



Digital Media System Cisco Expo 2008

*"A Business
Video Story"*



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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

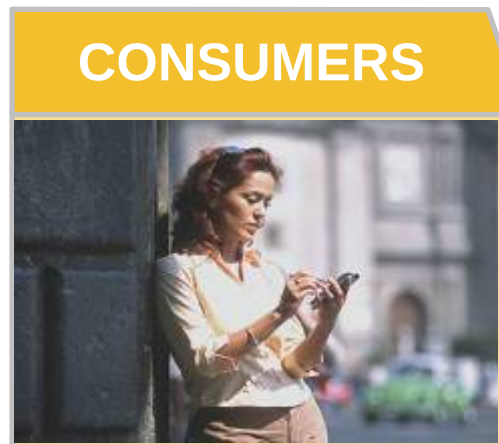
Impact on Traffic*

- 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

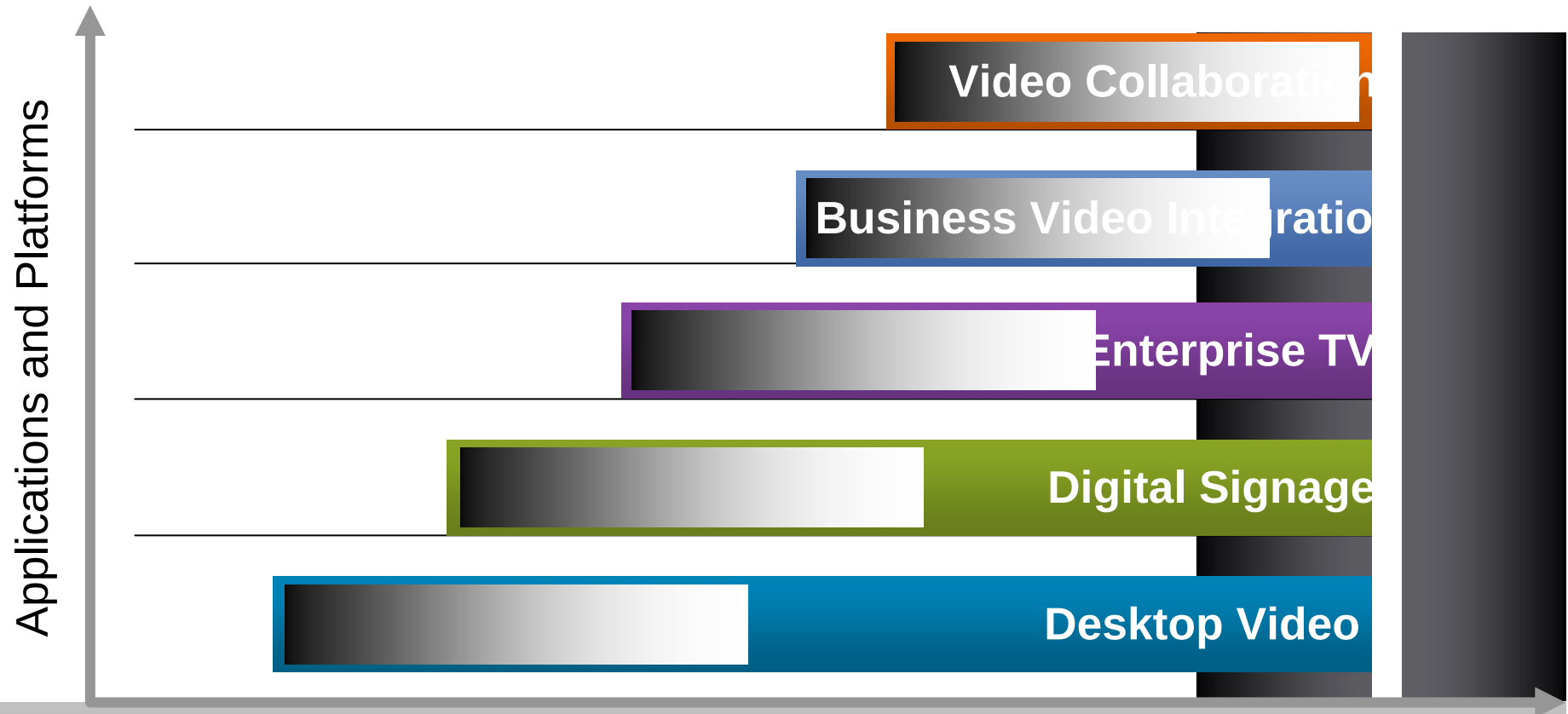
*Sources: Human Productivity Lab 2006

An amazing alignment of positive factors ...



Messages dilution : Customers tend to « tune out »

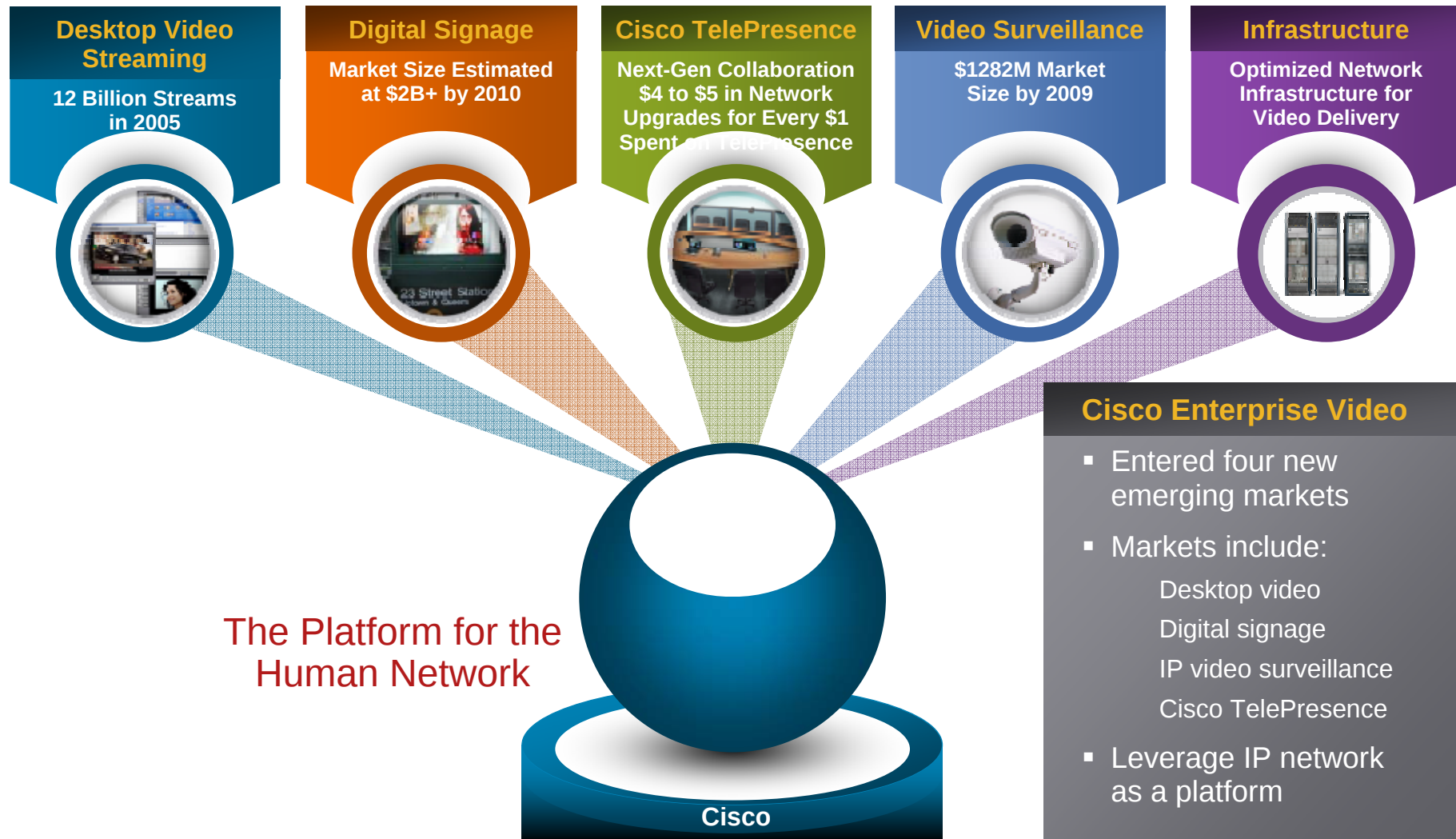
Cisco Digital Media Applications and Vision



- 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

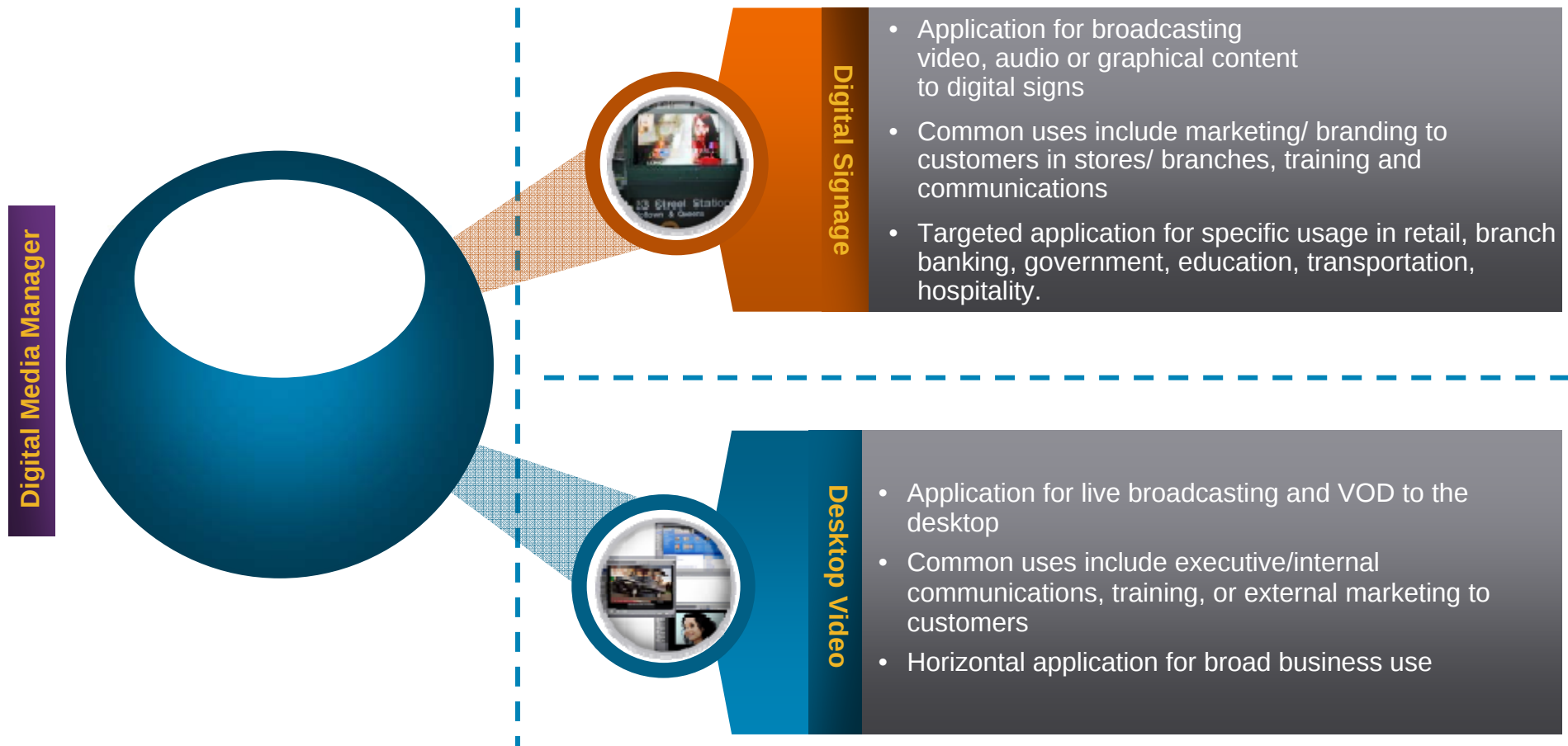
Delivering an Intelligent, Converged Environment for Video



The Digital Media System

One Platform

Two Options



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

Media Creation



Digital Media Encoder 1000



Digital Media Encoder 2000



Scientific-Atlanta D9032 Encoder

Media Management

Digital Media Manager



Video Portal Module



Digital Signage Module

Media Access

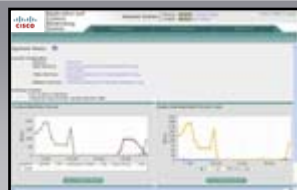


Cisco Video Portal



Cisco Digital Media Player

Media Delivery Networks (Cisco ACNS)



Content Distribution Manager (CDM)



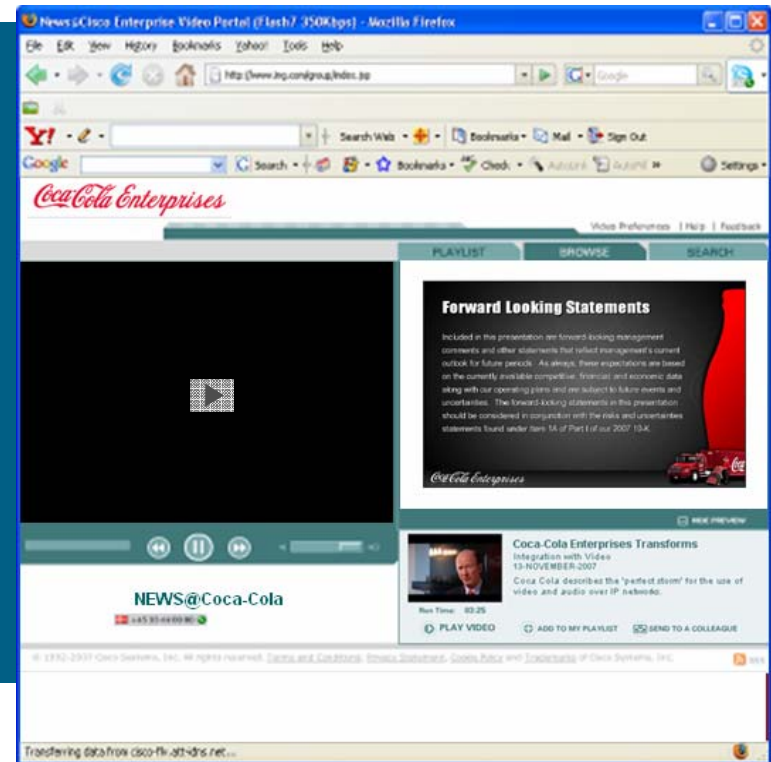
WAE Appliance



ISR-NM

Media Delivery Engines (WAE)

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

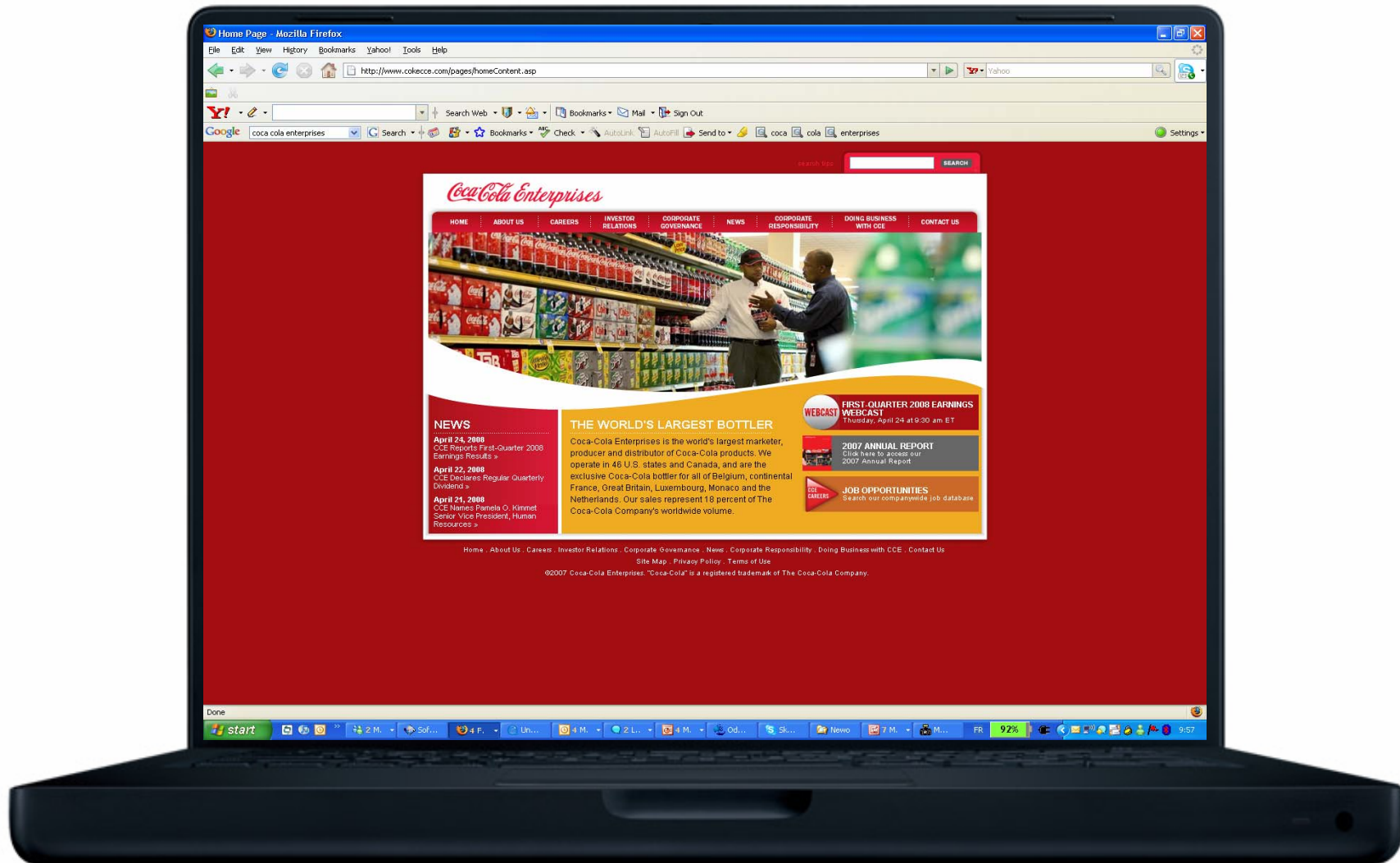
“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

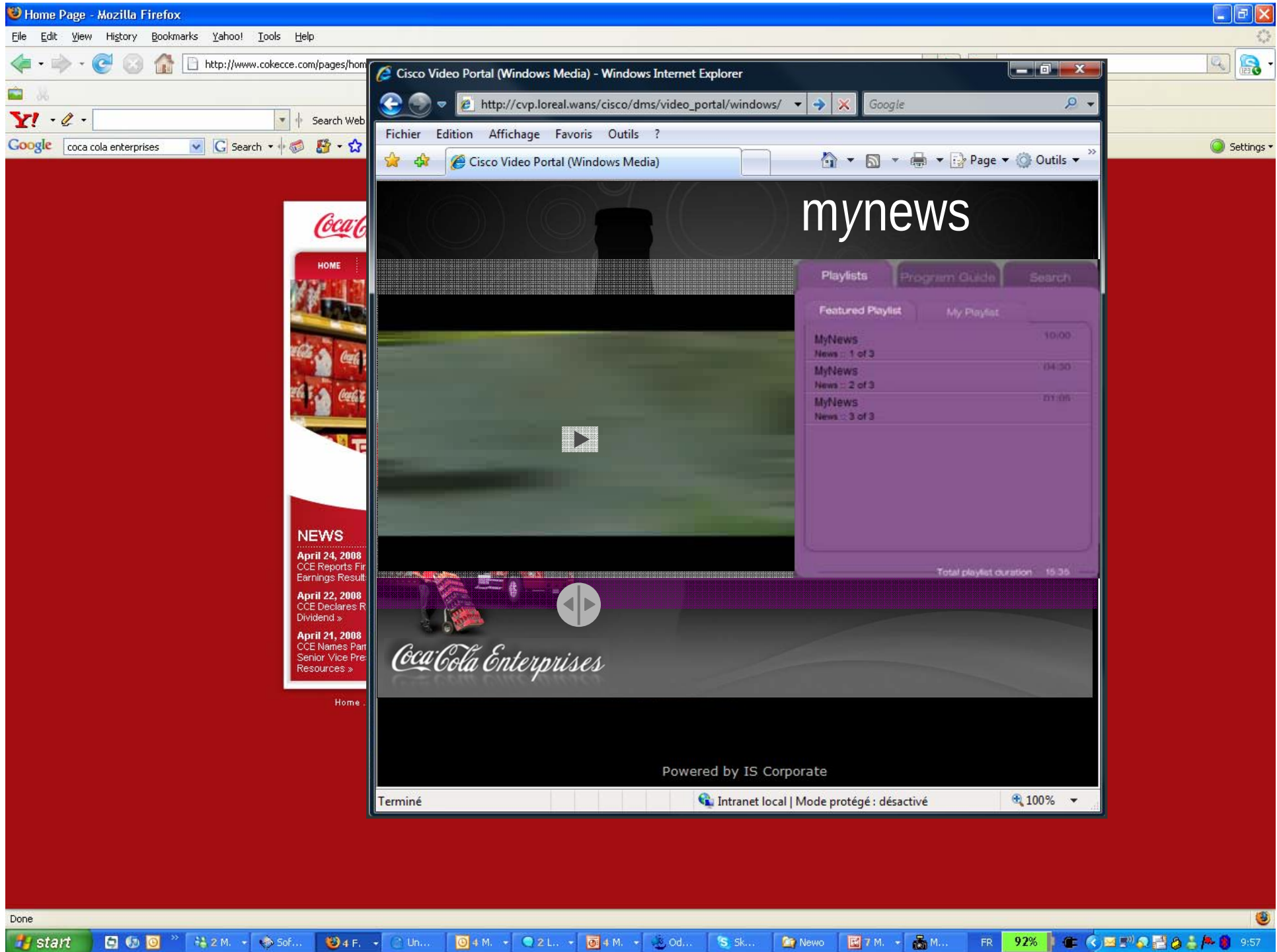
— Dan Scheinman, SVP and GM, Media Solutions Group

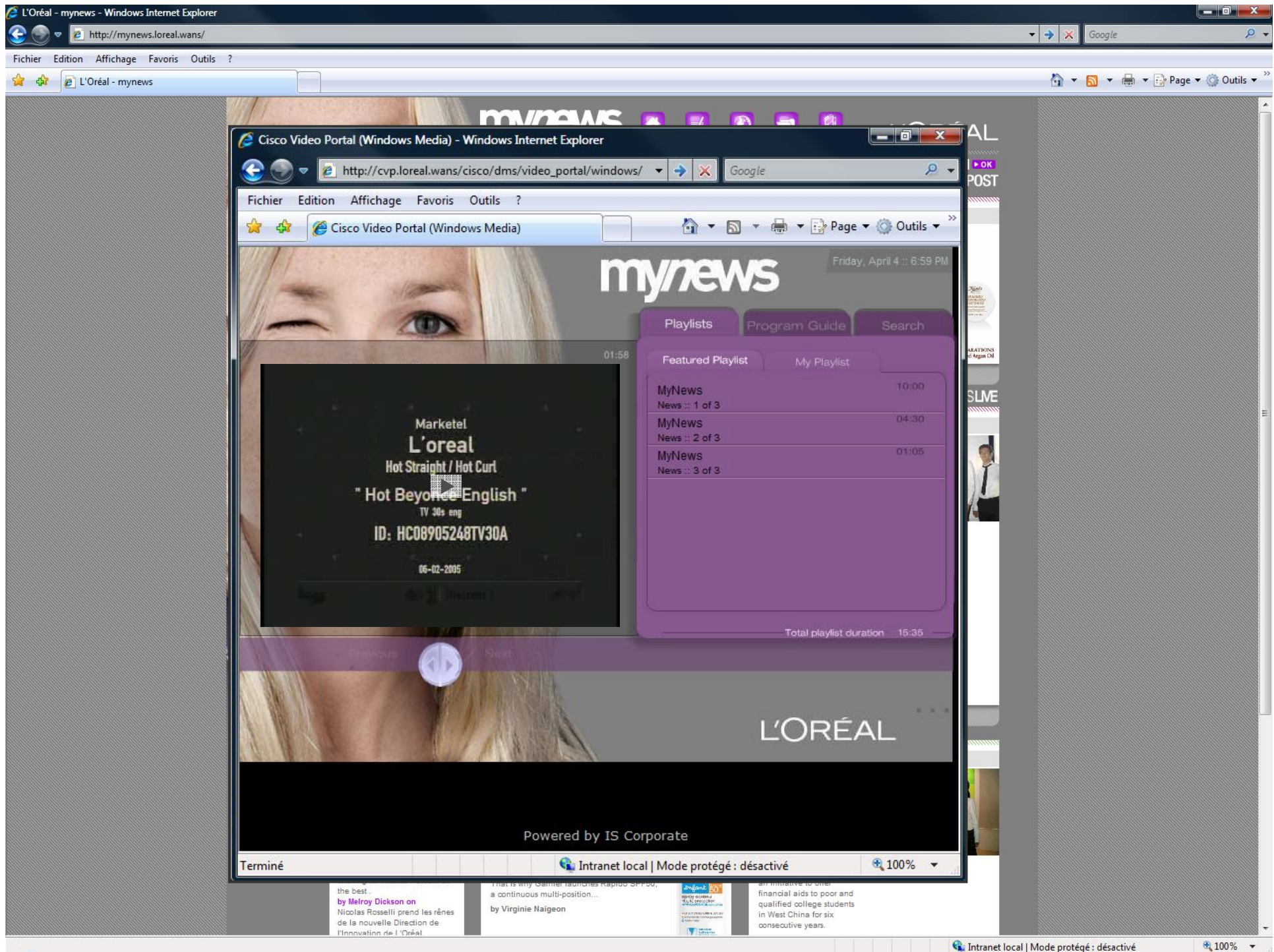
Desktop Video Applications

Sales and Marketing	Corporate Communications	Training	Information Sharing
			
- Marketing videos that grab viewer attention - Compelling product and service information - Provide a human face on content - Increased customer satisfaction	- Direct line of communications to employees or customers - Global corporate messaging consistency - Immediate executive communications - Live broadcast of company events	- Cost-efficient training to remote employees - Information consistency across channels - Power of video—users retain more information - Increased ability to absorb information in searchable segments	- Instant communications for rapid response - Informational videos available on-demand - Breaking news relevant to employees

The Video Portal enhances communication



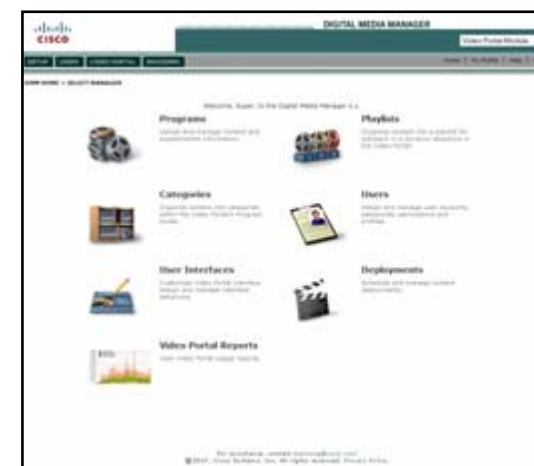




Cisco Digital Media Manager for Desktop Video

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

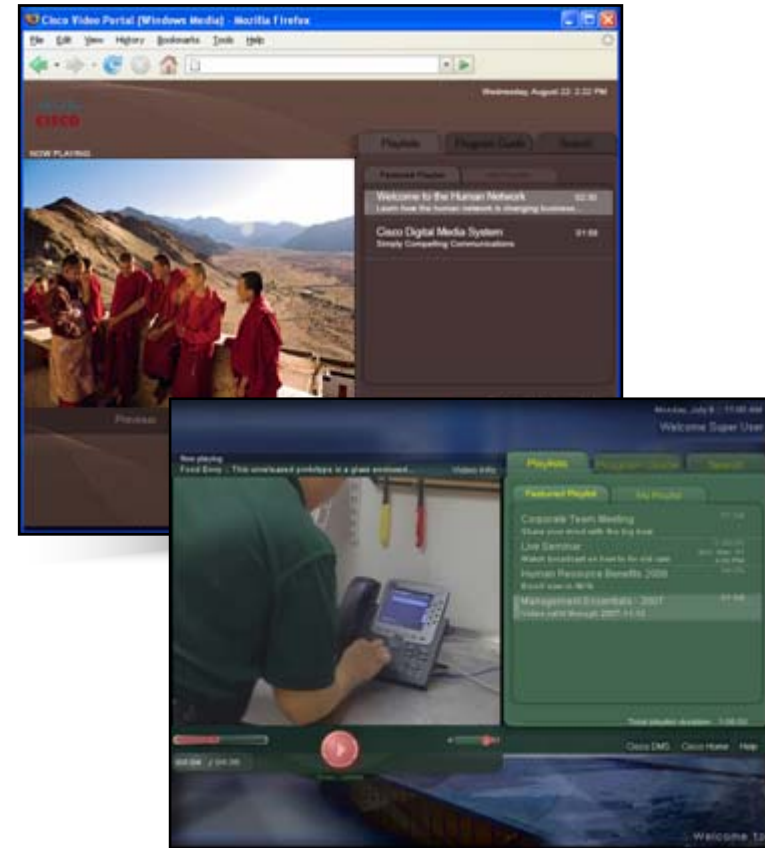


**Same Application for
Managing and Publishing
Cisco Digital Signage Content**

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

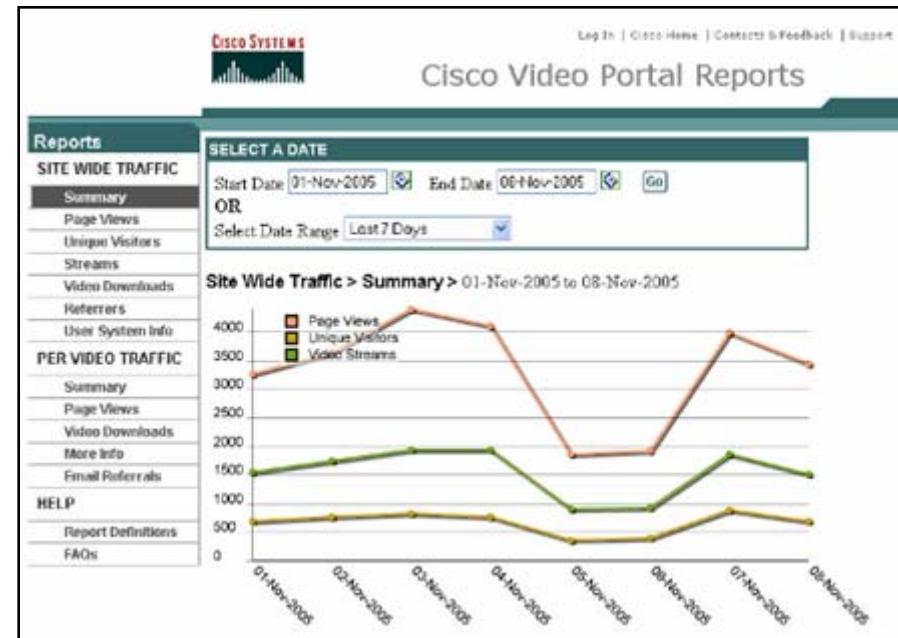


Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager

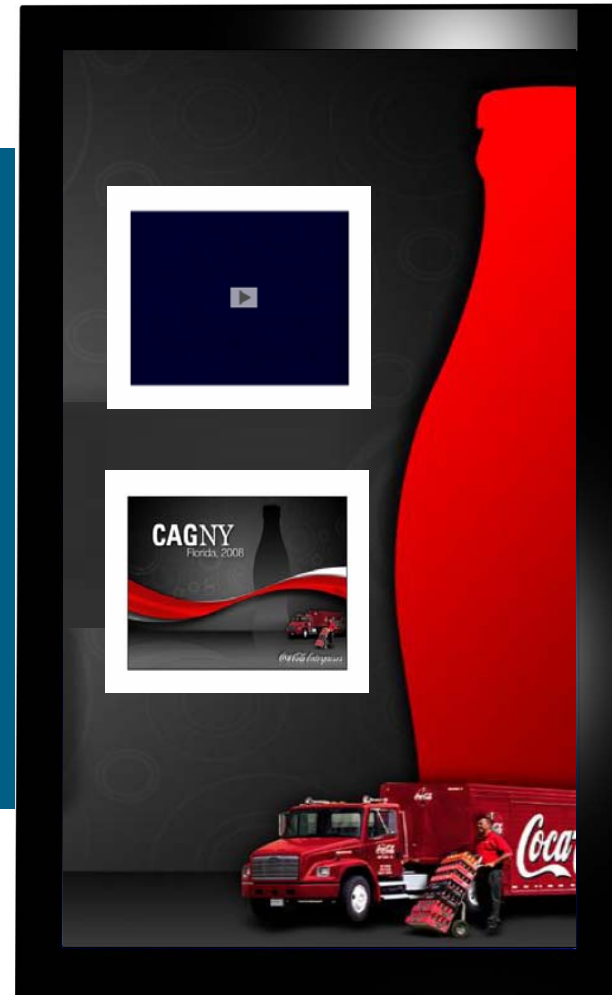
Cisco Video Portal Reports

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
			
▪ Promote, cross-sell, and up-sell ▪ Product/service differentiation ▪ Enhanced store experience ▪ Reduce perceived wait time ▪ Advertising revenue	▪ Direct line of communications to customers ▪ Corporate messaging consistency ▪ Internal, executive communications ▪ Live broadcasting of company events	▪ Cost-efficient training to remote employees ▪ Information to break rooms, lobbies, etc.	▪ Directional signage (way-finding) ▪ Instant communications for rapid response ▪ Emergency/crisis communications ▪ Breaking corporate news relevant to employees

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 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

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

Cisco Digital Media Manager for Digital Signage

Centralized Digital Media Management and Publishing

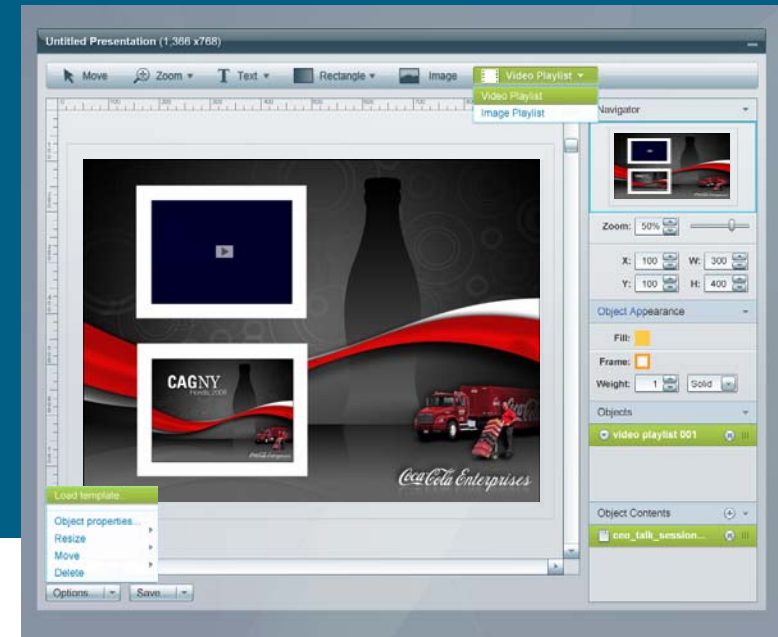
- Web-based media management and publishing
- DMP discovery, configuration, grouping, management, reporting
- Create/design screen layouts and zones, manage playlists and schedule/update content
- Remotely control digital sign properties—on/off, contrast, brightness and volume
- Integrates with Cisco 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. The interface is divided into several sections:

- Header:** Includes the Cisco logo, the title "Digital Media Manager", and navigation links for "Home", "My Profile", "Help", and "Log out".
- Navigation Bar:** Contains tabs for "DMM Home", "Digital Signage Module" (which is highlighted), and "Video Portal Module". Below this are tabs for "Dashboard", "Content Manager", and "System Manager".
- Digital Signage Dashboard:** The main content area, which includes:
 - Manage Content »:** A section for "Today (August 7, 2007)" with a table showing DMP Groups and their status. The groups listed are "Campus Break Rooms", "Campus Lobbies", "Building 19", and "Test DMPs".
 - All Presentations (57):** A list of presentation types: "Presentations (49)", "Templates (6)", and "Playlists (2)". It includes links for "Create Presentation »" and "Schedule Presentation »".
 - All Assets (1,522):** A list of asset types: "Audio (258)", "Flash (138)", "Images (355)", "RSS Feed (50)", and "Video (522)". It includes a link for "Add Assets »".
 - Manage System »:** A section for system management, including:
 - DMPs:** Shows "180 Up" and "20 Down" with a link for "Add DMP »".
 - Settings:** Includes "DMM Server", "External Server", "ACNS Settings »", and "Event Notifications »".
 - Users:** Includes a link for "Add User Account »".

At the bottom of the dashboard, there is a copyright notice: "© 1992-2007, Cisco Systems, Inc. All right reserved. [Terms & Conditions](#) | [Privacy Policy](#)".

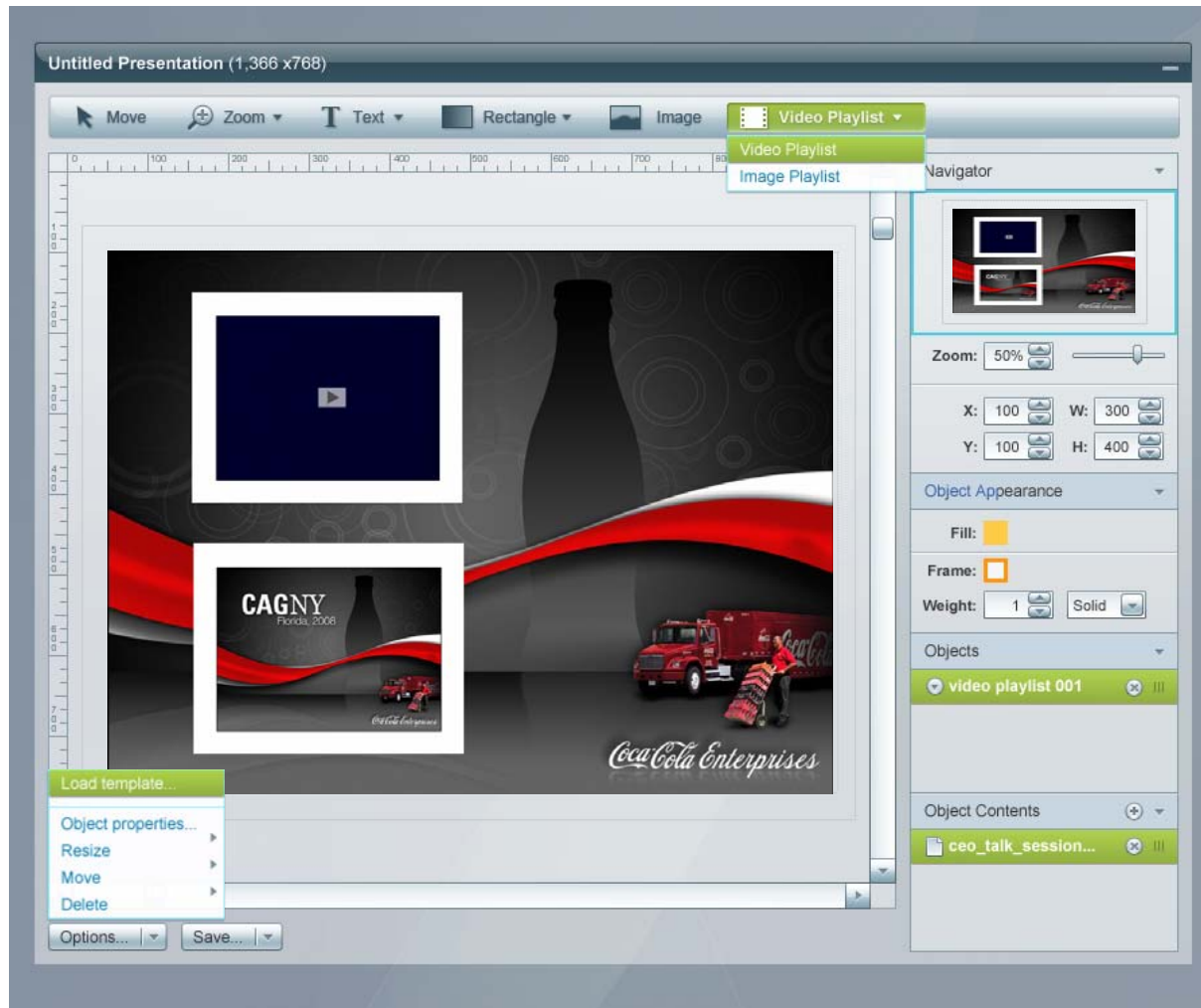
DSM Drag and Drop

The image displays two side-by-side screenshots of the Cisco Digital Media Manager (DSM) interface, illustrating the drag-and-drop process for creating a presentation.

Left Screenshot: The interface shows the "Digital Media Manager" header with navigation links (Home, My Profile, Help, Log out) and tabs (Dashboard, Content Manager, System Manager). The "Content Manager" tab is active. On the left, a sidebar lists "Assets" (1,522 total, 12.38 of 60G used) categorized by type: Audio (258), Flash (138), Images (355), RSS Feeds (50), Video (522), Smart Lists, and Categories. The "Categories" section is expanded, showing "Marketing Assets (522)", "Training (256)", and "Example Images (30)". The "Training" category is highlighted. A red arrow points from the "Training" category to the right screenshot.

Right Screenshot: The interface shows the same "Digital Media Manager" header. The "Content Manager" tab is active. The "Assets" section shows the same total count. The "Training" category is highlighted. A red arrow points from the "Training" category to the right screenshot. The main content area displays a table of assets with columns: Name, Status, Date Modified, Size, and Source. The table lists "ceo_talk_session_v01.mpg" with status "dolor", date "Aug 3, 2007 3:10 PM", size "622MB", and source "file". Below the table, there are buttons for "Create Presentation" and "All Options...".

DSM – Digital Media Designer Tool



Digital Signage Scheduling

The screenshot displays the Cisco Digital Media Manager (DMM) interface, specifically the Schedules section. The top navigation bar includes the Cisco logo, the title "Digital Media Manager", and links for Home, My Profile, Help, and Log out. Below this, a breadcrumb trail shows "DMM Home" > "Digital Signage Module" > "Video Portal Module". The main navigation tabs are Dashboard, Content Manager, and System Manager. The current view is "Schedules", with sub-tabs for Assets, Presentations, and Schedules. The "Schedules" section shows a calendar for August 7, 2007, with the 7th highlighted. A sidebar on the left allows filtering by "All Schedules" (Content and System) and "All DMPs" (Campus Break Rooms, Campus Lobbies, Building 19, and Test DMPs). The main content area displays a schedule grid for "San Francisco" in "Day view". The grid has columns for time slots from 1:30 AM to 4:30 AM. A dropdown menu for "DMP Group" is open, showing options: Executive Briefing Ce..., Campus Break Rooms, Campus Lobbies, Building 19, Test DMPs, DMPAMSTERDAM, DMPARAJEVO, DMPDUBROVNIK, DMPBRUSSELS, and DMPISTANBUL. The "Test DMPs" group is expanded, showing two entries with "lorem ipsum" content. At the bottom, there are "Options..." buttons and a "Publish Schedule" button. The footer contains copyright information: "© 1992-2007 Cisco Systems, Inc. All rights reserved." and links to Terms & Conditions and Privacy Policy.

Home | My Profile | Help | Log out

Digital Media Manager

DMM Home | Digital Signage Module | Video Portal Module

Dashboard | Content Manager | System Manager

Assets | Presentations | Schedules

Schedules
August 7, 2007: All DMPs

Day view | San Francisco | Search | Go

Day view | Week view | Month view

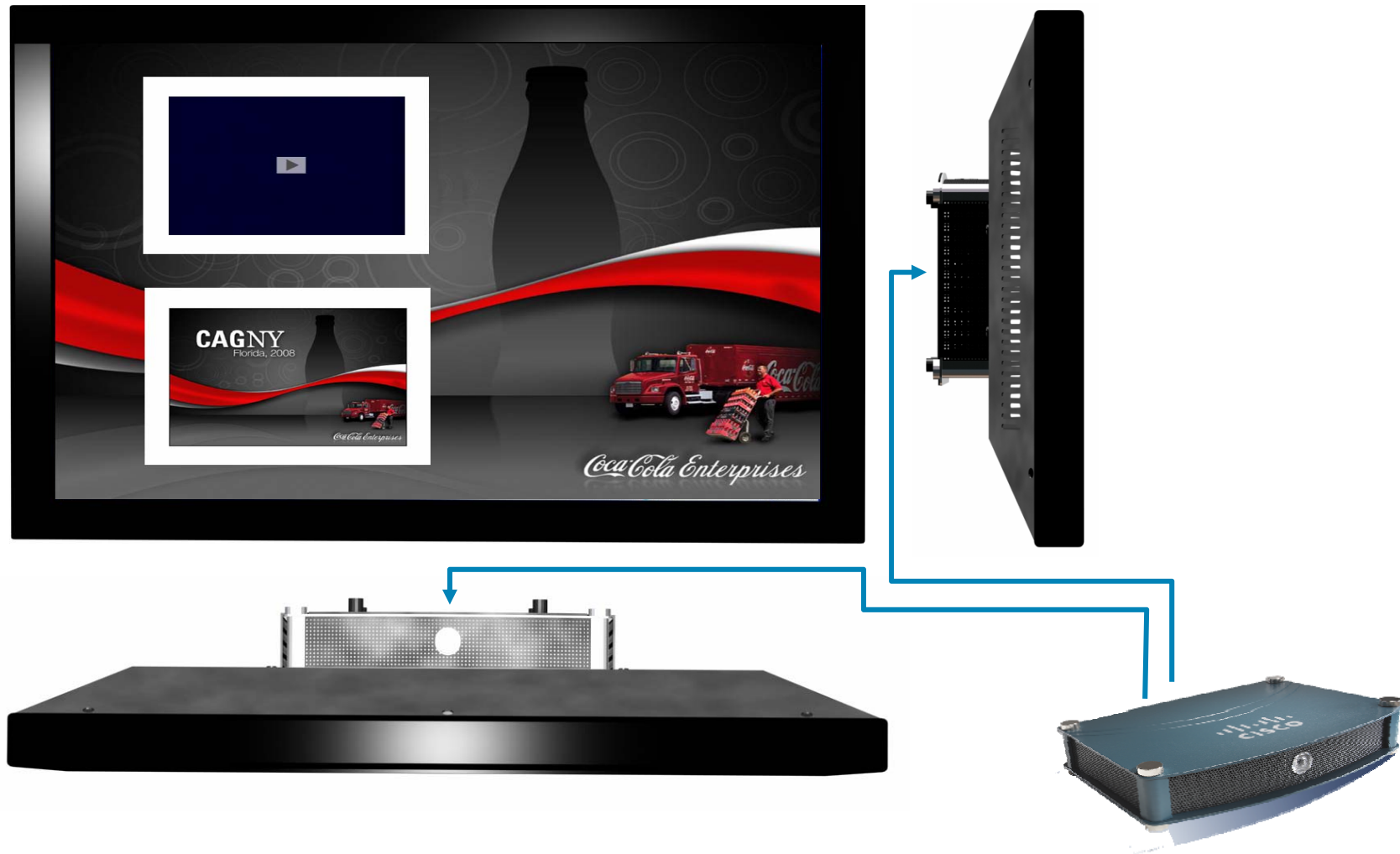
DMP Group

- Executive Briefing Ce...
- Campus Break Rooms
- Campus Lobbies
- Building 19
- Test DMPs
 - lorem ipsum
 - lorem ipsum
- DMPAMSTERDAM
- DMPARAJEVO
- DMPDUBROVNIK
- DMPBRUSSELS
- DMPISTANBUL

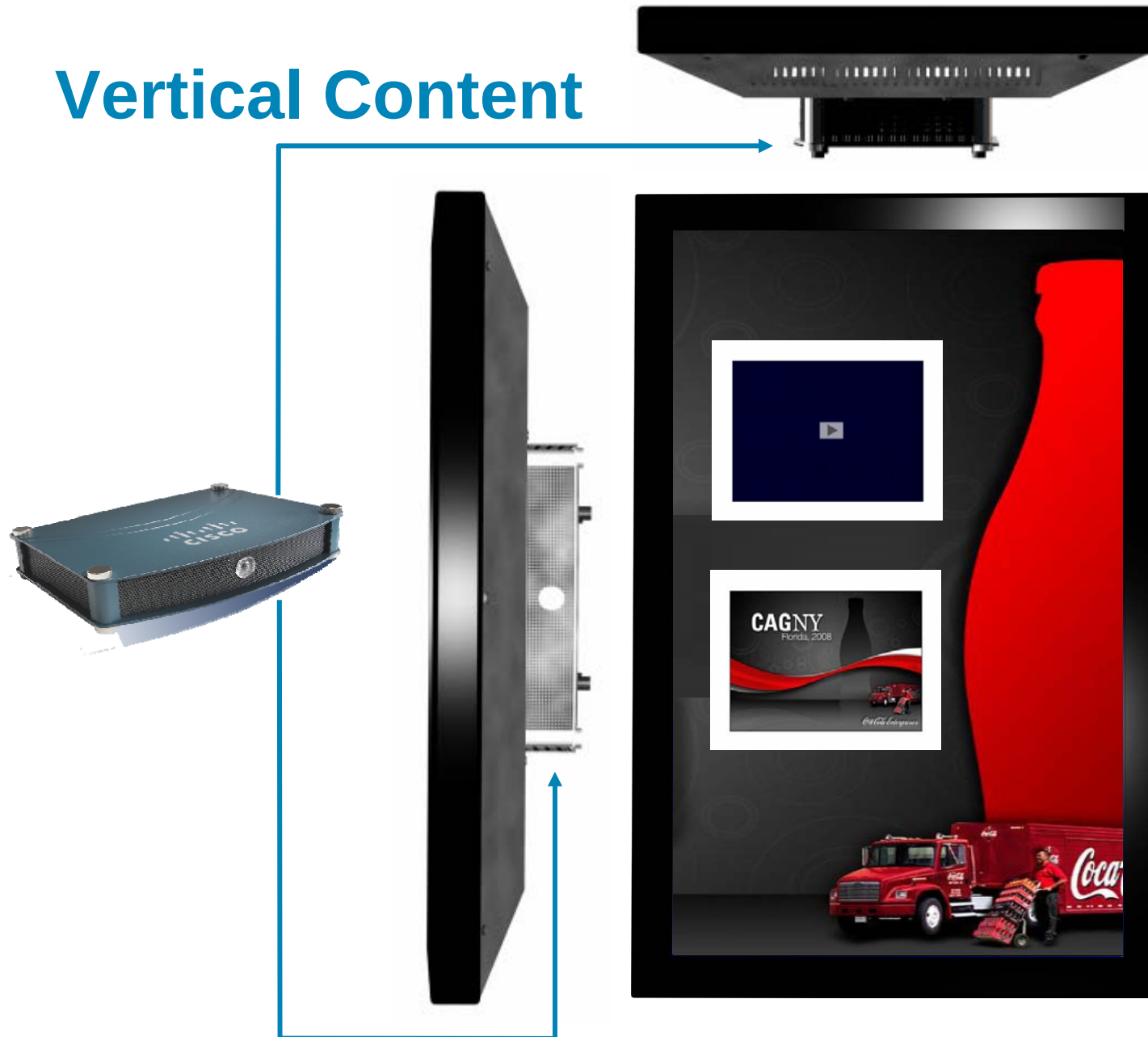
Options... | Options... | Publish Schedule

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Horizontal Content



Vertical Content



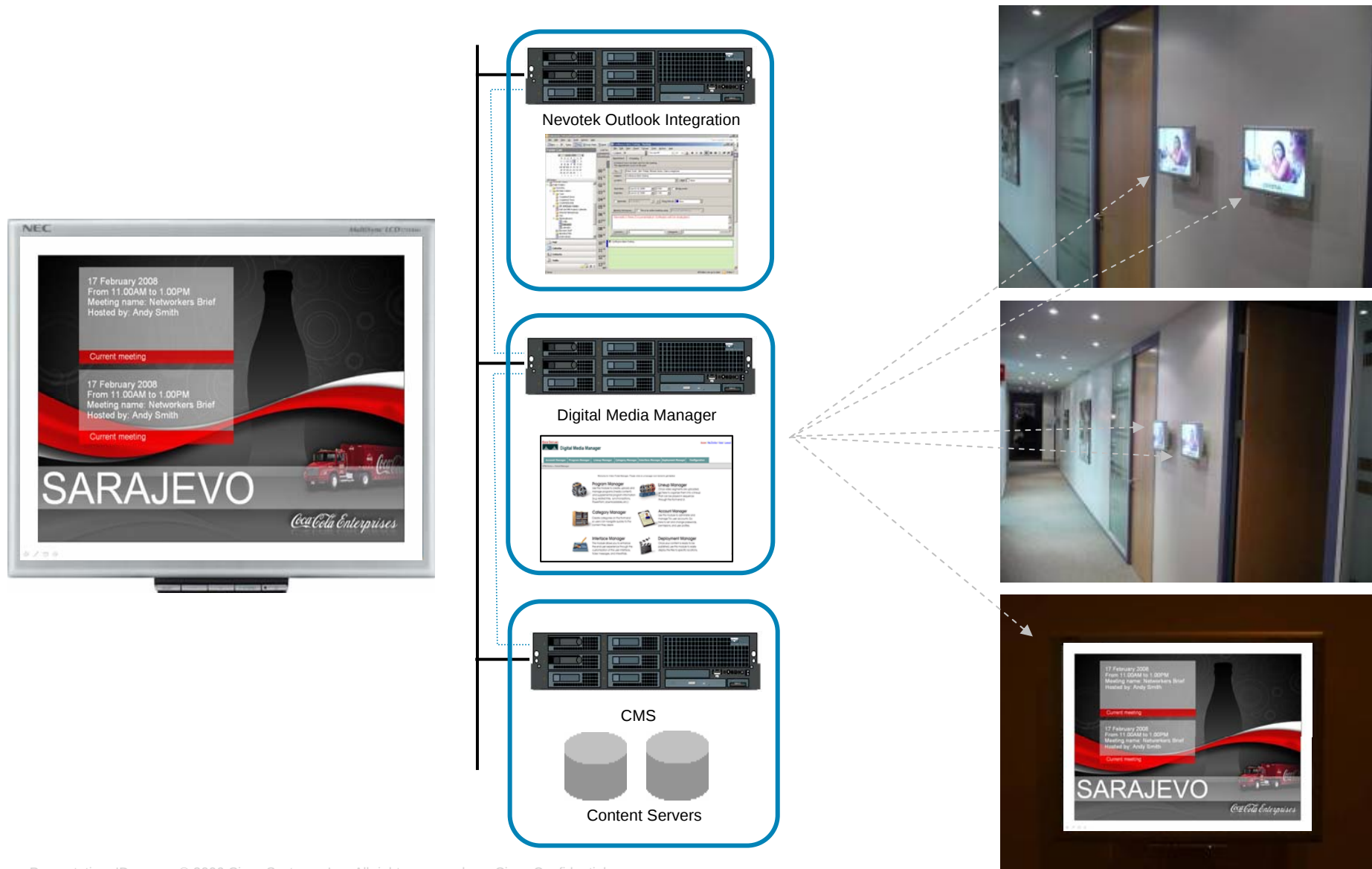


Digital Signage

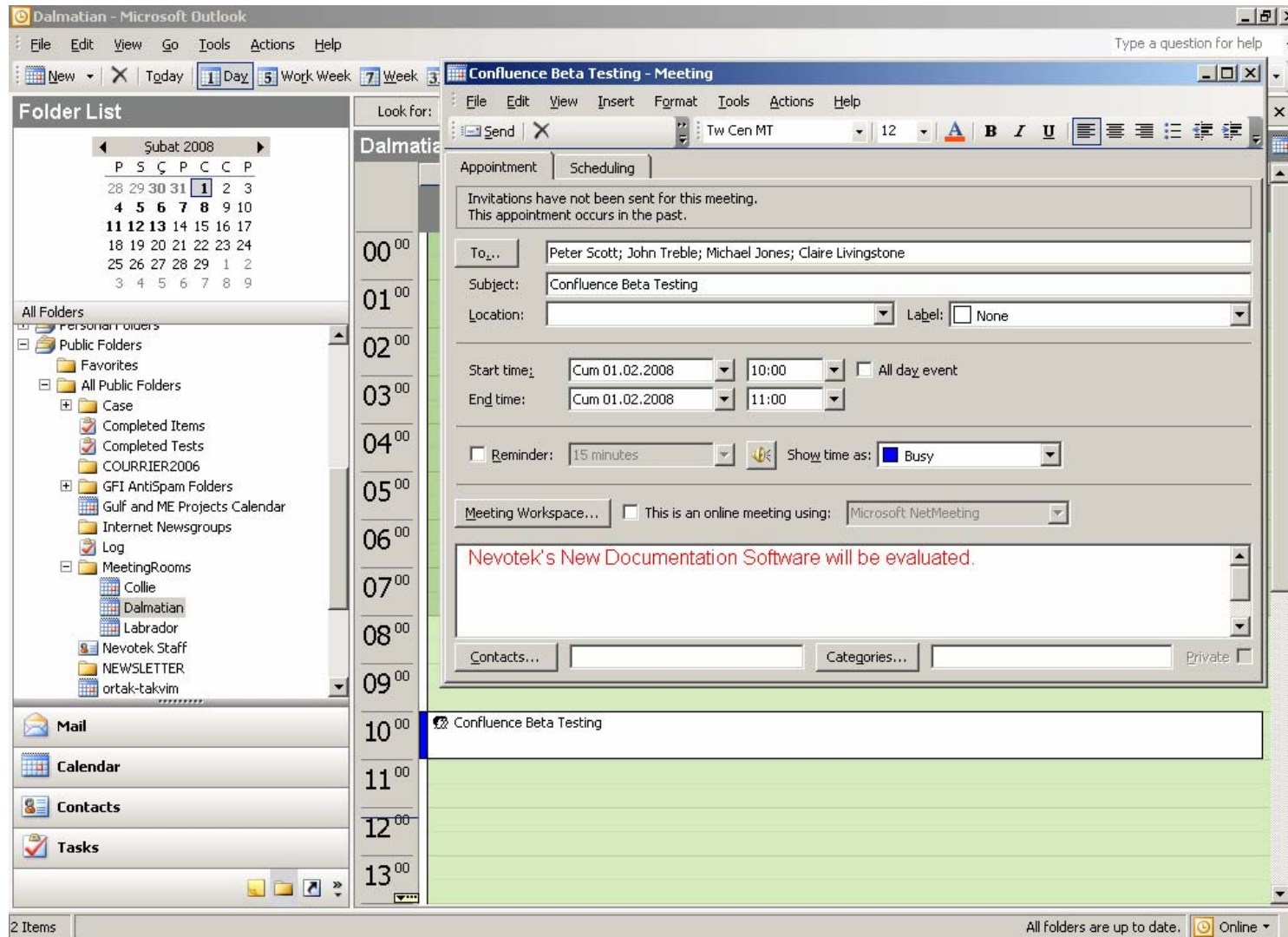
- Meeting Room Manager + RFID
- Content Mgmt Server
- Enterprise TV
 - IP Phone Content Management
 - TelePresence/DMS



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

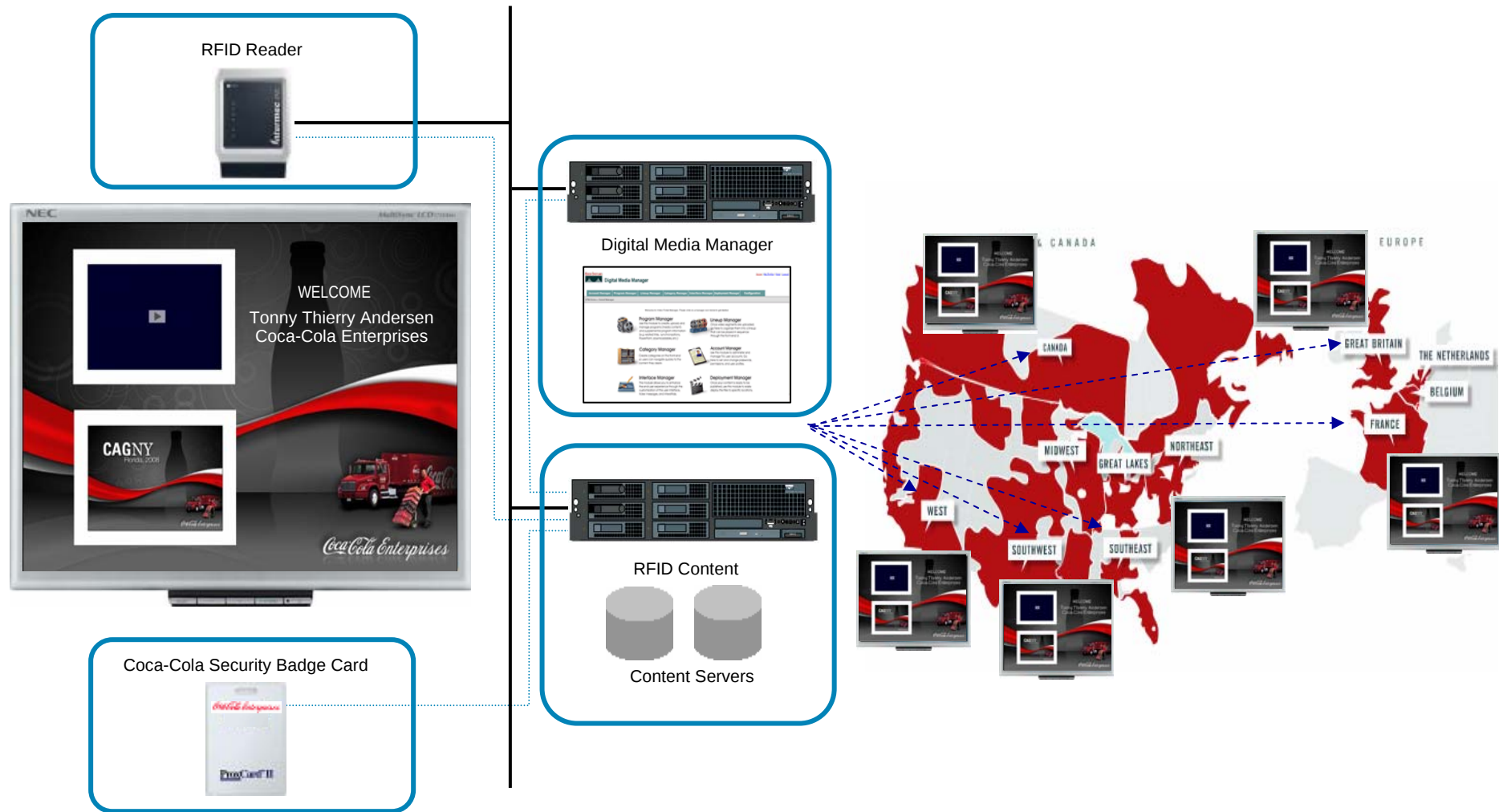
SARAJEVO

Coca-Cola Enterprises

Personalized Content



Converging Technologies: RFID



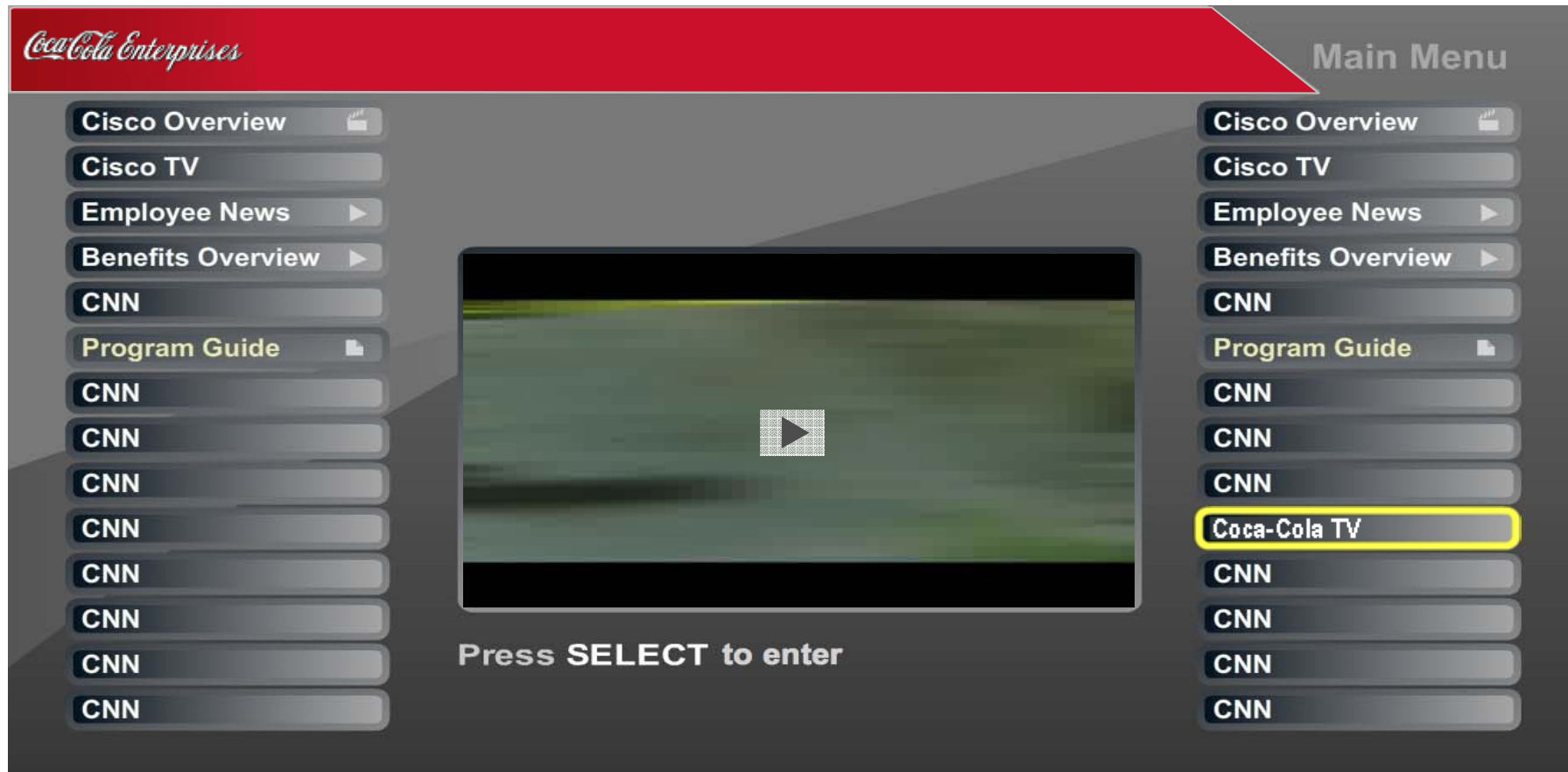


WELCOME To the Detroit City Shop as Coca-Cola Enterprises



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



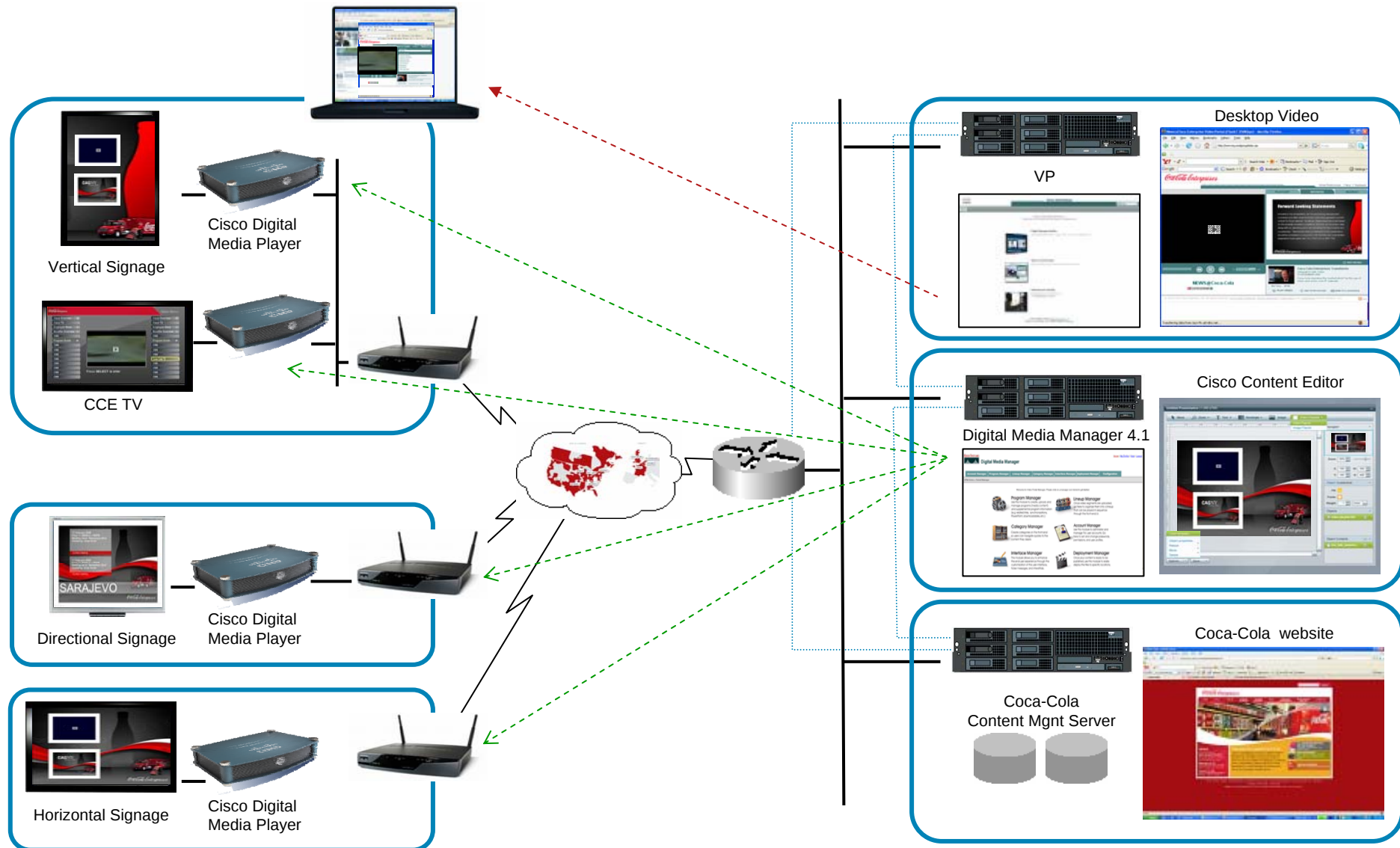
DMS & TelePresence



Putting it all
together one last
time



DMS Content deployment

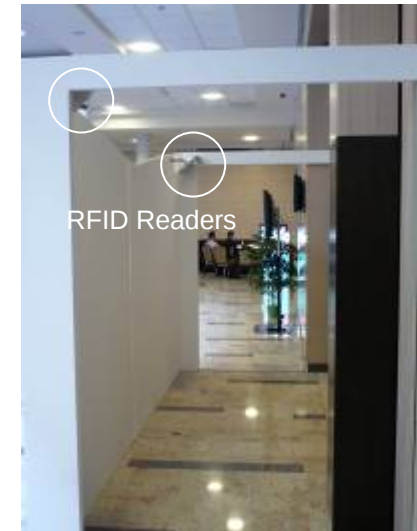


Digital Media System Cisco Expo 2007

*“The First ever DMS/RFID
Deployment”*



DMS/RFID in Cisco Expo 2007



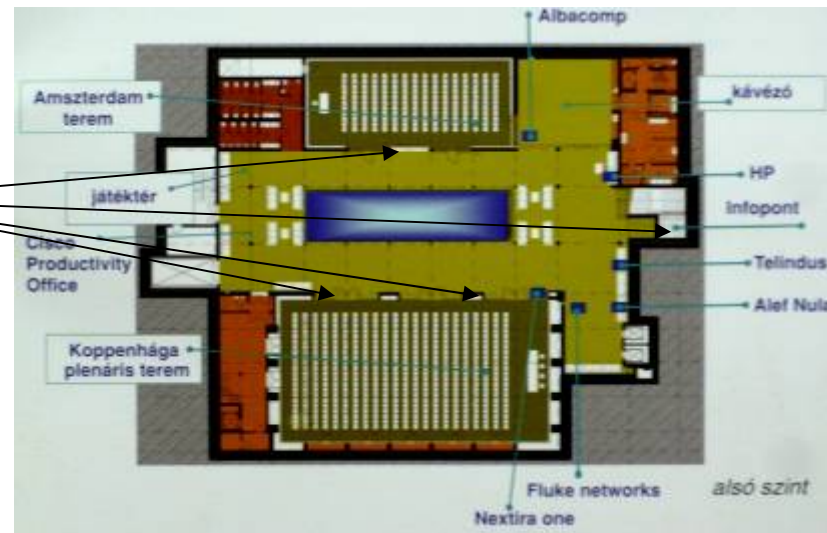
RFID Tag



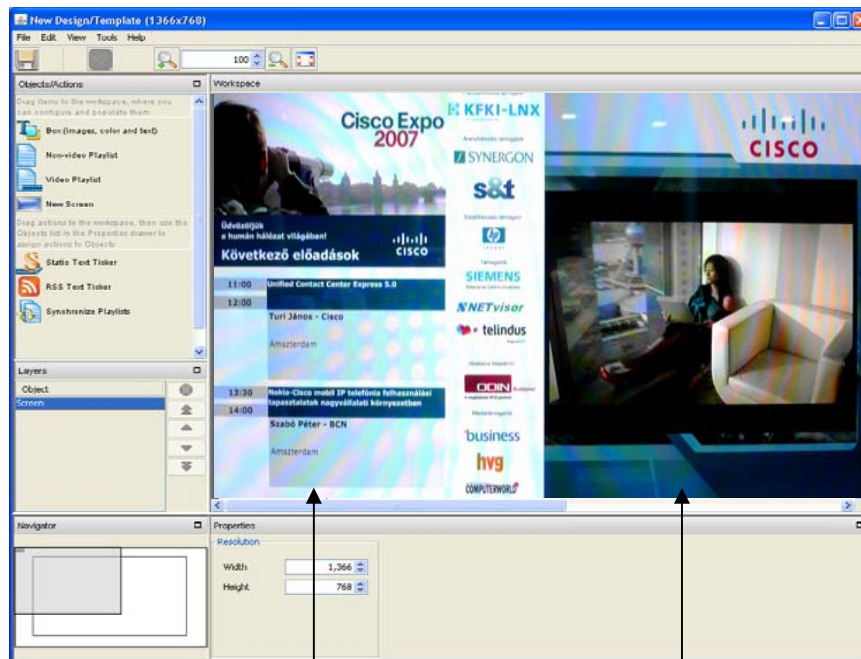
ODIN RFID TAG on participant badge

RFID Readers

ODIN RFID Readers used for the Cisco Expo

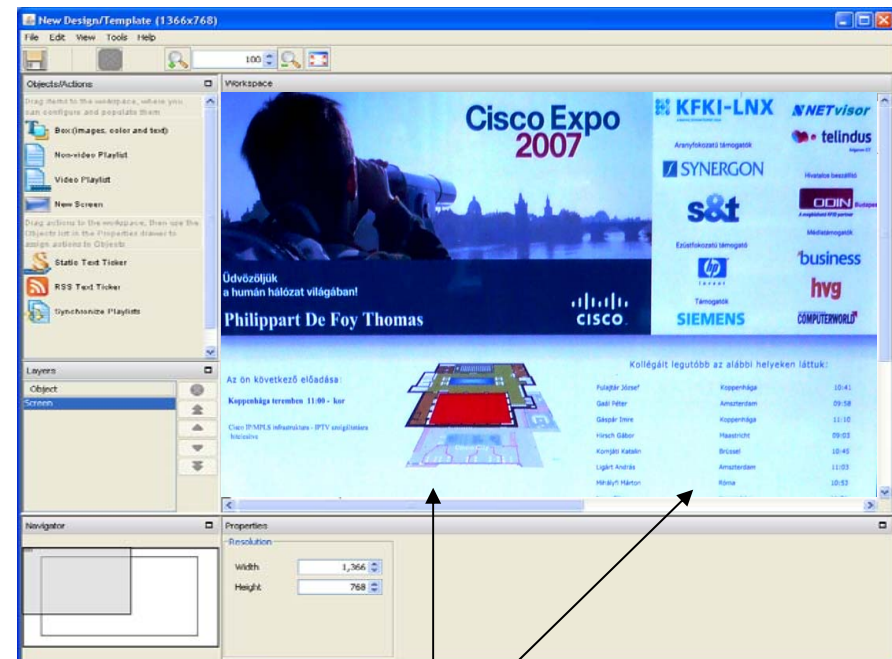


2 personalized templates – 8 Different content played across the Expo



HTML file from
Max & Future

MPEG 2 File stored
on the DMM

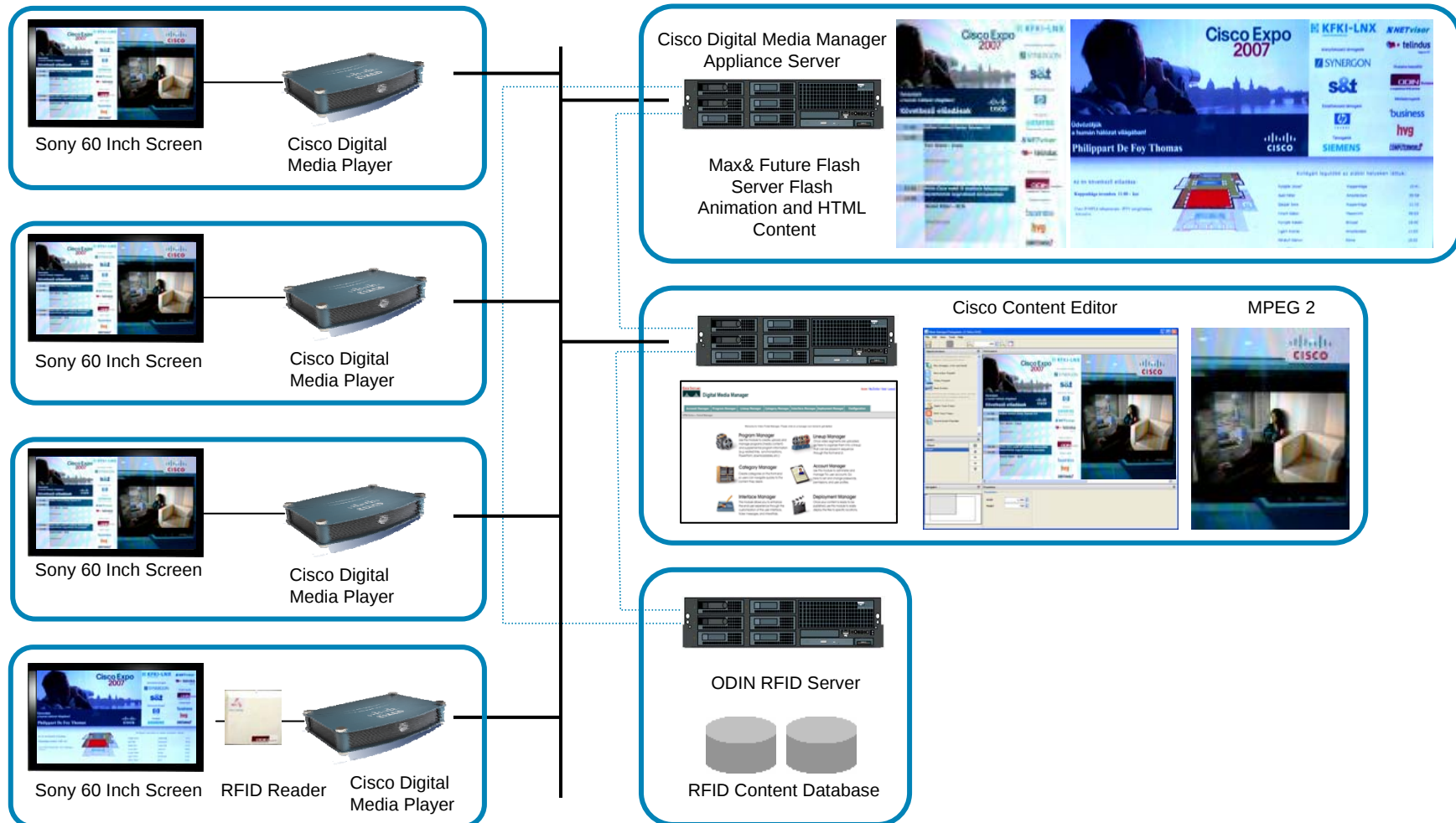


Flash Animation File
Stored on the Flash
Server from Max & Future

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

RFID data provided by RFID
Server from ODIN

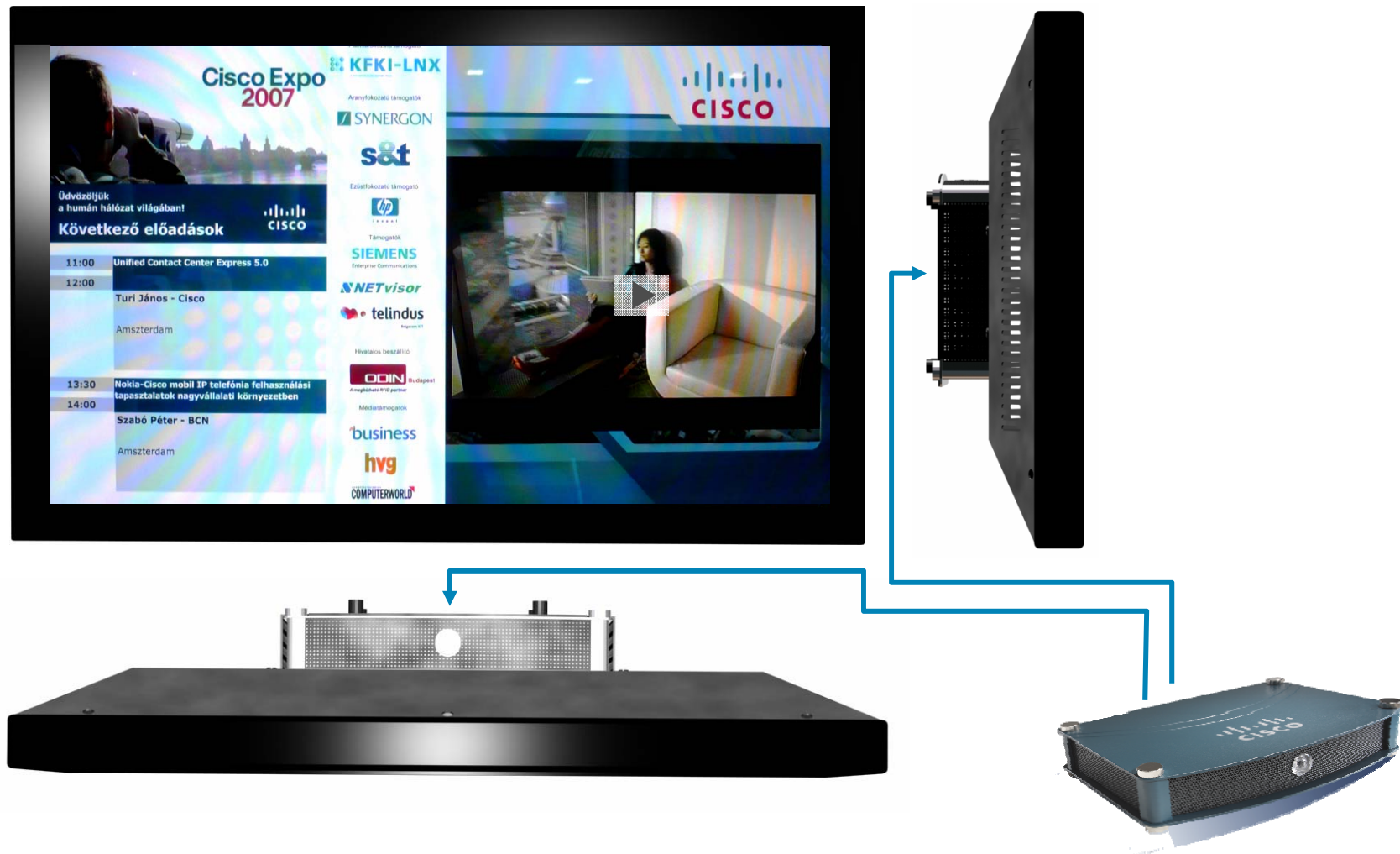
DMS/RFID Content deployment



RFID Content



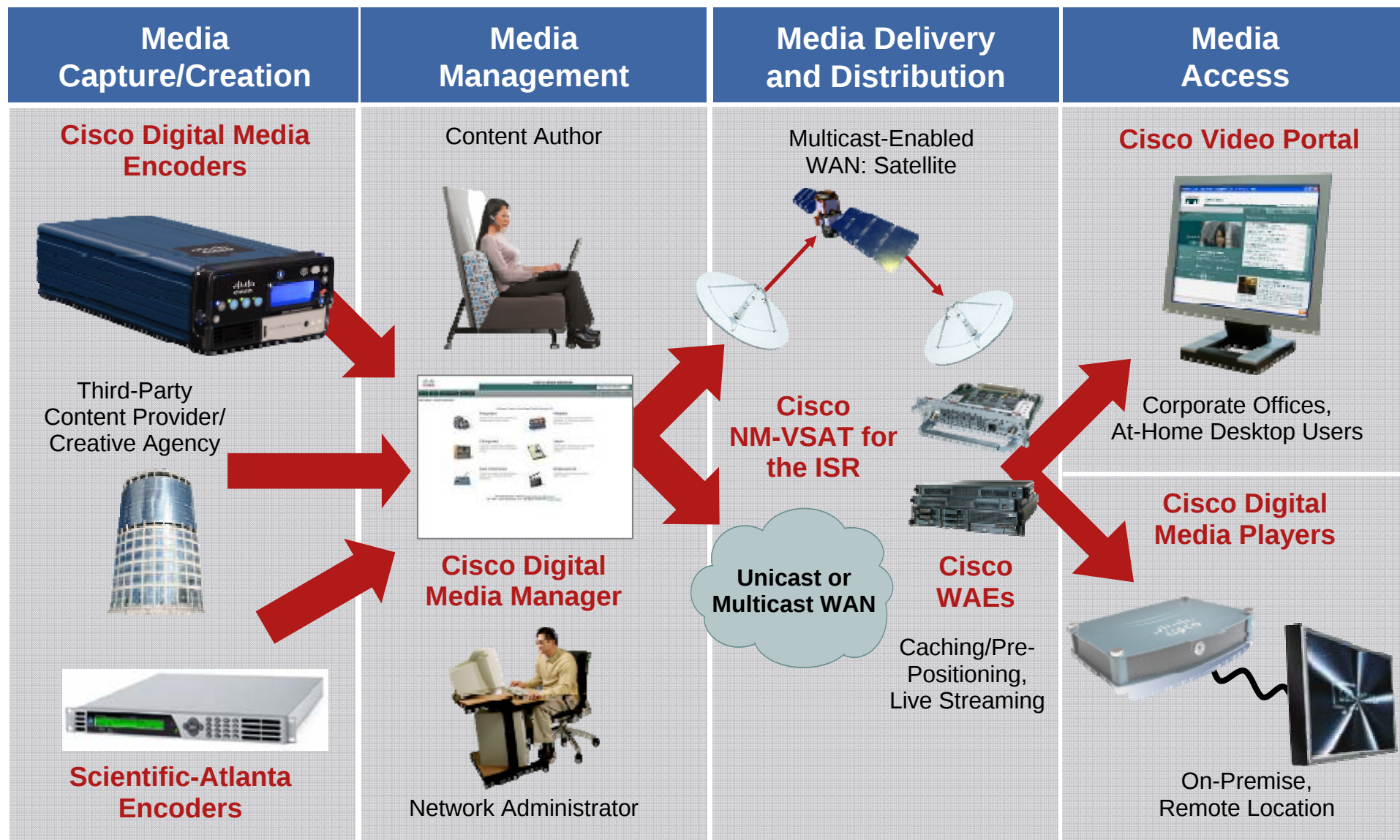
Dynamic Content



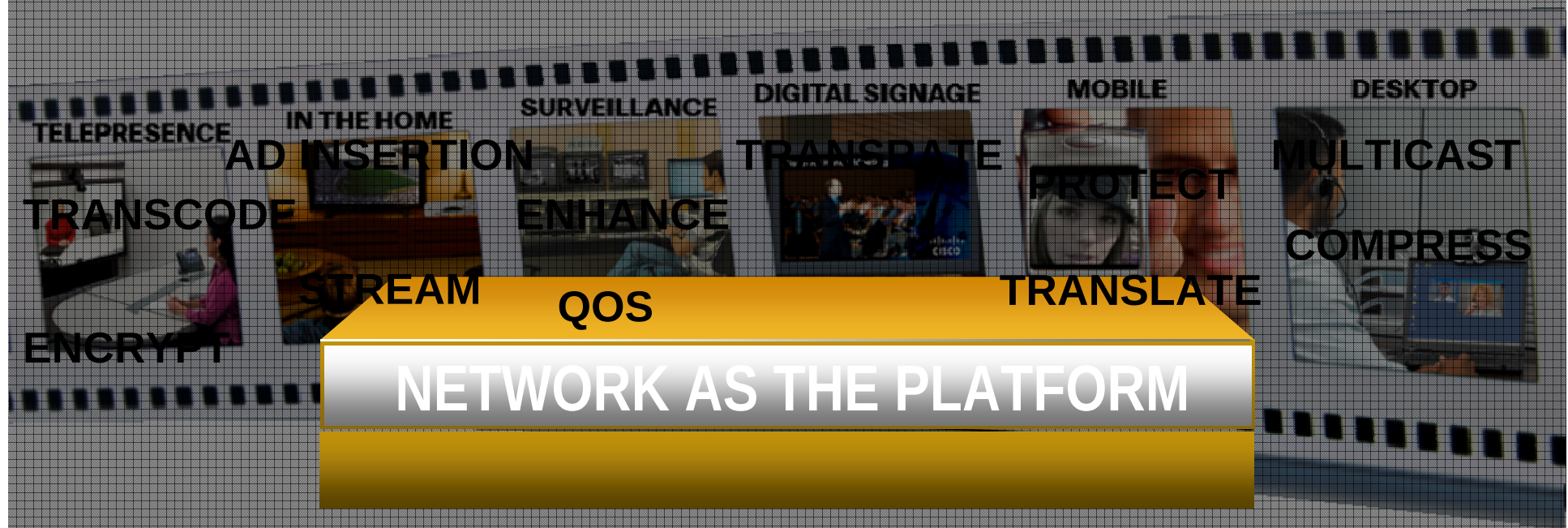
Putting it all
together one last
time



Digital Media System: Across the Network



Business Video Collaboration Vision



INTELLIGENT VIDEO NETWORK

