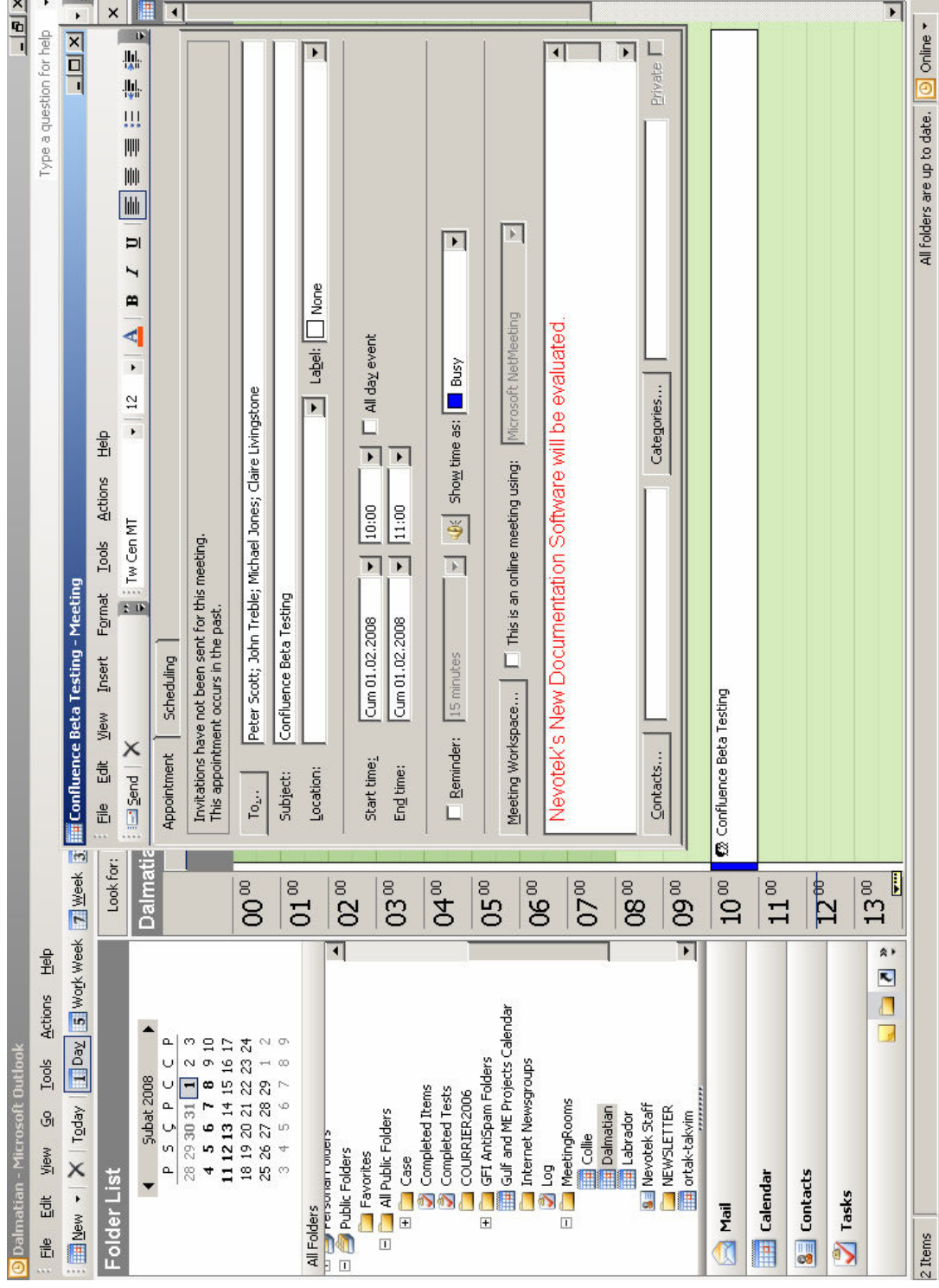


- IP Phone Content Management
- TelePresence/DMS

# Converging Technologies: Exchange



# Nevotek Ontime



17 February 2008  
From 11.00AM to 1.00PM  
Meeting name: Networkers Brief  
Hosted by: Andy Smith

Current meeting

17 February 2008  
From 11.00AM to 1.00PM  
Meeting name: Networkers Brief  
Hosted by: Andy Smith

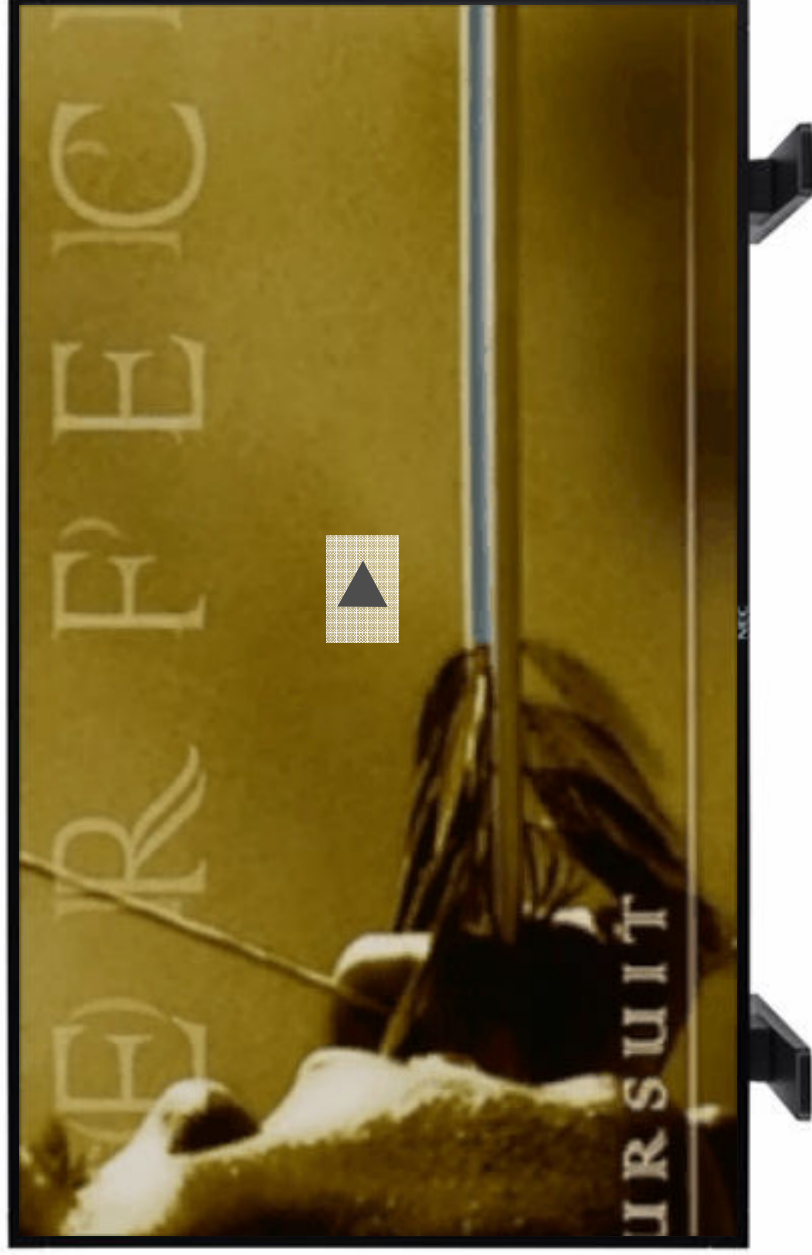
Current meeting

# SARAJEVO

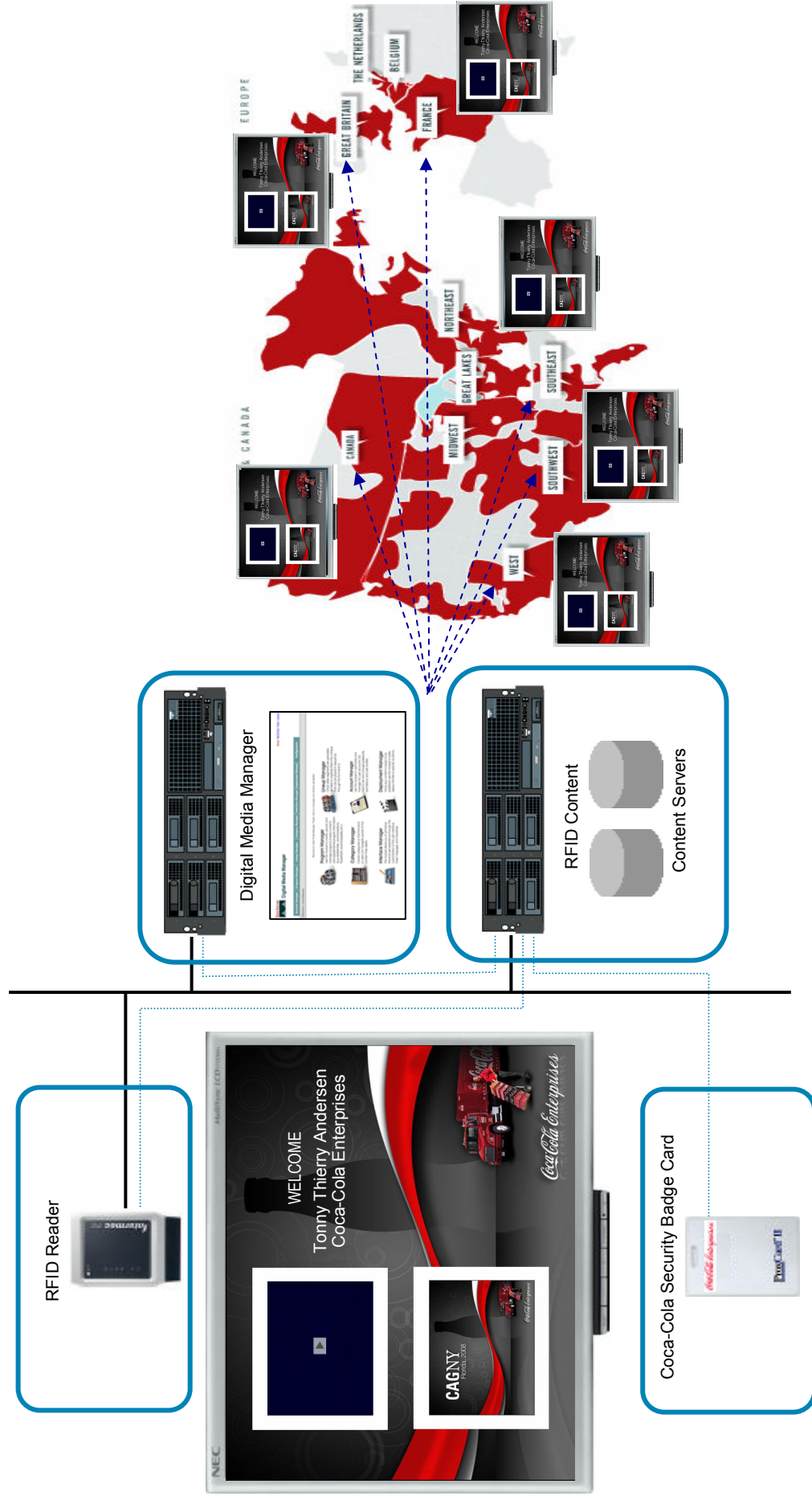
*Coca-Cola Enterprises*



# Personalized Content



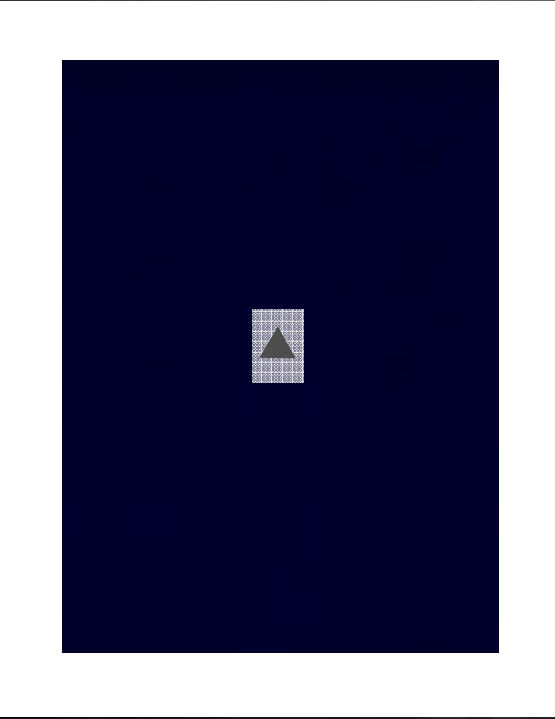
# Converging Technologies: RFID





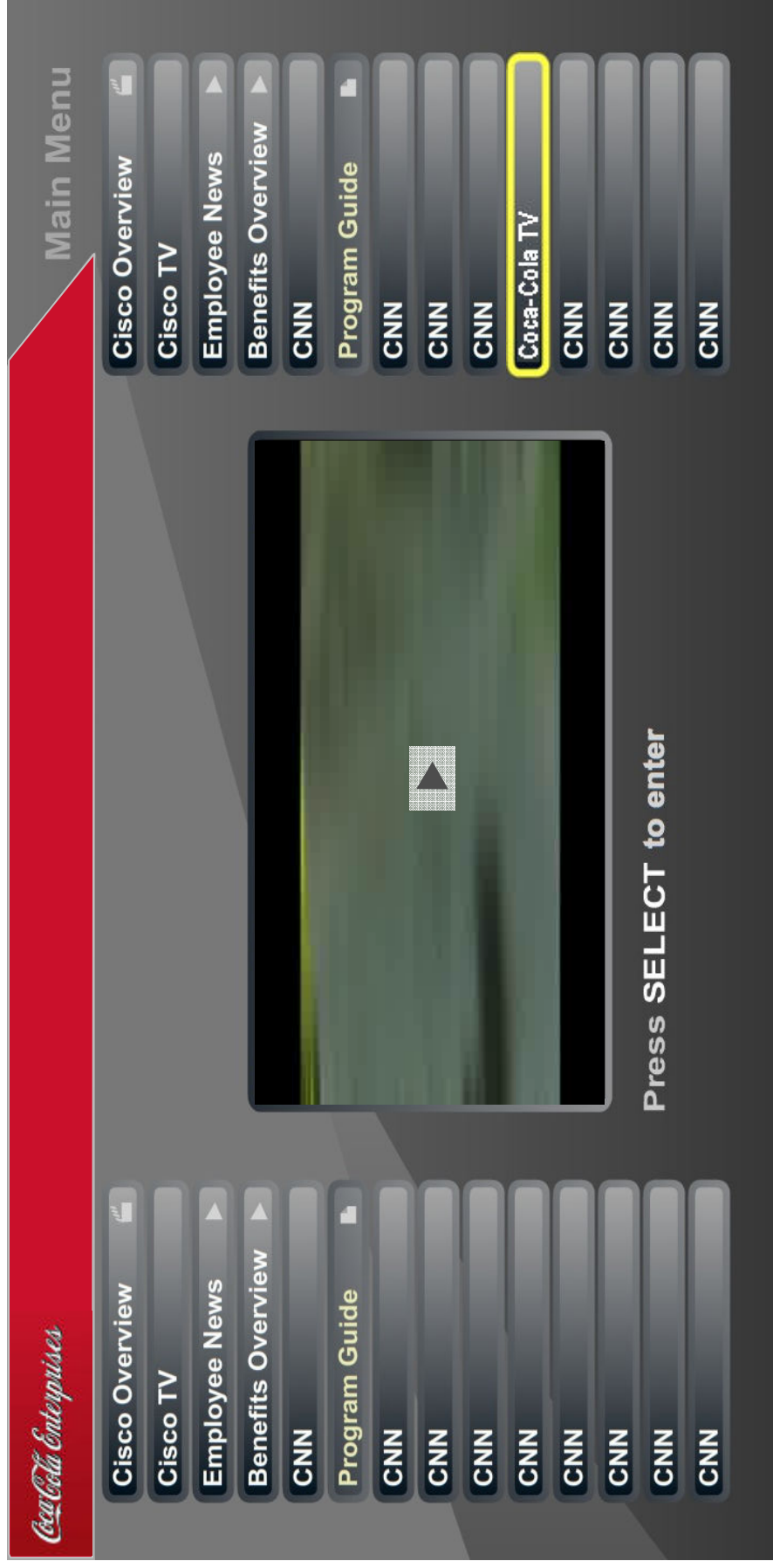
WELCOME

Team Data Analytics  
Coca-Cola Enterprises



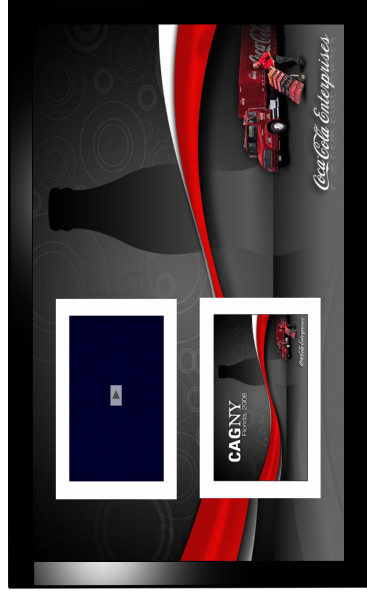
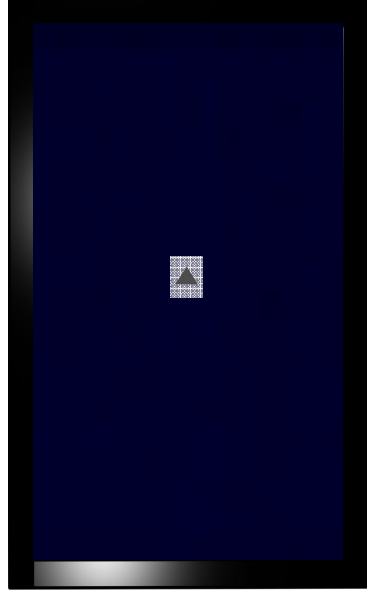
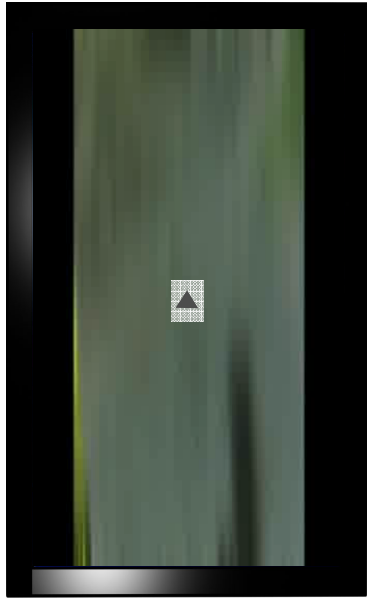
*Coca-Cola Enterprises*

# Enterprise TV



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

# Manage Content Display from the IP Phone



# Virtual Agent



# DMS & TelePresence

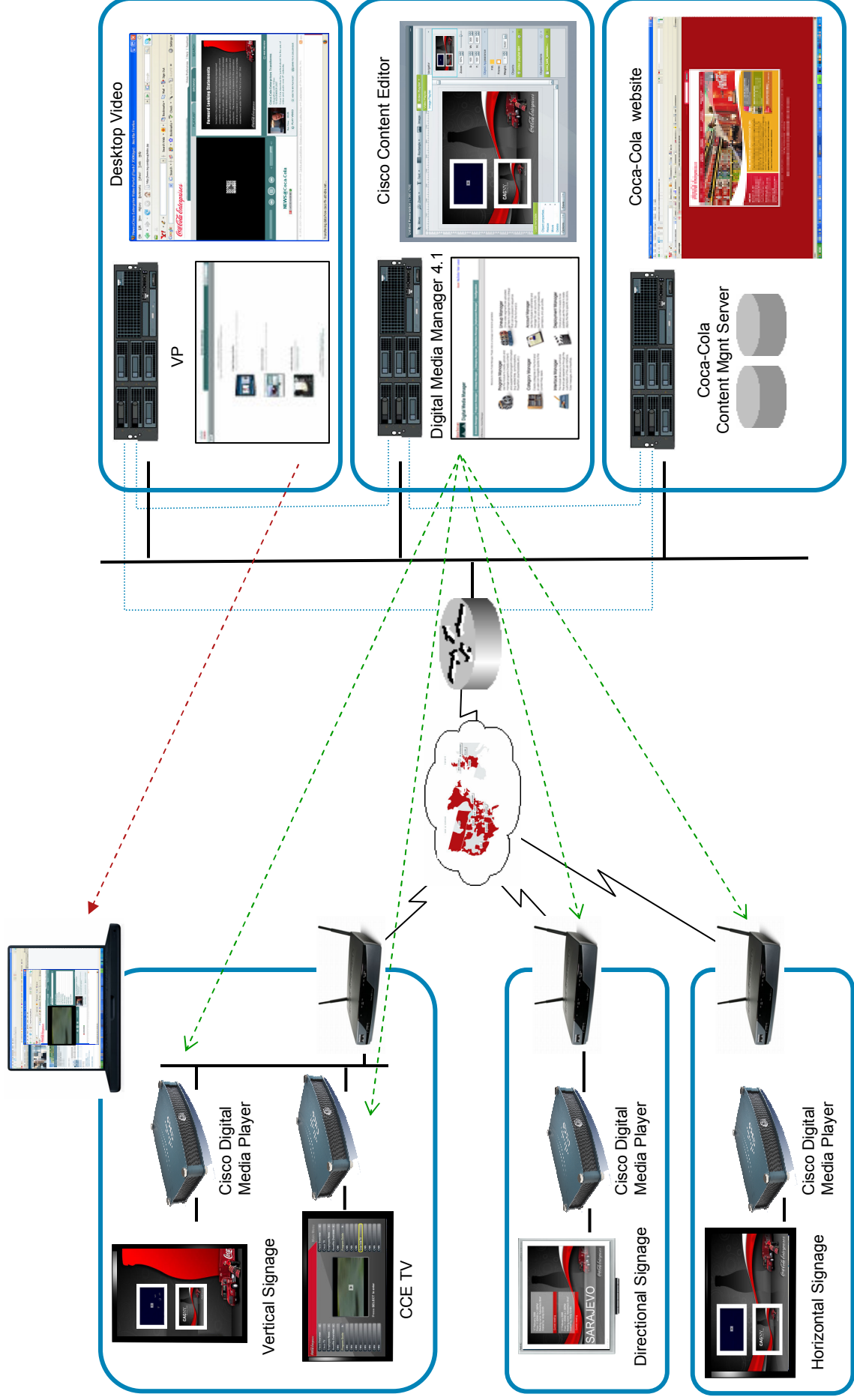


# Putting it all together one last time



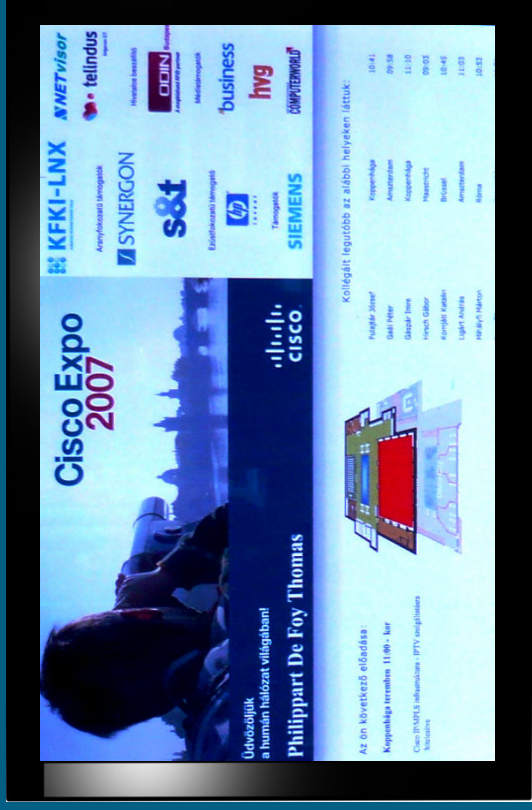


# DMS Content deployment

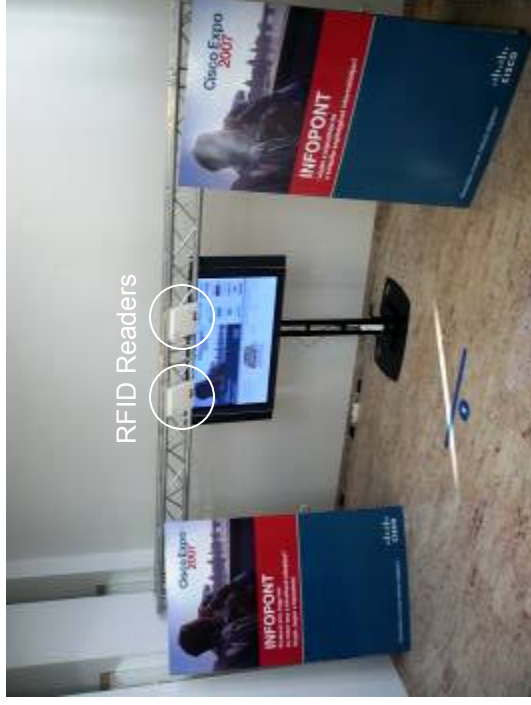
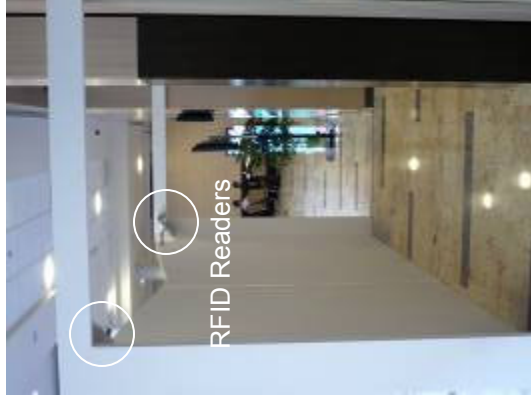


# Digital Media System Cisco Expo 2007

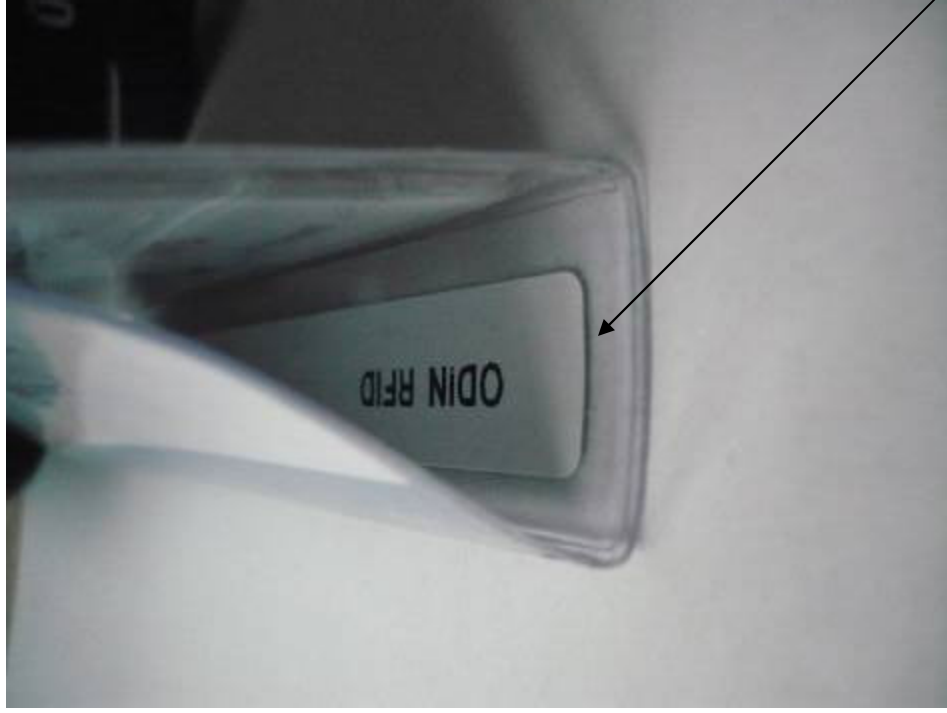
## “The First ever DMS/RFID Deployment”



# DMS/RFID in Cisco Expo 2008



# RFID Tag

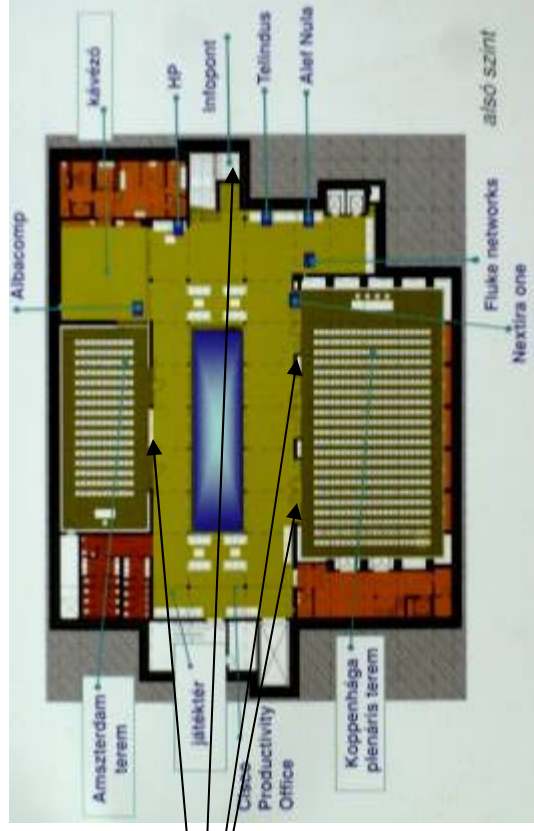
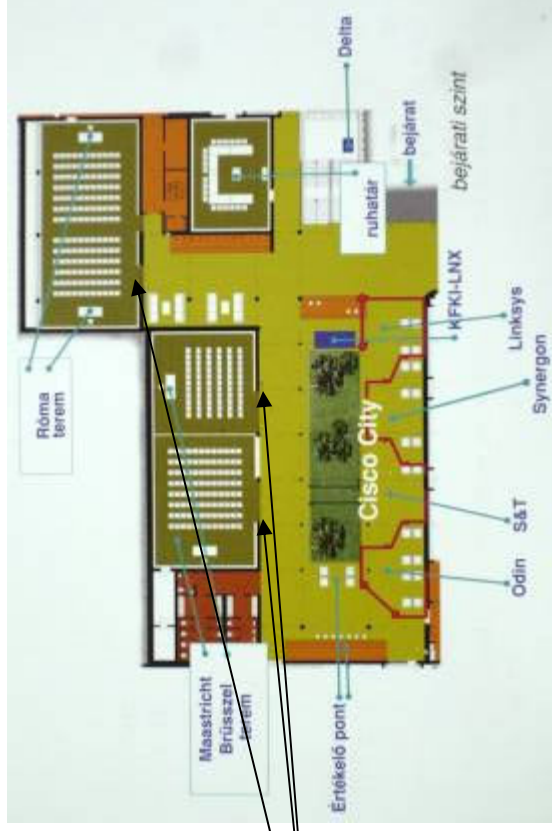


ODIN RFID TAG on participant badge

# RFID Readers



ODIN RFID Readers used for the Cisco Expo



# 2 personalized templates – 8 Different content played across the Expo



HTML file from Max & Future

MPEG 2 File stored on the DMM

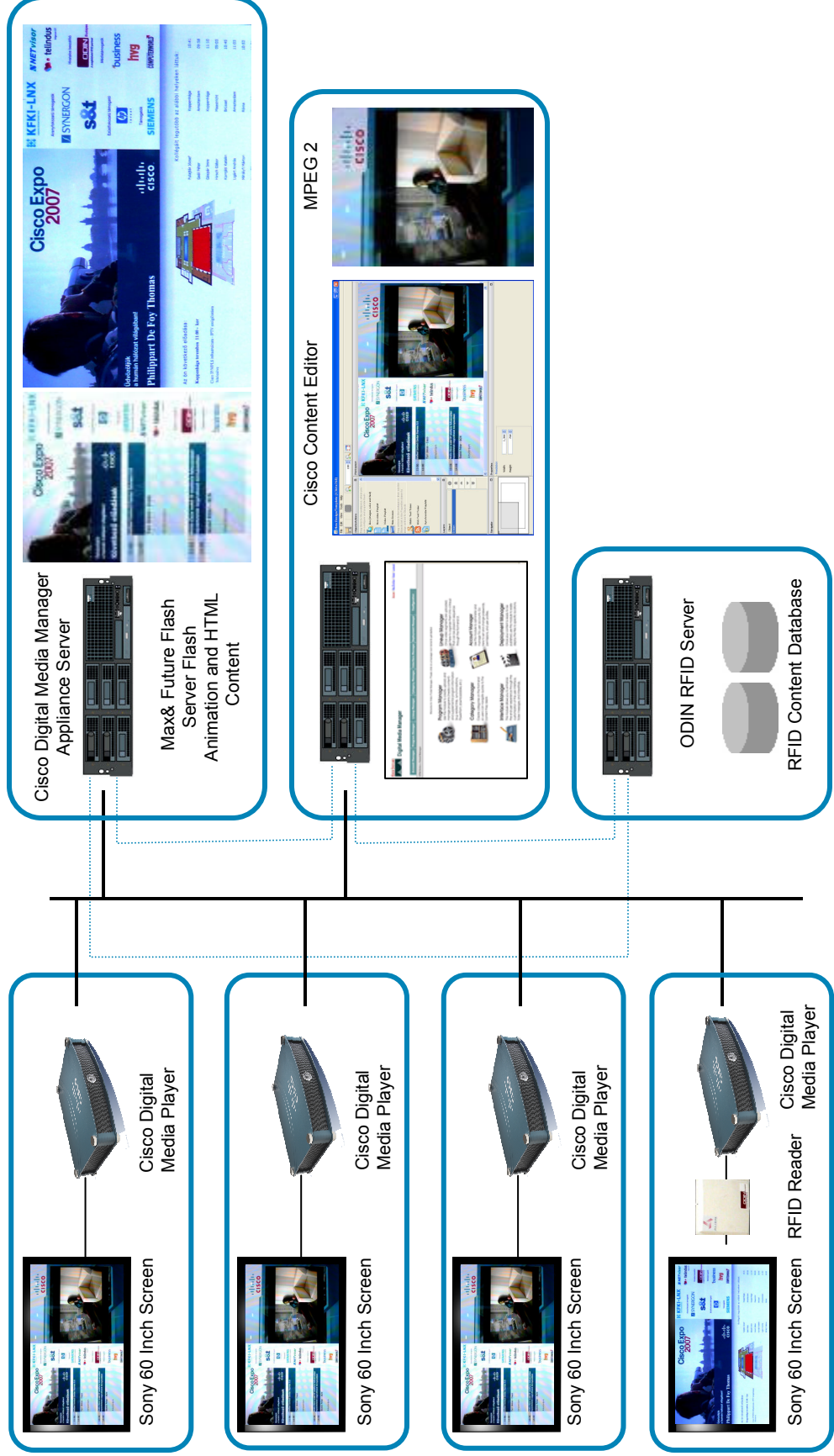


Flash Animation File Stored on the Flash Server from Max & Future

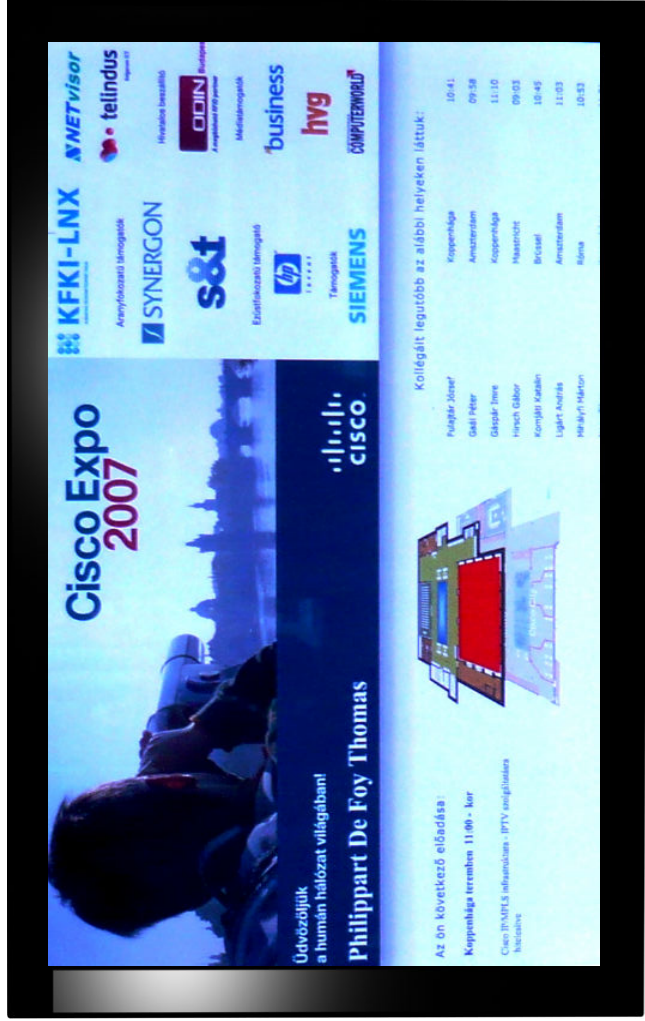
- **Max& Future:** Flash animation and HTML Content
- **ODIN:** RFID readers and tags + RFID Database

RFID data provided by RFID Server from ODIN

# DMS/RFID Content deployment



# RFID Content





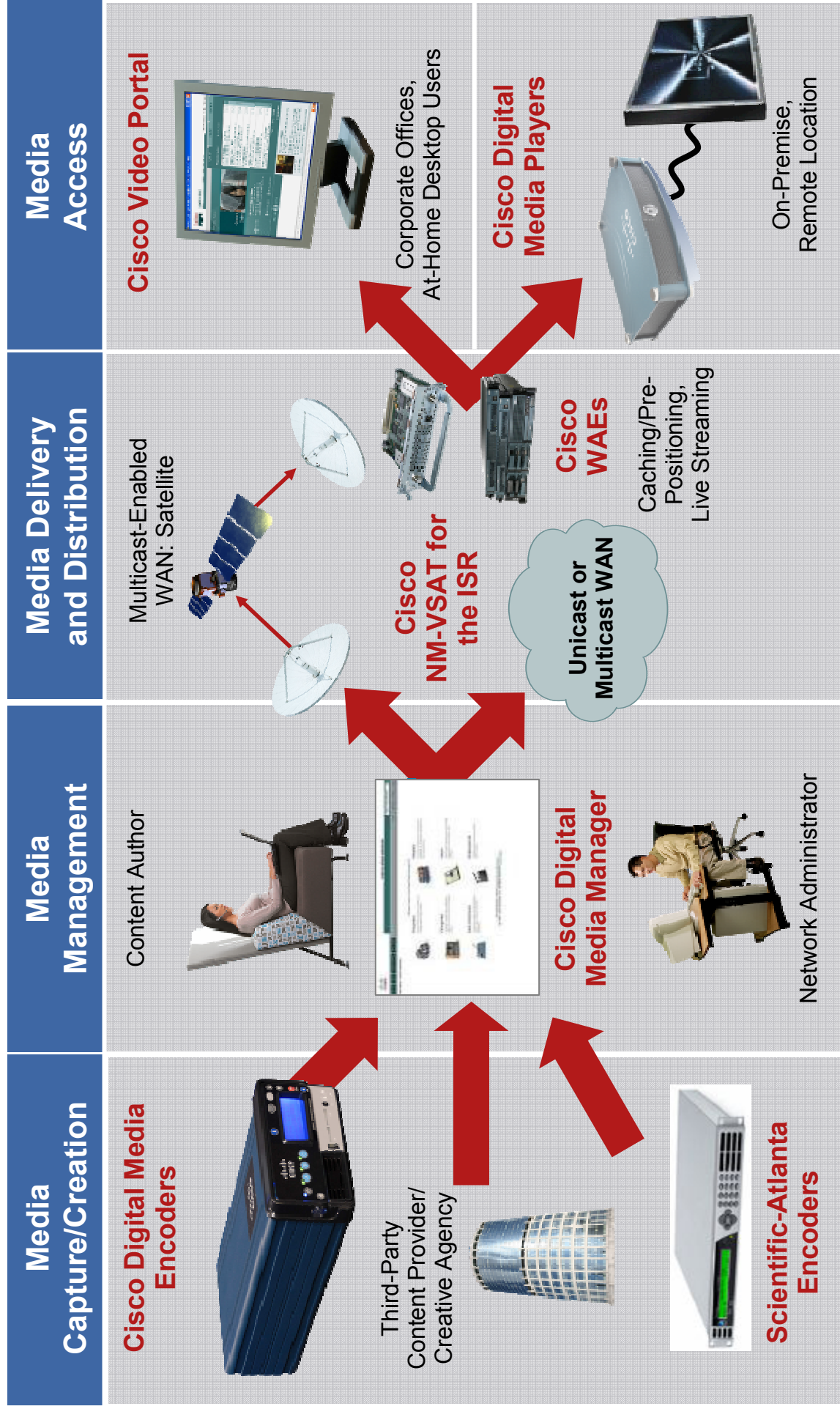
# Dynamic Content



# Putting it all together one last time



# Digital Media System: Across the Network



# Business Video Collaboration Vision

TELEPRESENCE IN THE HOME

AD INSERTION

TRANSCODE

STREAM

SURVEILLANCE

ENHANCE

DIGITAL SIGNAGE

TRANSPARE

MOBILE

PROTECT

TRANSLATE

DESKTOP

MULTICAST

COMPRESS

NETWORK AS THE PLATFORM

*INTELLIGENT VIDEO NETWORK*

