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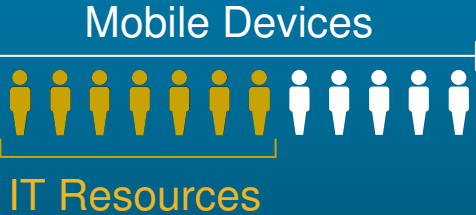
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Medianet –
An Intelligent Network
Optimized for Rich
Media

Market Transitions

Mobility

- 1.3 Billion new networked mobile devices in next three years



Workplace Experience

- Blurring the borders:
Consumer ↔ Workforce;
Employee ↔ Partner

Anyone, Anything,
Anywhere,
Anytime



Video

- 60% of all Cisco network traffic today is video



Video

Technology Trends and Impacts



Migration from Standard to High Definition Video



Increasing Number of Content Originators and Consumers



Integration Across Applications and Infrastructure



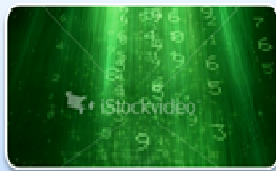
NETWORK AS THE PLATFORM



Demand for Access to Video Content From Any Device

Enterprise Video

Video and Other Media Considerations



Delivery and Insuring the Experience

- Provide relatively high bandwidth
- Meet performance tolerances (latency, jitter, loss, bursting, admission)
- Insuring wanted video streams service level, managing unwanted



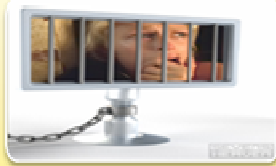
Digital Media Management

- Capture, Storage, Archive, and Retrieval
- Distribution on-demand or live broadcast



Client Access

- Access controls, wired and wireless
- Network context/services aware – bridge device gap
- Conferencing and transcoding resources



Security

- Protection of video sources and content
- Securing content for intellectual property and/or compliance
- Access controls for clients, digital rights



Integration

- Standalone video applications constrain productivity
- Collaboration driving need for application integration
- Leverage endpoints and resources across multiple video services

Enterprise Video Applications

Understanding Diverse Application Models

Streaming

Live Digital Media

- Company All Hands
- Recorded Playbacks
- Video Surveillance

Higher quality video requirements driving higher bandwidth

Interactive

Desktop Collaboration

- Video Conferencing

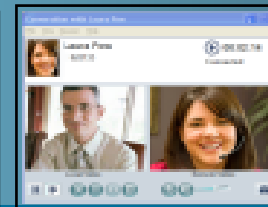
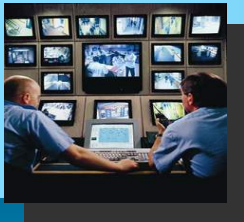
Collaboration across geographies

VoD

Video on Demand

- Recorded Training Session

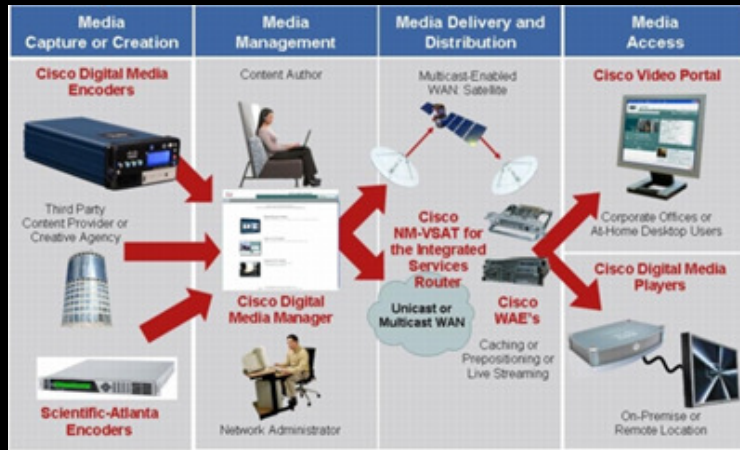
Tremendous increase in applications driving more streams



Video

Today's Applications

Streaming Digital Media



Telepresence



IP Video Surveillance



Desktop Collaboration



The New Borderless Organization

Anyone Employee, Partner,
Customer Communities

Person to Person,
Person to Device,
Device to Device

Anything



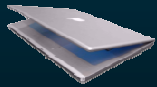
Securely, Reliably and Seamlessly

Anywhere Work,
Home, On the Go...

Always Works,
Instant Access,
Instant Response **Anytime**

Architecting Borderless Networks

Collaboration



Policy and Control

Medianet

Cisco® EnergyWise

Network Resiliency and Control

Borderless Network Services



Borderless
Mobility



Borderless
Performance



Borderless
Security

Borderless User Services

Borderless Connection Management

Data Center



Switching



Routing



Security

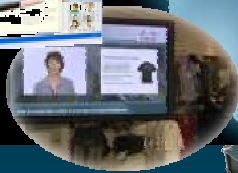


Enterprise Medianet: An Integrated End-End Architecture for Multimedia Solutions

Telepresence



Physical Security



Digital Media Systems

Unified Communications



WebEx

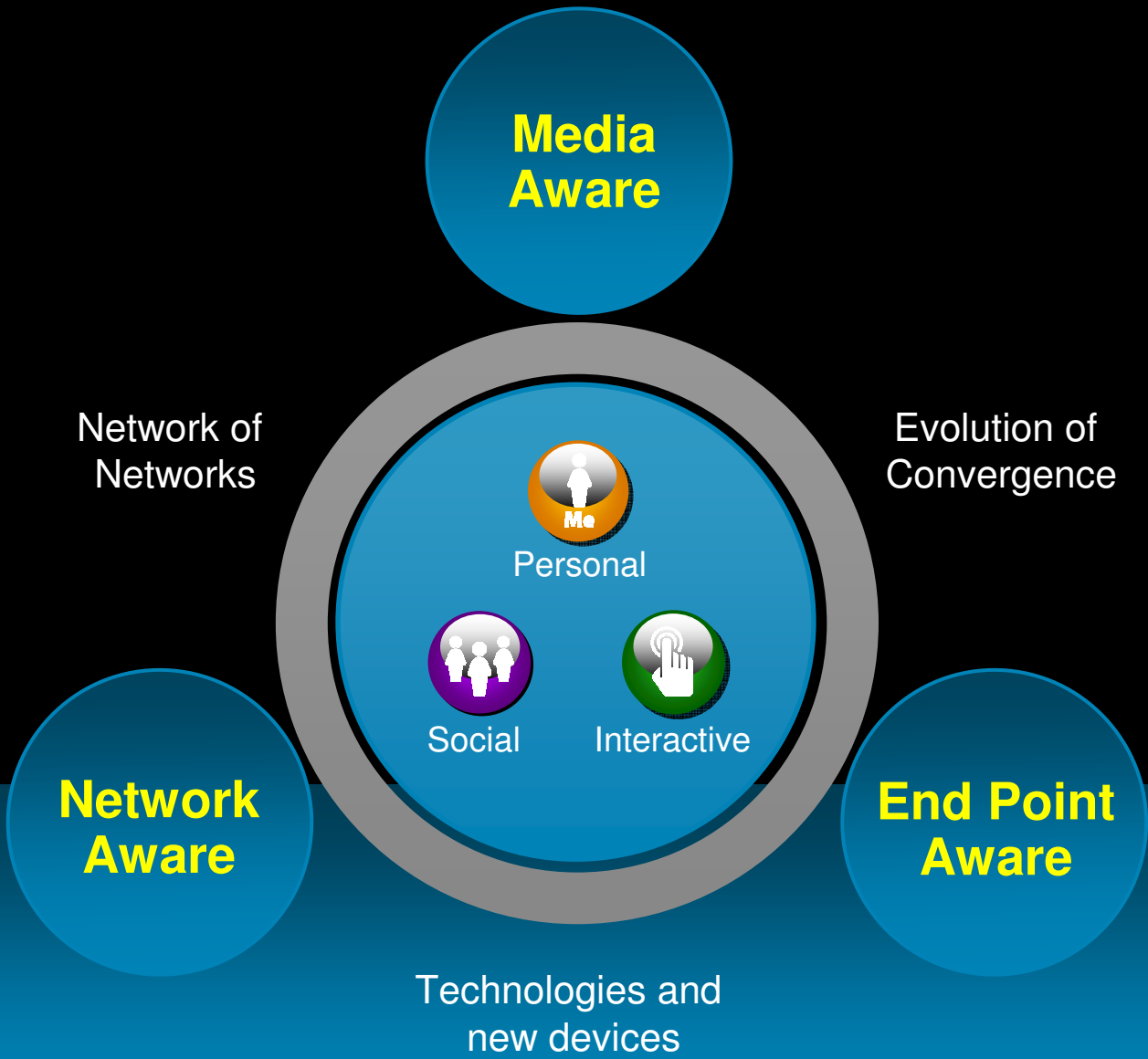


Medianet 1.0

existing video applications over a Cisco Enterprise Network Infrastructure using current Cisco products and solutions

- Foundation Reference Architecture to support future medianet capabilities (Medianet 2.0 & beyond)
- Cisco Advanced Services Solution Readiness Assessment and Deployment offering to ensure successful deployment

medianet is...



Medianet At-A-Glance

Medianet

Initiative

Service Velocity

Scalability Experience
Ease of Use Adaptability

Benefits

Mobility QoE

Session Control Security
Content Virtualization Management

Services

H.264-SVC QoS FEC SBC CDP/LLDP PfR
IP SLA RT(C)P SAF SIA TGaa FSR 1588/NTP
SSM P2P/Proximity CAC/RSVP ICE/STUN 802.1x

Key Technologies

Achieving Ubiquity and Quality of Experience

Use Case: Emergency Response



Need real time collaboration communications using different video system

Many participants need to monitor the event



Event needs to be secure and distributed
Event needs to be recorded and stored

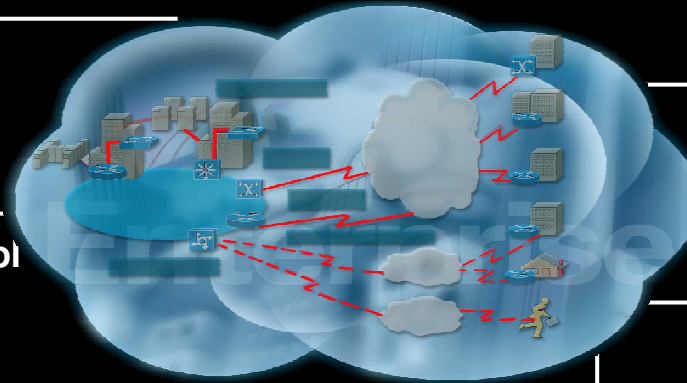
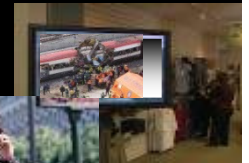
Extend the reach of TelePresenceSM

Leverage TelePresence to monitor the event



Policy-based access control
recorded video
Distribute recorded video securely

Turn Digital Signage to monitor the event



Wired or Wireless
Any-to-Any



Seamless interoperation



Recording, storing and retrieving of the video event



Turn every display as a communications terminal



How to Deliver "Right Information, Right Time, Right Format to the Right Person"

In Summary

Cisco Medianet: Transform Video Experiences

No Resource Reservation,
Degraded Video



CEO Meeting

M&A Negotiation

Sports Event

Context-Aware, Prioritized,
High Quality Video



CEO Meeting

M&A Negotiation

Sports Event



Global Business,
WW Offices

Can my Network Deliver Real-time Collaboration Experiences?

Medianet-1.0 == Video-Ready Network

“The Path Forward”

Deployment

5 Deploy Integrated Video Solutions

4 Implement and Build a Video Ready Network

3 Assess Network Architecture

2 Define video strategy including integration

1 Identify video solutions for your business

Design

Borderless Networks

Architecture for Agile Delivery of the Borderless Experience



Borderless End-Point/User Services



Mobility



Workplace Experience

Video



AnyConnect

Borderless Network Services

Video:
Medianet



Green:
EnergyWise



Security:
TrustSec



Performance



Mobility



Borderless Management and Policy

Infrastructure

Go Borderless



1

The Borderless Organization needs a Borderless Network Architecture

2

Cisco is uniquely equipped to deliver that architecture with “broad and deep” network innovation

3

The Platform for Your Business Innovations

