



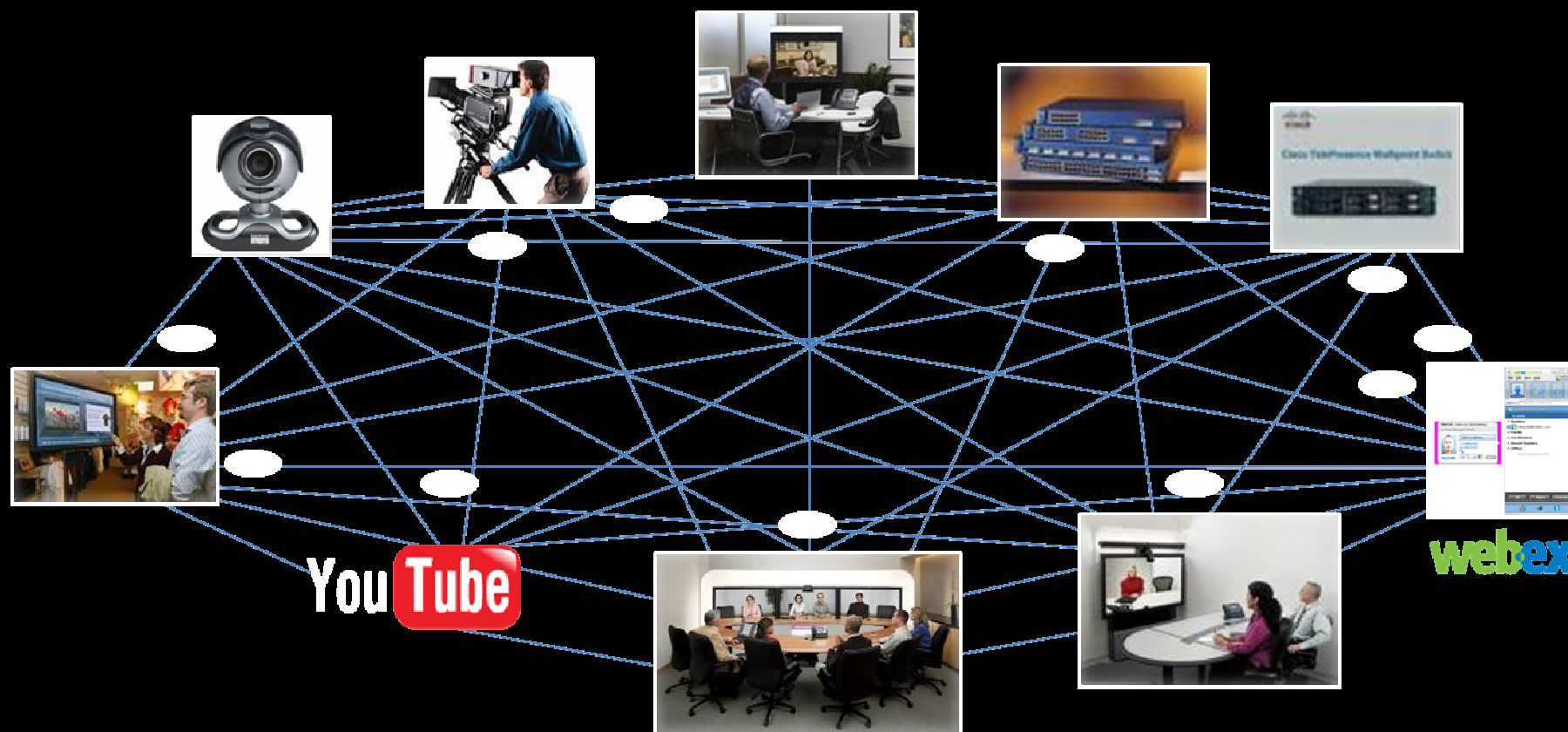
Cisco Expo
2008

Doživite moć digitalnih medija Demo



Visnja Milovanovic, Sistem inženjer
vmilovan@cisco.com

Način komunikacije se menja



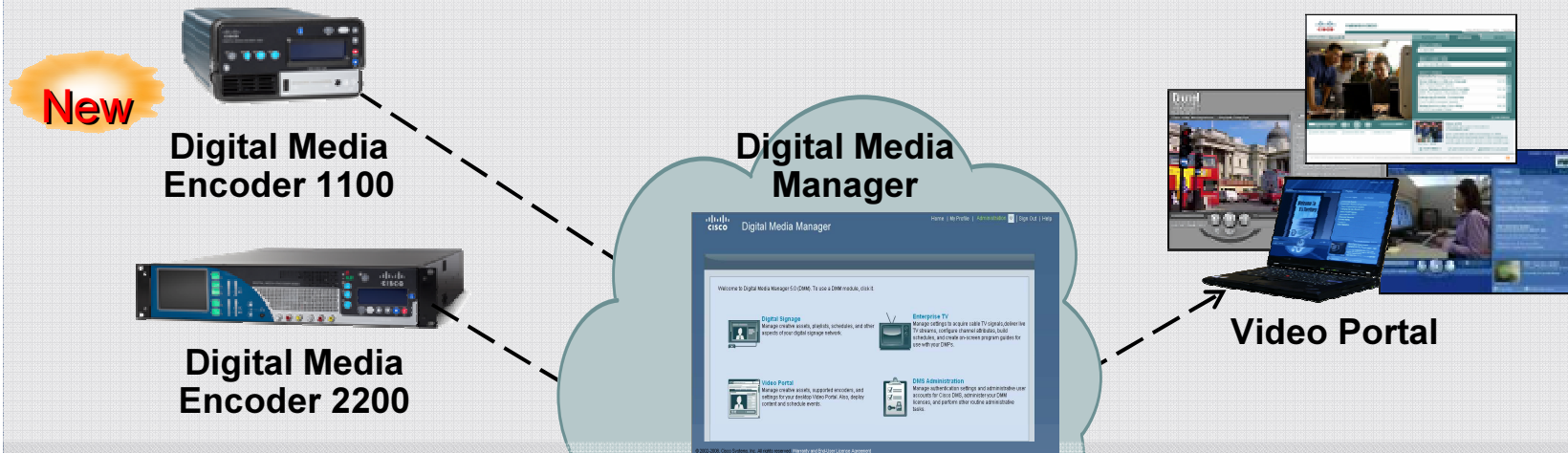
Cisco video rešenja



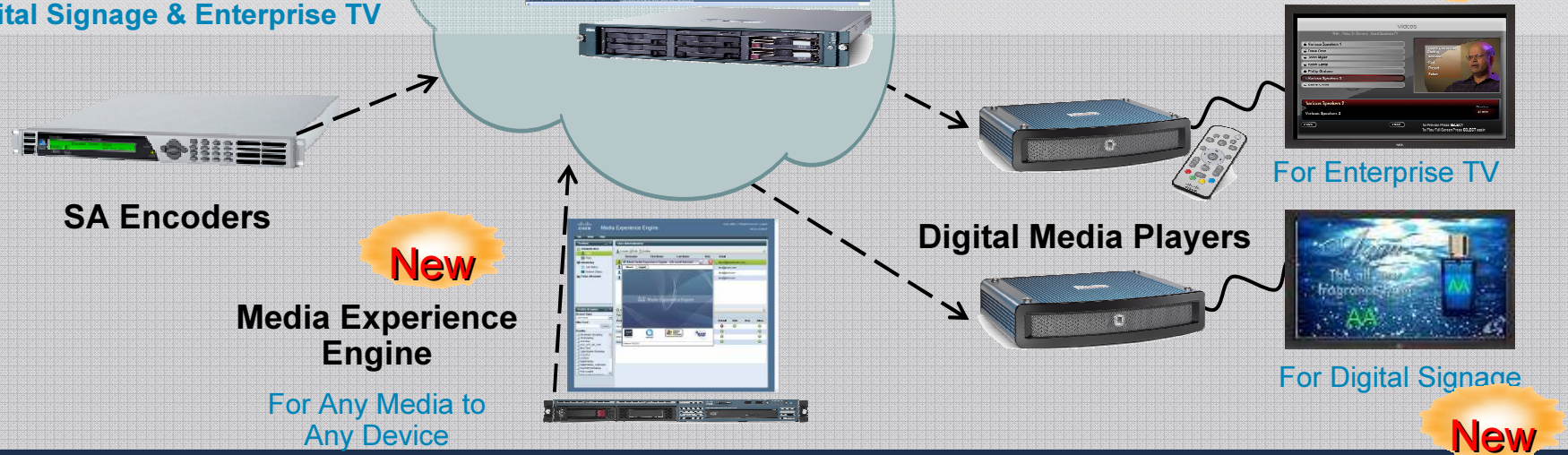
Mreža kao platforma

Cisco Digital Signage, Enterprise TV i Desktop Video komponente

For Desktop Video



For Digital Signage & Enterprise TV



Oblasti primene

Prodaja i marketing



1. Marketinški videi koji privlače pažnju gledaoca
2. Informacije o proizvodima
3. Lični/personalizovani sadržaj
4. Smanjenje očekivanog vremena prodaje

Korporativne komunikacije



1. Direktna komunikacija sa zaposlenima i korisnicima
2. Konzistentnost u korporativnim komunikacijama
3. Trenutna komunikacija lidera u kompanijama
4. Broadcast korporativnih događaja

Trening



- Isplativ trening za zaposlene
- Konzistentnost informacija kroz različite kanale komunikacije
- Korisnici dobijaju potpuniju informaciju
- Mogućnost pretrage potrebnog sadržaja

Obaveštavanje



1. Trenutno obaveštavanje i brzi odgovor
2. Directional signage
3. On-demand informacioni sadržaji
4. Bitna obaveštenja trenutno dostupna

Cisco Digital Signage Demo



Cisco Digital Signage: Pregled rešenja

Jednostavno rešenje za fleksibilni i centralizovani menadzment i publikovanje sadržaja preko IP mreže



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 Player-I

1. Publikovanje grafike, web materijala, tekstualnih tikera u definisanim zonama na monitoru
2. Podrška za SD i HD na čitavom ekranu ili po zonama
3. Templejti koji se mogu kastomizovati
4. *Remote management* digitalnih ekrana
5. Localna memorija, visoka dostupnost, automatski *failover*
6. Mali format
7. Mala potrošnja električne energije i velika dostupnost
8. Sigurnost

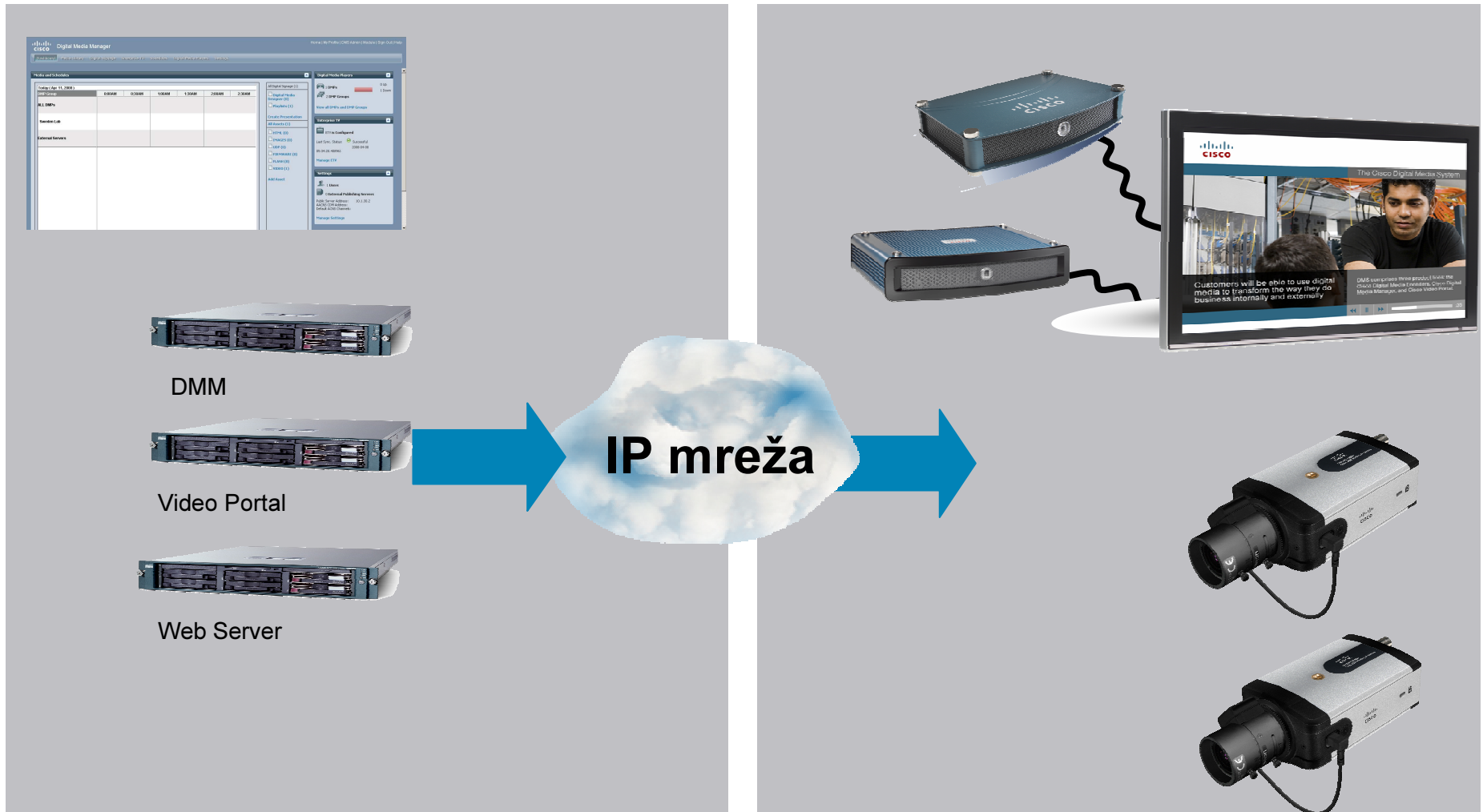


DMP4305G



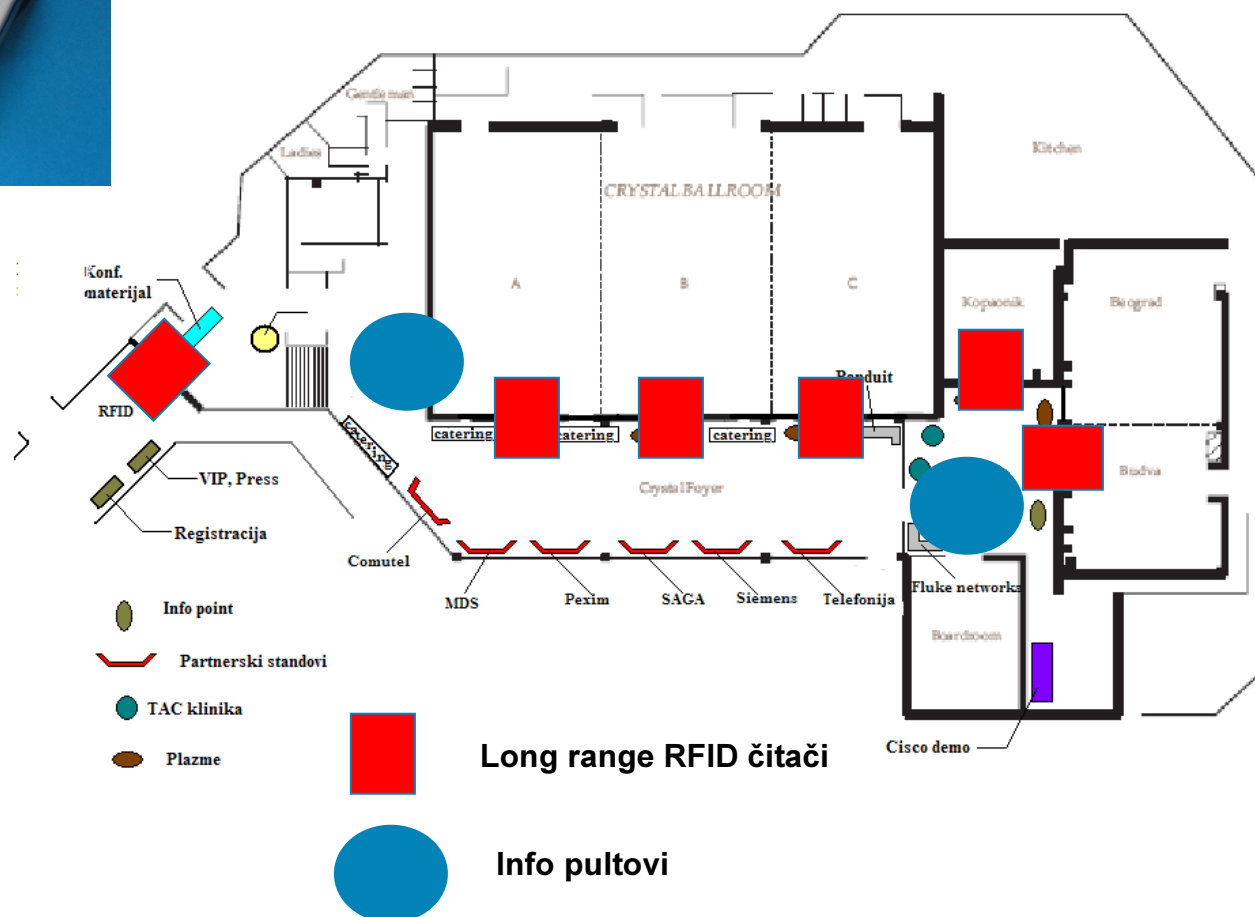
DMP4400G

Cisco Expo mreža

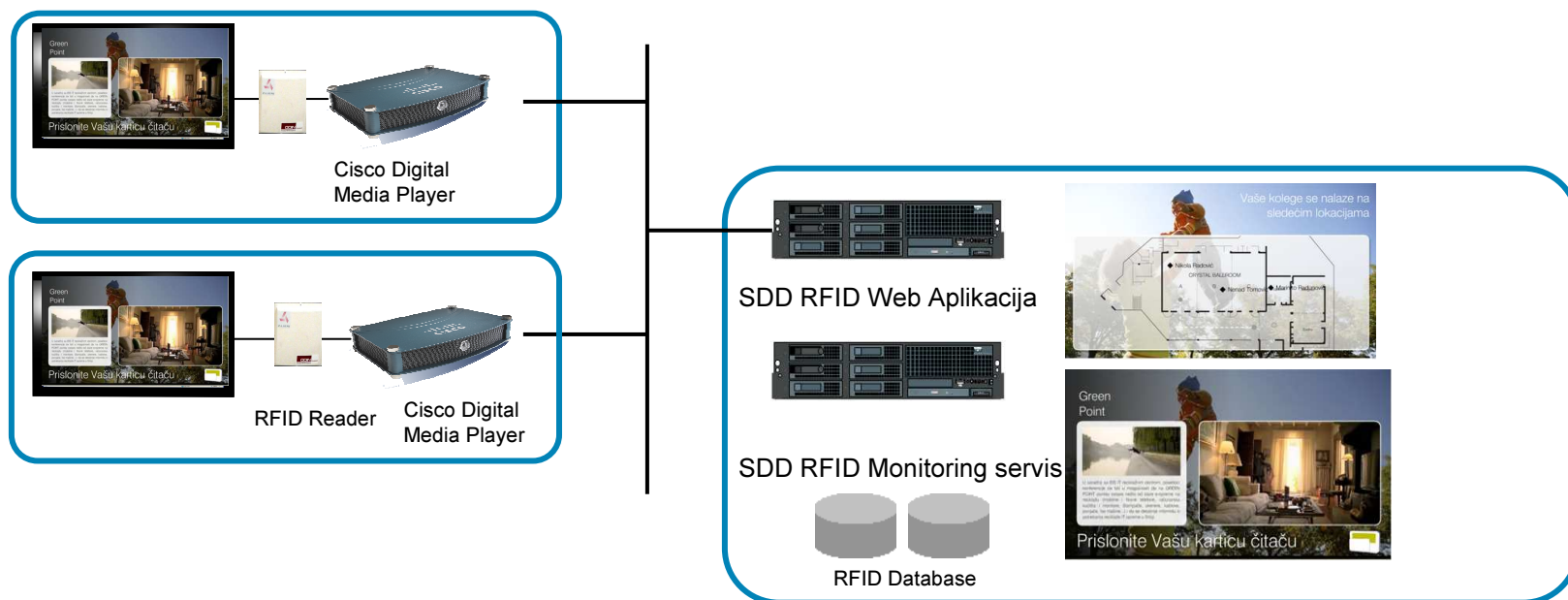


SDD ITG: DMS&RFID integracija

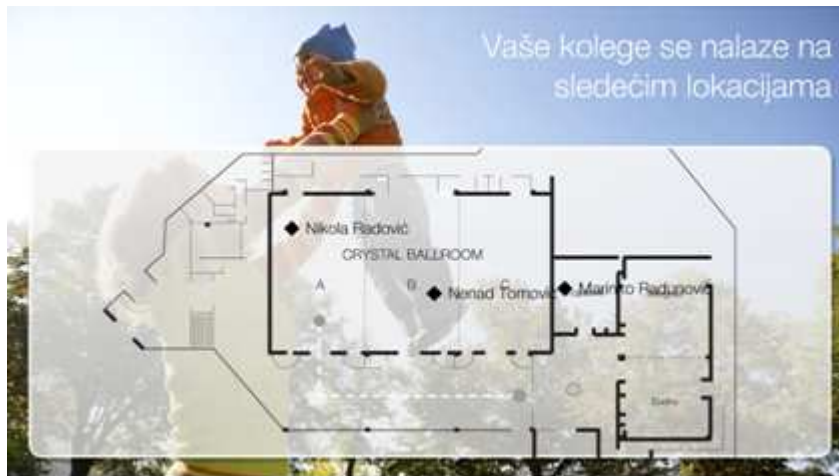
INFORMATION TECHNOLOGY GROUP



DMS/RFID implementacija



Personalizovani sadržaj na Info pultovima

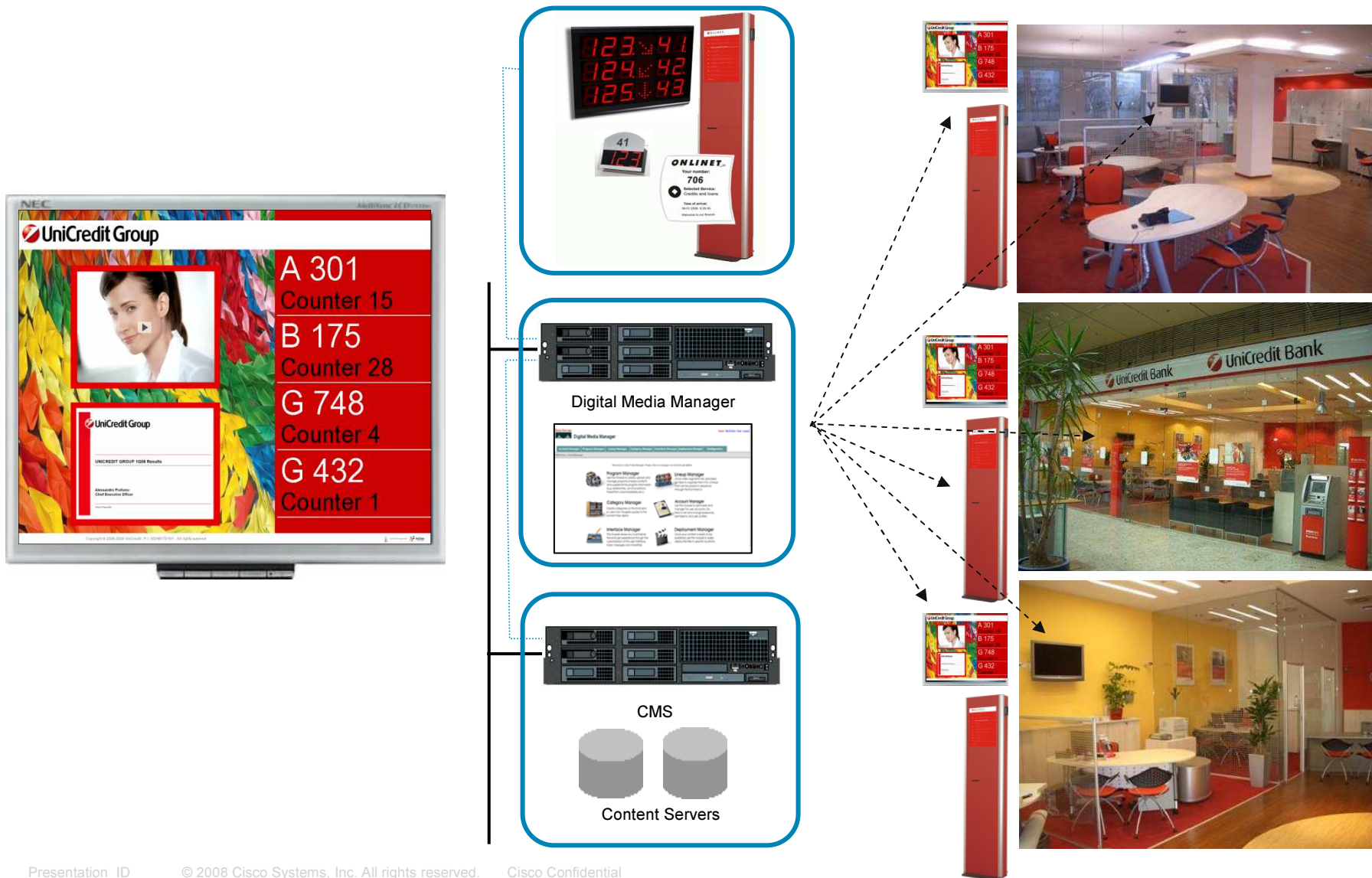


1. Flash animacija sa dinamičkim podacima:

- Sesije za koje su se gosti prijavili
- Animacija za upućivanje u salu za sledeće predavanje
- Trenutna lokacija kolega



ONLINET Queuing integracija



ONLINET Touch screen Integration

Shop window solution



DMS - DMM



Kiosk solution

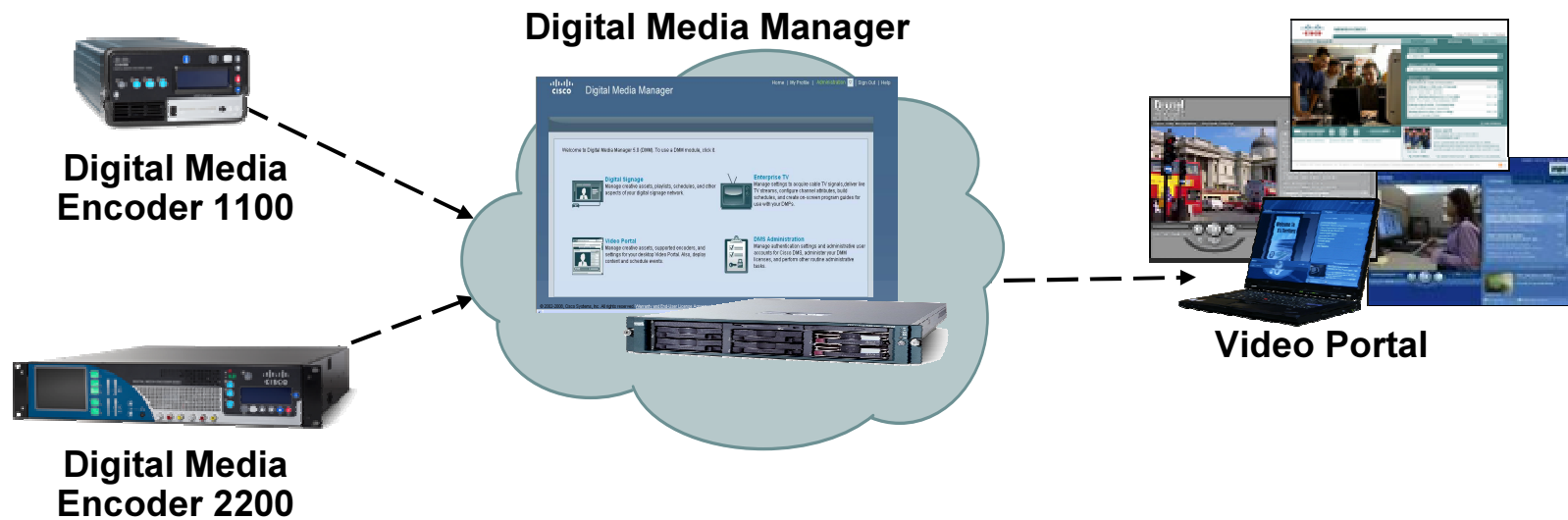


Cisco Desktop Video Demo



Cisco Desktop Video: Pregled rešenja

Omogućava kreaciju sadržaja, menadžment, i pristup direktnoj komunikaciji preko Web-a korisnicima: bilo gde, bilo kada



Cisco Desktop Video Portal

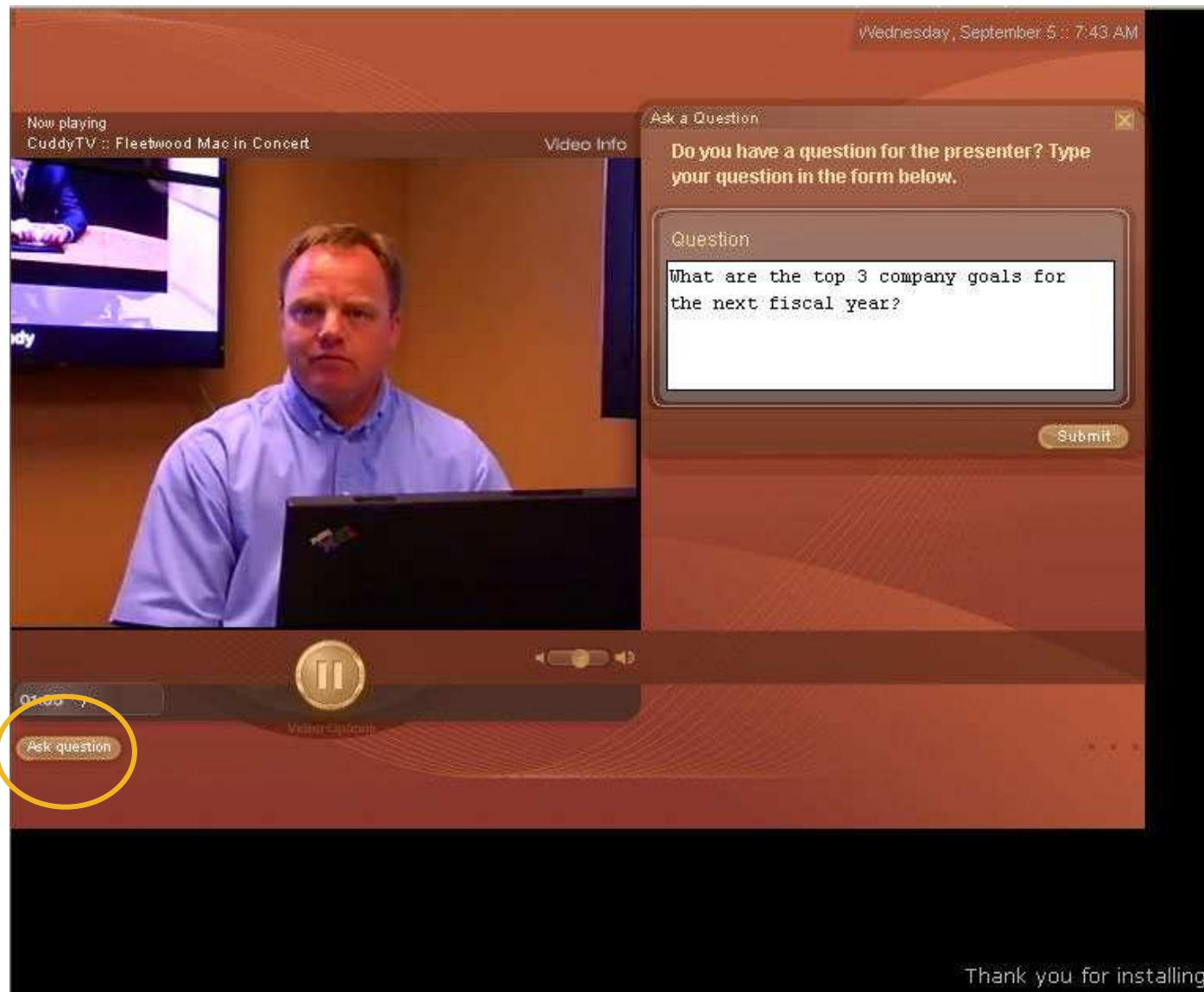
Browse, Search and Access Digital Media

1. Interfejs koji se može prilagoditi, program i pretraga
2. Personalizovane playlist-e
3. Kontrlni meni
Full screen, Fast Forward, Rewind
4. Sinhronizacija slajdova
5. Pitanja za vreme Live događaja
6. Autentifikacija kroz Active Directory/LDAP
7. Podrška za: Windows Media, Flash, H.264, QuickTime



Prilagodi intefejs tako da oslikava korporatvni brand!

Postavljanje pitanja



Cisco Desktop Video Portal Report-i

Izveštaji u realnom vremenu o efektivnosti i iskorišćenju sistema

1. Web sistem za izveštavanje
2. Izveštaji ko je šta gledao i kada
3. Uvid u trendove kroz sistem za izveštavanje
Real-time reports and traffic metrics
4. Bazira se na administrativnim pravima pristupa



Cisco Enterprise TV



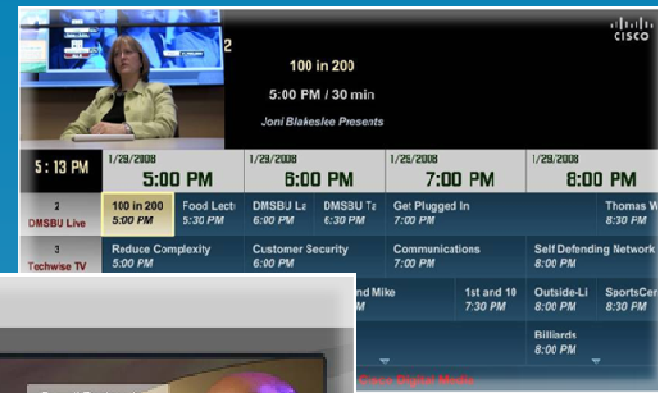
Cisco Enterprise TV: Pregled rešenja

Interaktivna aplikacija koja omogućuje organizacijama da obezbede on-demand video i broadcast live TV kanale preko IP mreže na digitalne ekrane

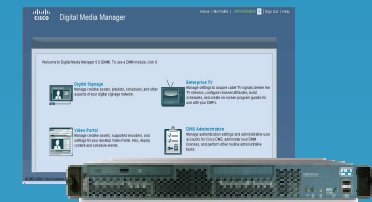


Enterprise TV koristi isti hardware kao i Digital Signage

Komponente Cisco Enterprise TV



Digital Media
Player



Digital Media
Manager

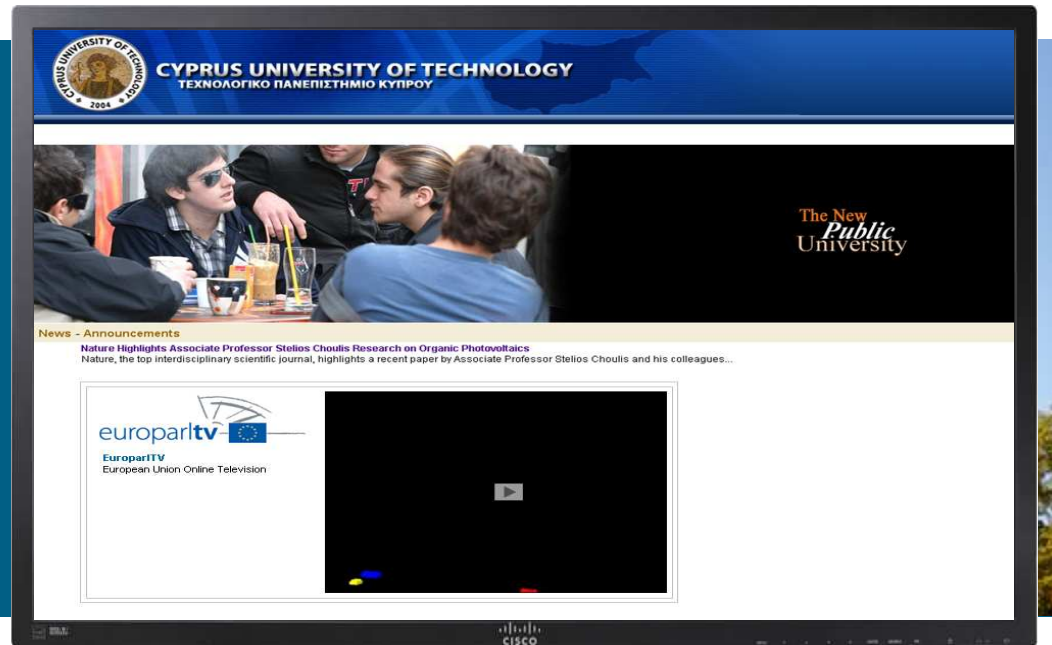
Mreža kao platforma



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Digital Media System

CYPRUS UNIVERSITY OF TECHNOLOGY

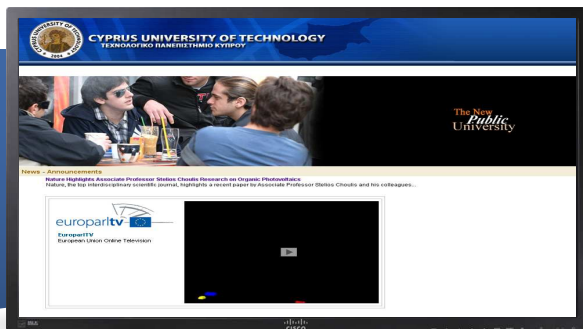


Thomas Philippart de Foy
Digital Media System
tphilipp@cisco.com

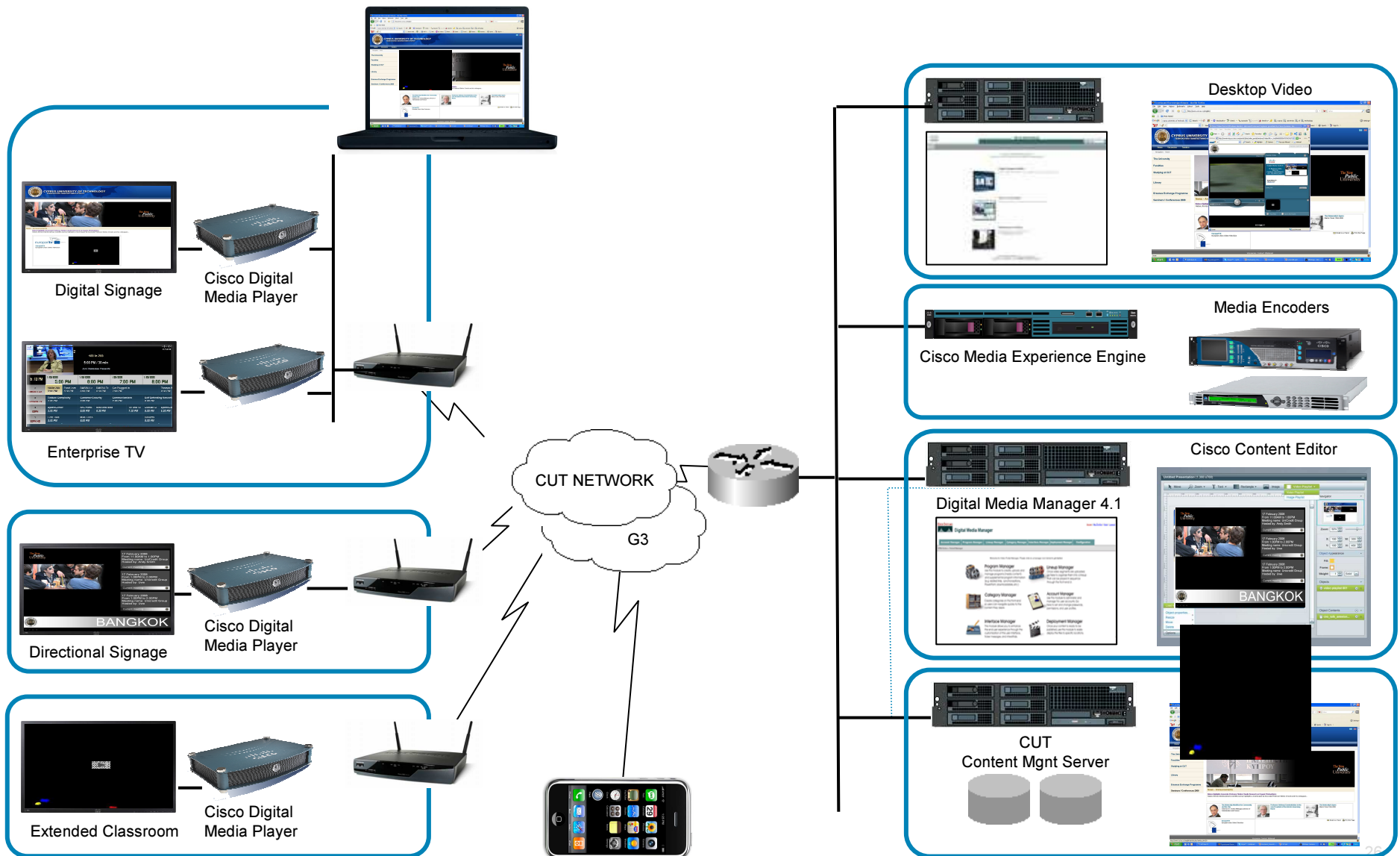
CYPRUS UNIVERSITY OF TECHNOLOGY

Vision: To become the first End-to-End video enabled university in Greece

1. **Desktop Video:**
Provide a VoD platform to 1000 students.
Enable the virtual classroom.
2. **Digital Signage:**
Deploy Directional Signage across the University Campus through 30 Displays.
Enable 30 Extended Classroom
3. **Enterprise TV:**
Provide access to Education Channels to students across the Campus



CUT End-to-End Digital Media System

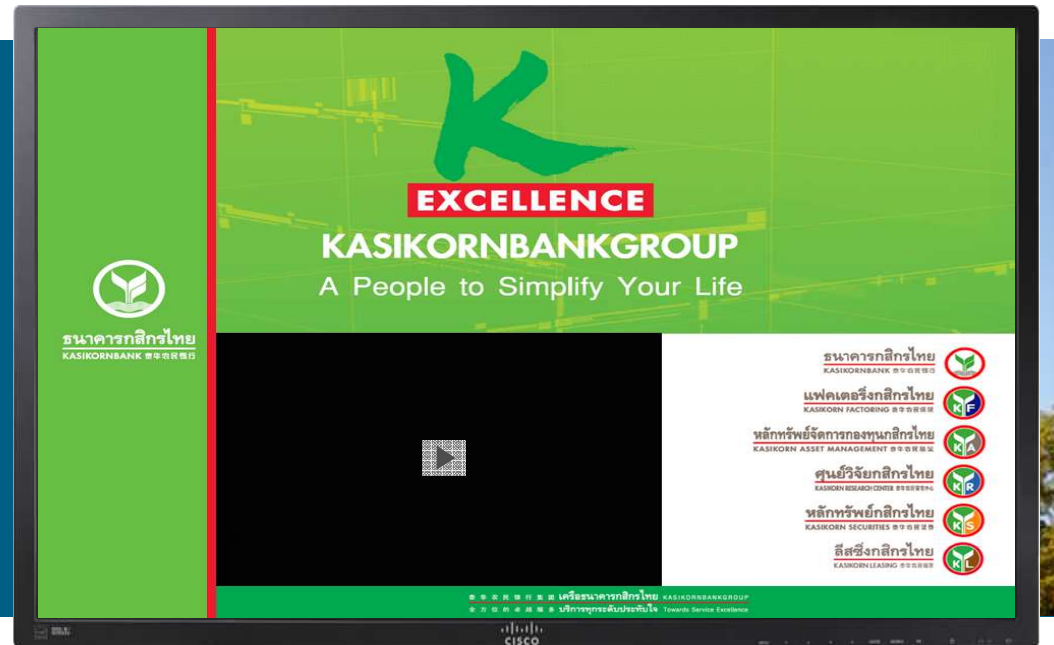




Cisco Expo
2008

Digital Media System

KASIKORNBANK
Thailand



Thomas Philippart de Foy

Digital Media System

tphilipp@cisco.com

KASIKORNBANK

Mission: Provide Digital Signage services in 1000 Branches

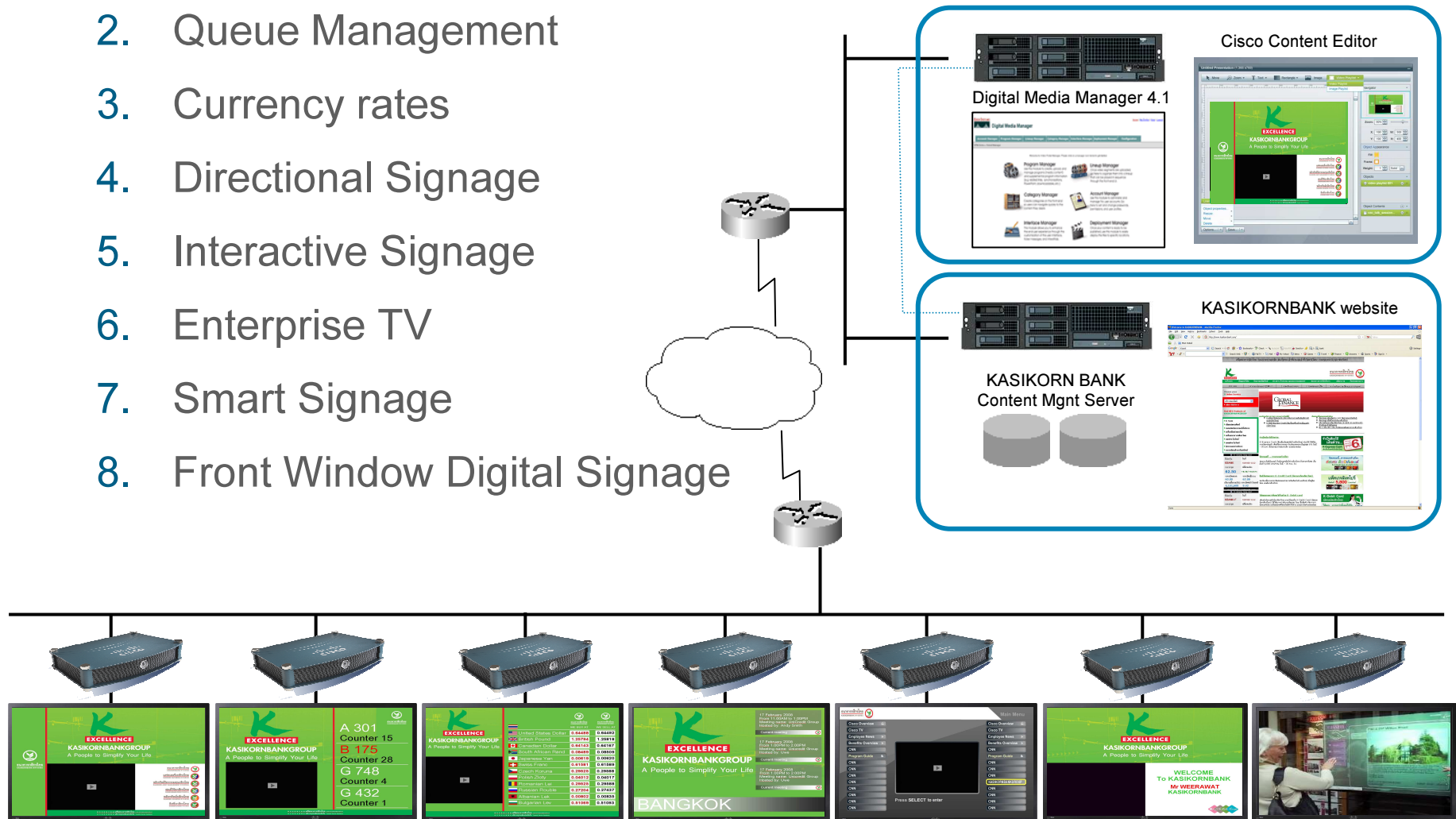
1. Deploy a single Digital Signage platform supporting Multiple Signage applications across 9000 Displays
 - ie. Queue Management, Currency Rates, Directional Signage, Promotional Signage, Interactive Signage, Smart Signage
1. Provide a Digital Signage solution in the Bangkok Headquarters for improved corporate communication



KASIKORNBANK

Largest Digital Signage Network in the World

1. Traditional Digital Signage
2. Queue Management
3. Currency rates
4. Directional Signage
5. Interactive Signage
6. Enterprise TV
7. Smart Signage
8. Front Window Digital Signage





Digital Signage

Meeting Room Manager

Queuing Integration

Currency Rates

4. Smart Signage
5. Enterprise TV
6. IP convergence
7. Media Experience
8. Touchscreen



Queuing Integration





EXCELLENCE

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A People to Simplify Your Life



ธนาคารกสิกรไทย
KASIKORNBANK 泰华农民银行

A 301

Counter 15

B 175

Counter 28

G 748

Counter 4

G 432

Counter 1

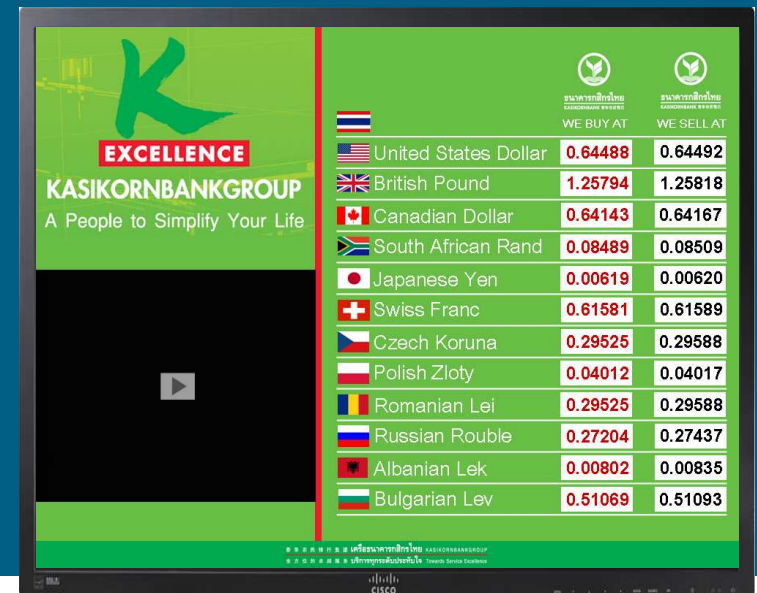
Digital Signage

Meeting Room Manager

Queuing Integration

Currency Rates

4. Smart Signage
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Currency Rates

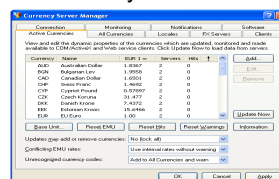


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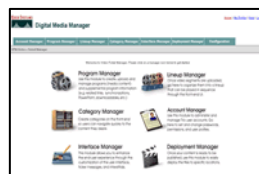
	WE BUY AT	WE SELL AT
United States Dollar	0.64488	0.64492
British Pound	1.25794	1.25818
Canadian Dollar	0.64143	0.64167
South African Rand	0.08489	0.08509
Japanese Yen	0.00619	0.00620
Swiss Franc	0.61581	0.61589
Czech Koruna	0.29525	0.29588
Polish Zloty	0.04012	0.04017
Romanian Lei	0.29525	0.29588
Russian Rouble	0.27204	0.27437
Albanian Lek	0.00802	0.00835
Bulgarian Lev	0.51069	0.51093



Currency LIVE Server



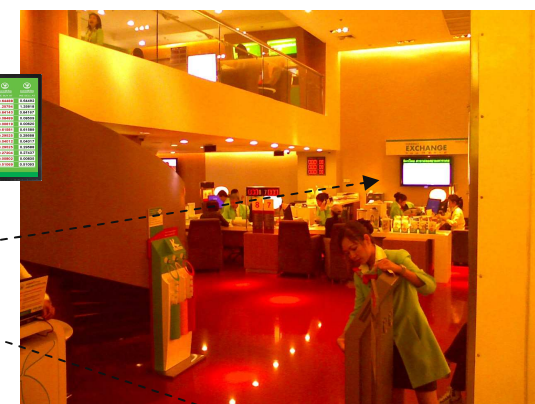
Digital Media Manager



CMS



Content Servers





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KASIKORNBANK 泰华农民银行

WE BUY AT



ธนาคารกสิกรไทย
KASIKORNBANK 泰华农民银行

WE SELL AT



United States Dollar

British Pound

Canadian Dollar

South African Rand

Japanese Yen

Swiss Franc

Czech Koruna

Polish Zloty

Romanian Lei

Russian Rouble

Albanian Lek

Bulgarian Lev

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