



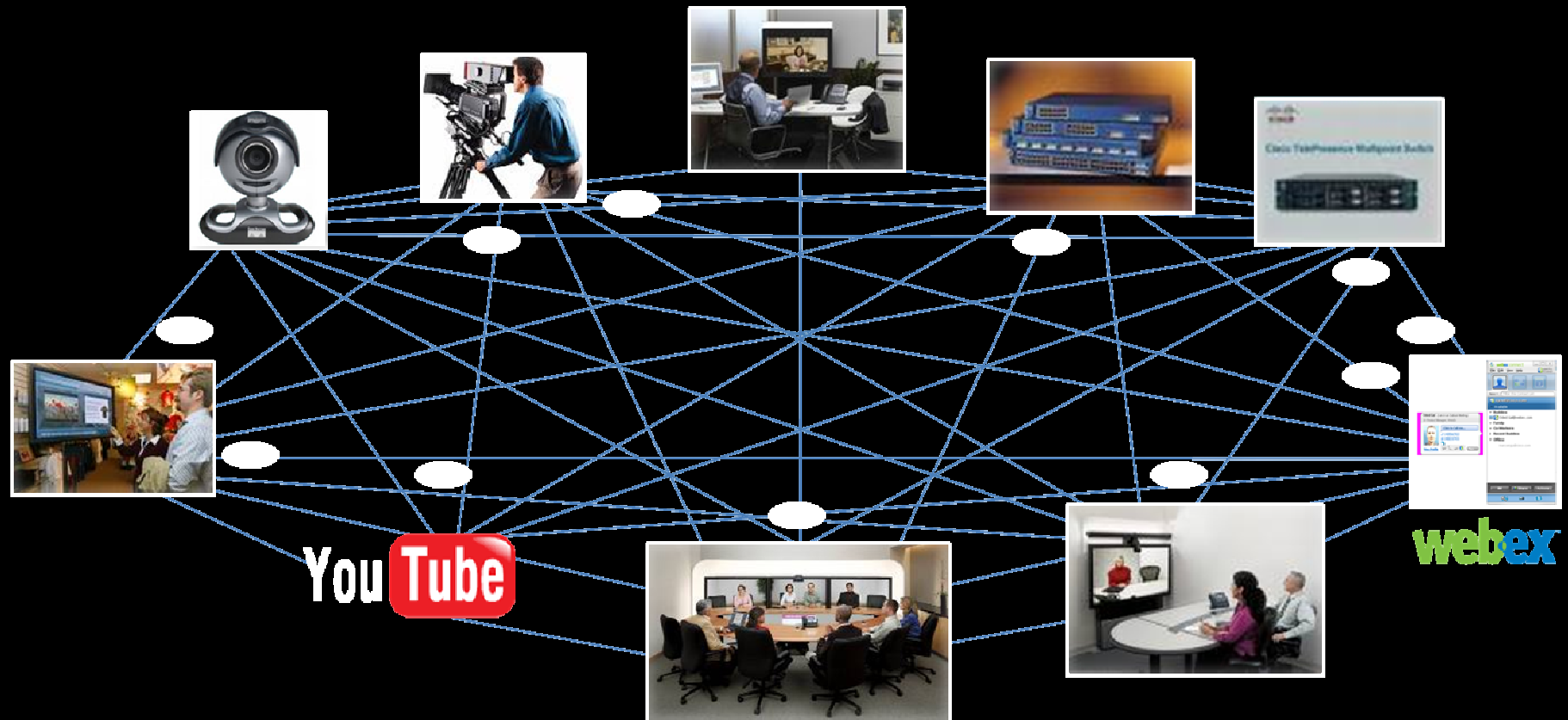
Digital Media System



Višnja Milovanović, Systems Engineer
vmilovan@cisco.com

The World is Changing

Preparing, leading, and supporting our customers



Any Media, Anywhere, Any Device

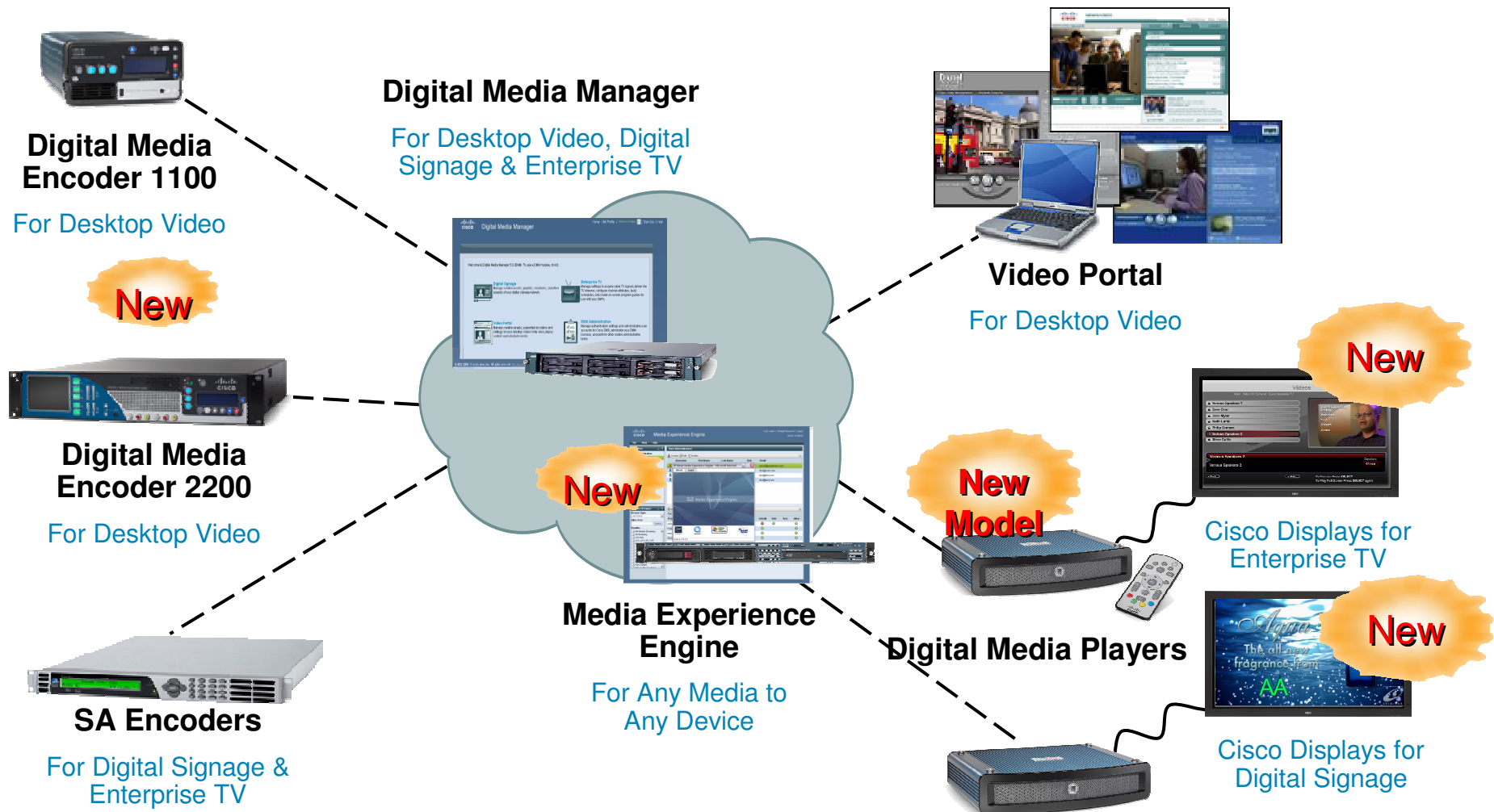
Value Proposition



Media Ready Network



DMS: Extensive Product Portfolio!



Business Driver Applications

Sales and Marketing



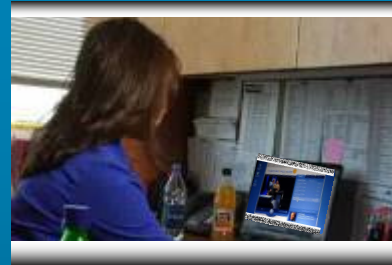
- Promote, cross-sell/up-sell
- Marketing videos that grab viewer attention
- Compelling product and service information
- Provide a human face on content
- Reduce perceived wait time

Corporate Communications



- Direct line of communications to employees or customers
- Global corporate messaging consistency
- Immediate executive communications
- Live broadcast of company events

Training



- 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

Information Sharing



- Instant communications for rapid response
- Directional signage (way-finding)
- Informational videos available on-demand
- Breaking news relevant to employees/Emergency communications

Cisco Digital Signage



Cisco Digital Signage: Overview

A comprehensive solution for flexible and centralized management and publishing of digital media to networked, on-premise digital signage displays



Cisco Digital Media Manager for Digital Signage

Centralized Digital Media Management and Publishing

- Web-based media management and publishing
- Granular access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate
 - Sales and Marketing – create playlists, scheduling and daypart
 - Content creators/designers – manage assets, design screen layout and zones
 - IT admins – can configure, remotely manage, group and run reports on DMPs
 - Control physical properties of the display via connected DMP
- Integrates with Cisco ACNS and WAAS for optimized WAN delivery



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

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.

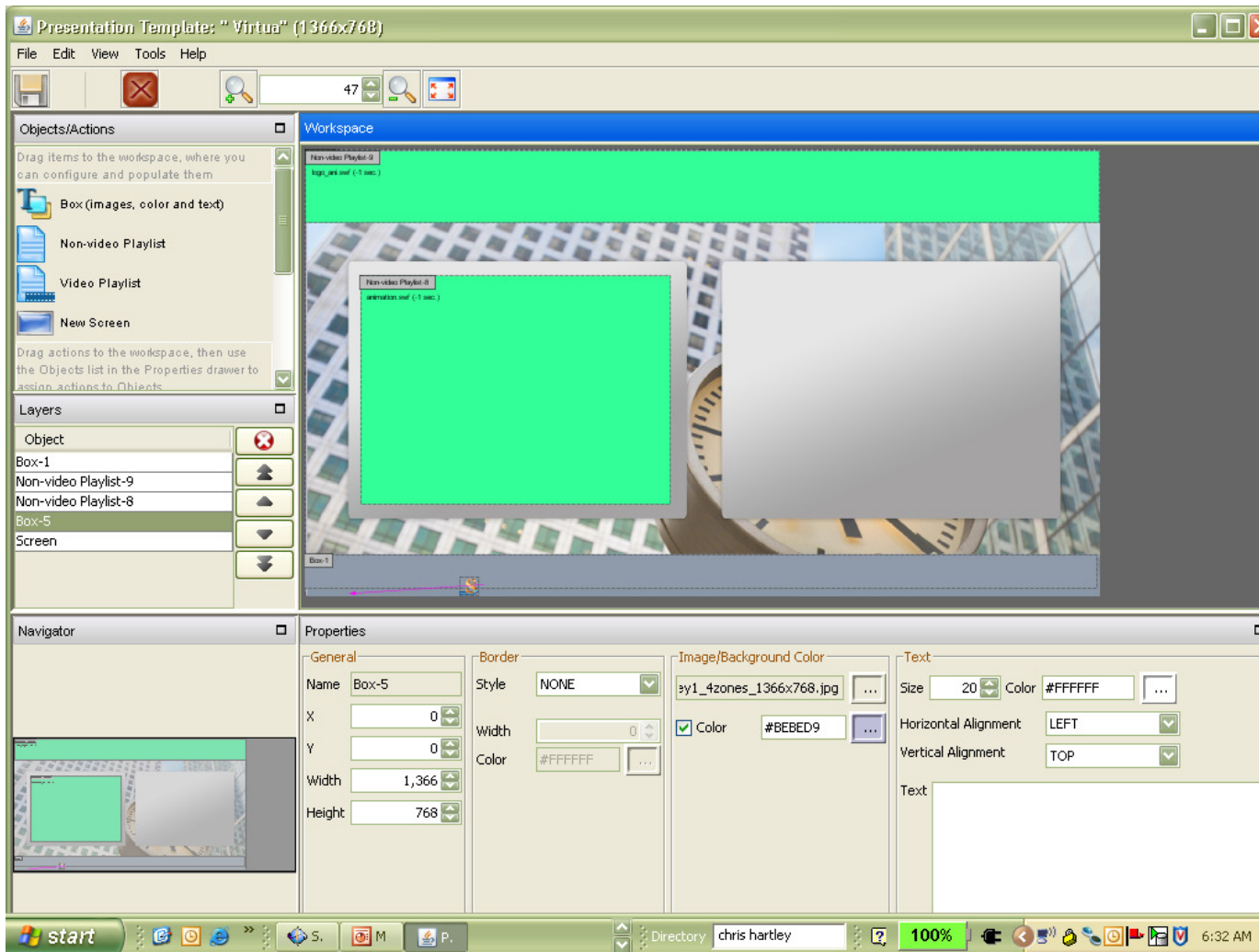
If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup options, and then select safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

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

DMM: Designer for Digital Signage



Digital Media Designer Workflow

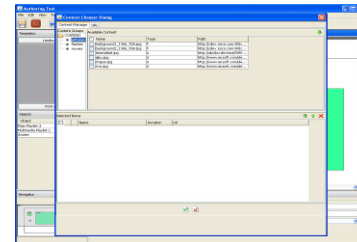
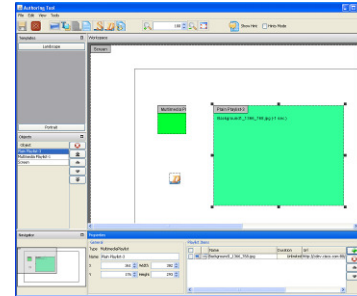
Step 1: Drag objects to be placed onto a screen canvas.

Step 2: Define object as video, text, ticker, or animation, etc.

Step 3: Apply styles, background images, colors, etc.

Step 4: Define files that will play in each area (individual files or playlists).

Step 5: Publish.



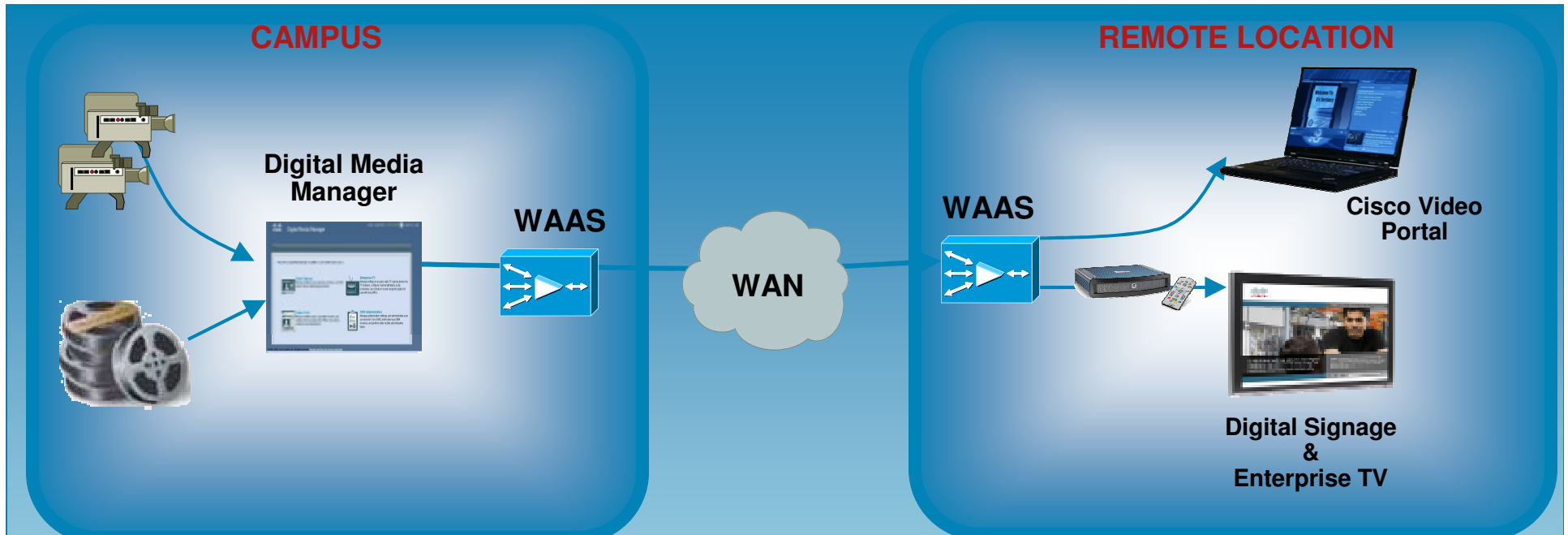
The DMS-CD Advantage

- DMS-CD is a framework, bringing intelligence and bandwidth optimization for content distribution to DMP flash and external USB drive

- Time-based download of playlists/presentations through the scheduler
- Multiple playlists/presentations downloaded
- Support for Flash and USB external drive
- System-wide bandwidth limitation for each DMP download
- Differential download: no re-download of existing valid content, but changes only
- No duplicate download of content
- Detailed reporting of success/failure of downloads

DMS 5.1 – DMS + CIFS/WAAS

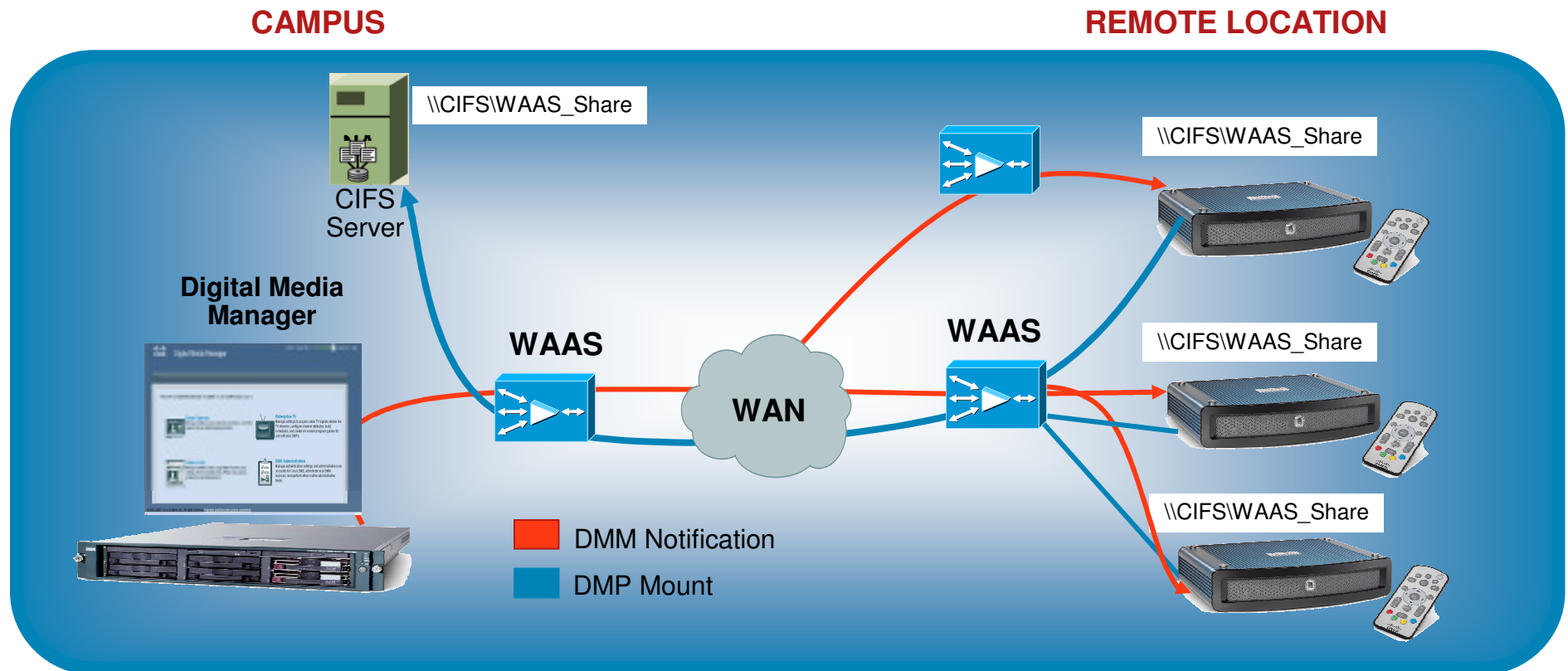
- WAAS - optimize business applications + global video/media delivery
- Desktop video – Supported with WAAS 4.1
- Signage – With DMS 5.1
 - One CIFS mount only – all or no DMPs



Cisco WAAS + Digital Media System =
Expanded Reach of Digital Media Deployments

Optimized Digital Media Delivery with WAAS

- The DMM will notify the DMPs to mount to the CIFS share
- **All DMPs will be mounted.** It is all or nothing for this version. No single or group DMP mounting.



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



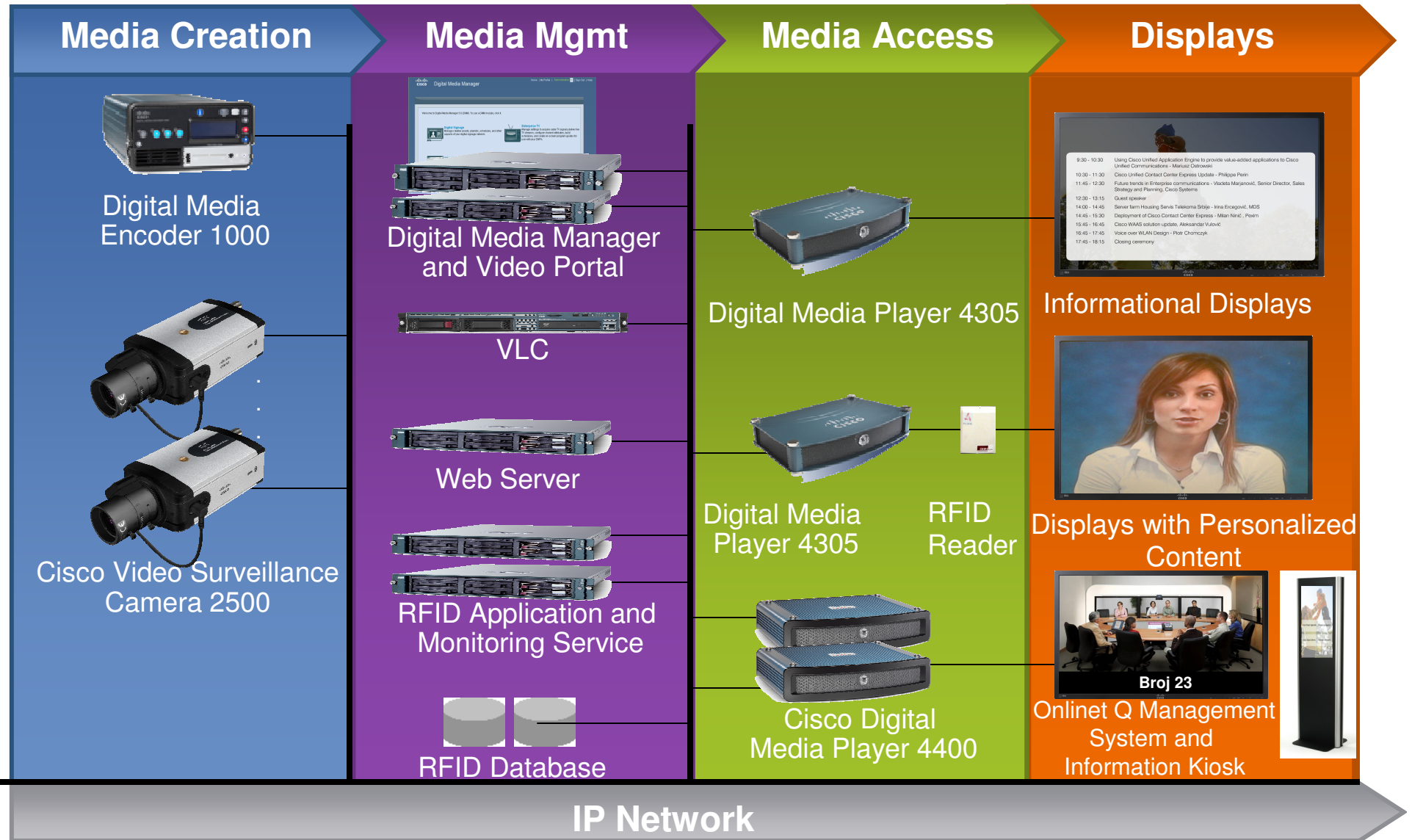
Phase 4:

“Smart” Signage

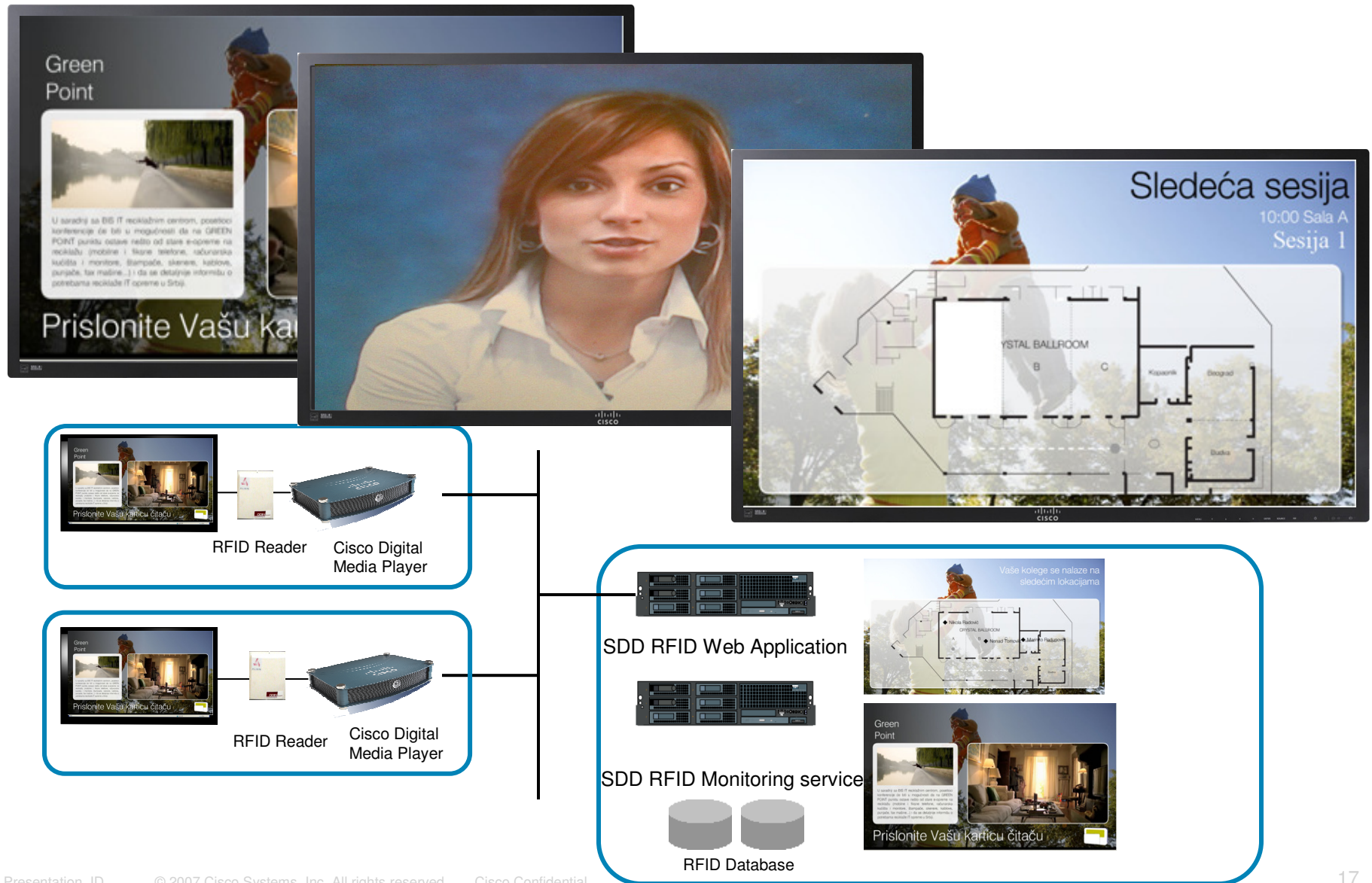


Digital Signage Market

Digital Media System on Cisco Expo in Serbia



Personalized content and integration with RFID – SDD ITG



Onlinet Touch Screen Integration



Shop window solution



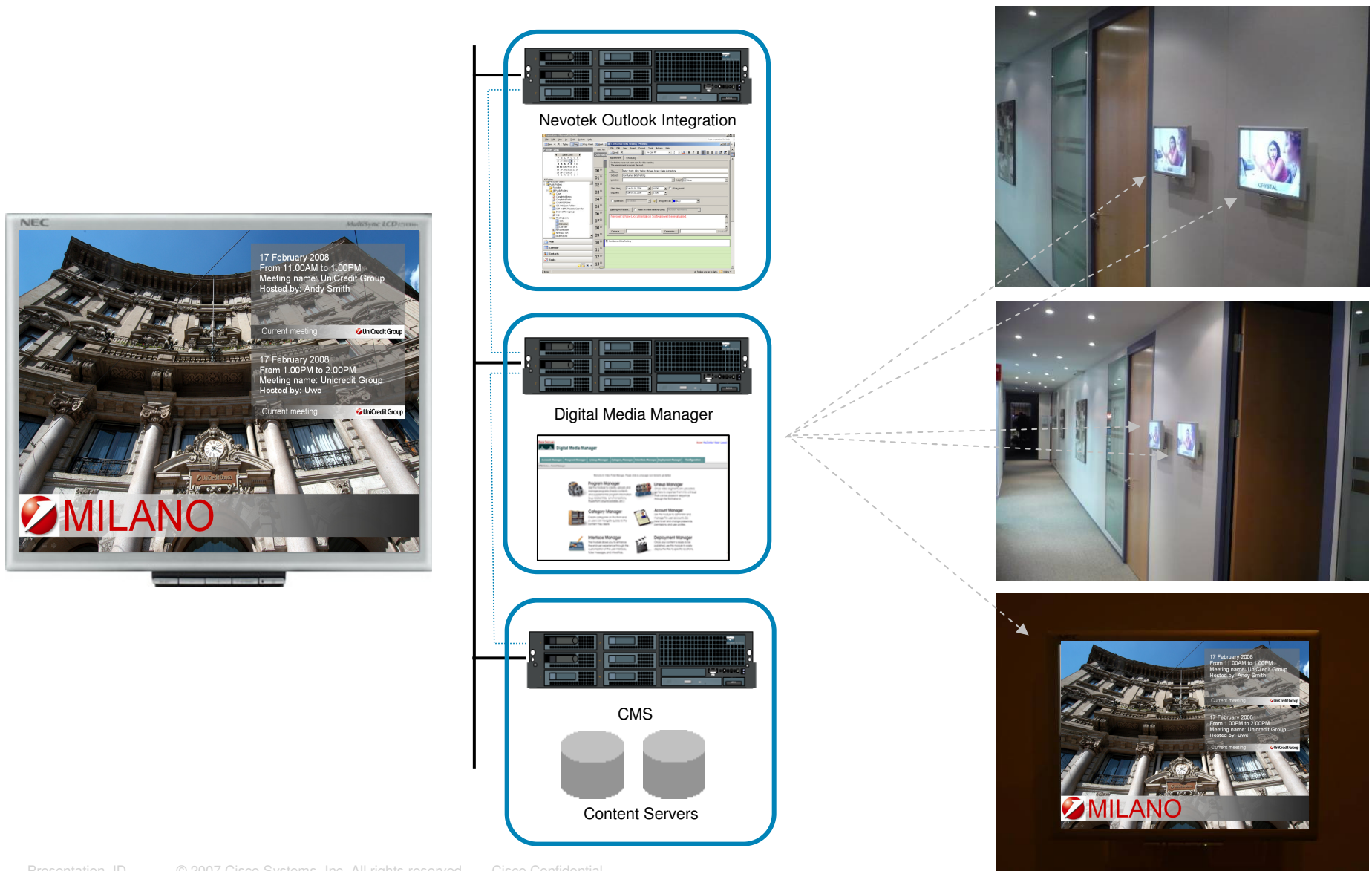
DMS - DMM



Kiosk solution



Converging Technologies





UNICREDIT GROUP 1Q08 Results

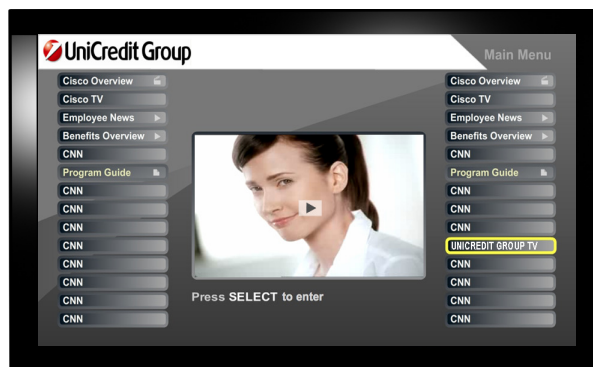
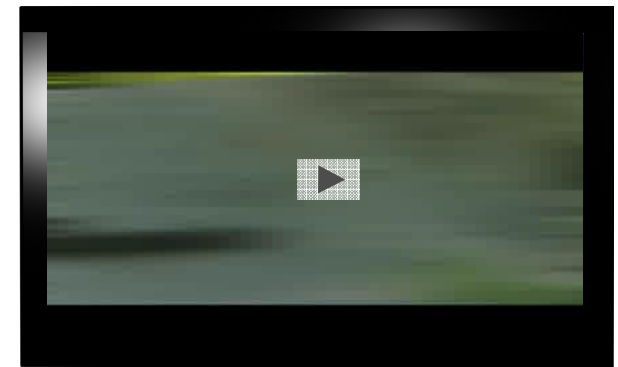
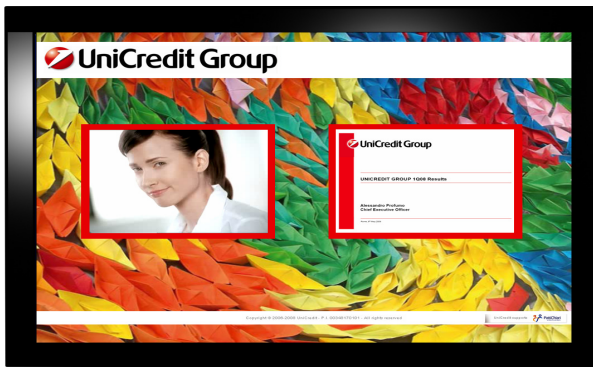
Alessandro Profumo
Chief Executive Officer

Rome, 6th May 2008

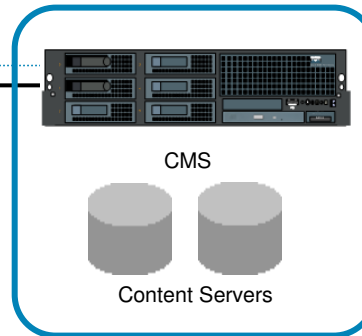
	€ Buying	€ Selling
United States Dollar	0.64488	0.64492
British Pound	1.25794	1.25818
Canadian Dollar	0.64143	0.64167
South African Rand	0.08489	0.08509
Japanese Yen	0.00619	0.00620
Swiss Franc	0.61581	0.61589
Czech Koruna	0.29525	0.29588
Polish Zloty	0.04012	0.04017
Romanian Lei	0.29525	0.29588
Russian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

Currency rates provided by OANDA.COM

Manage Content Display from the IP Phone



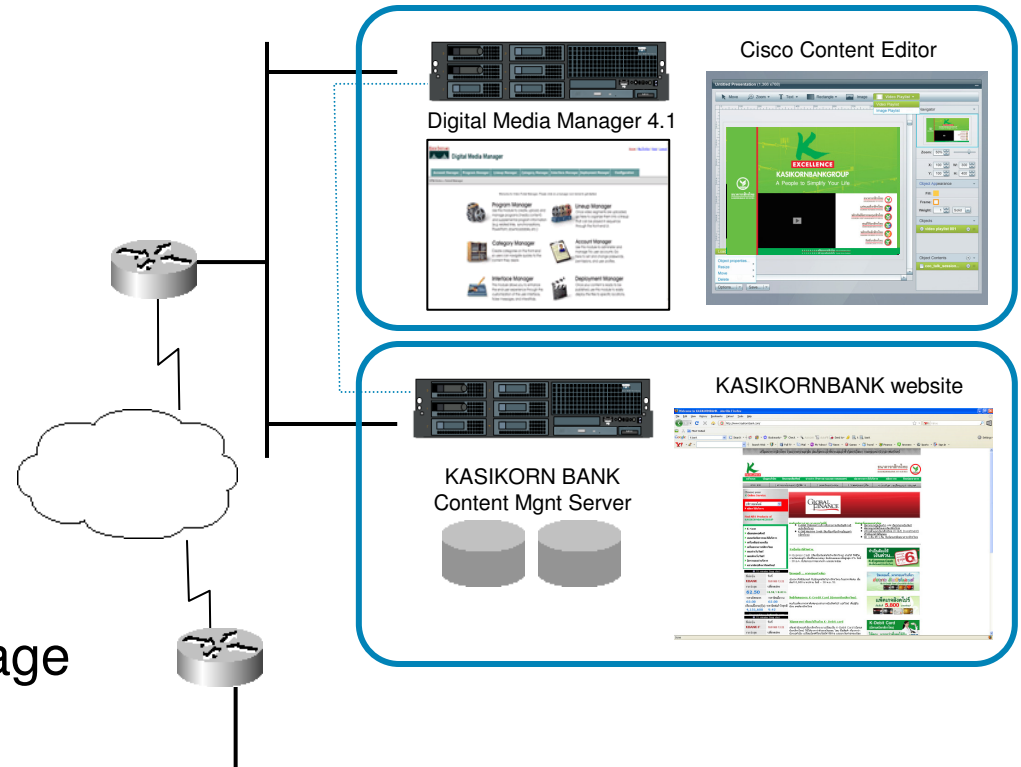
Queuing Integration



KASIKORNBANK

Largest Digital Signage Network in the World

- Traditional Digital Signage
- Queue Management
- Currency rates
- Directional Signage
- Interactive Signage
- Enterprise TV
- Smart Signage
- Front Window Digital Signage

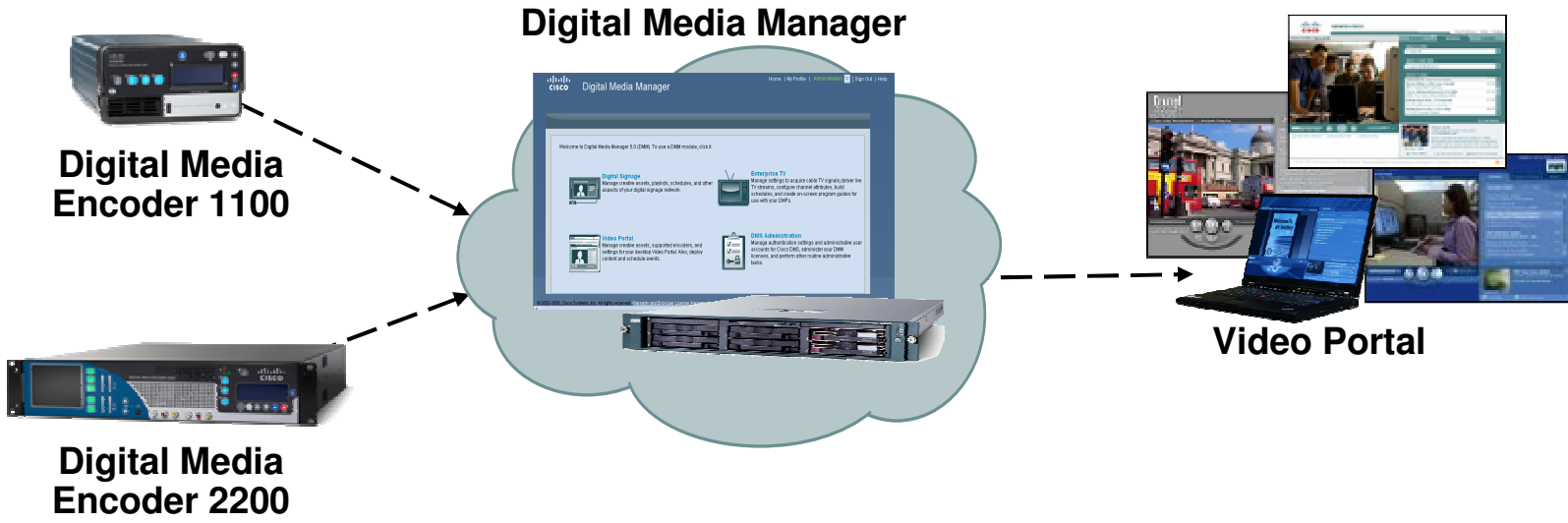


Cisco Desktop Video



Cisco Desktop Video: Overview

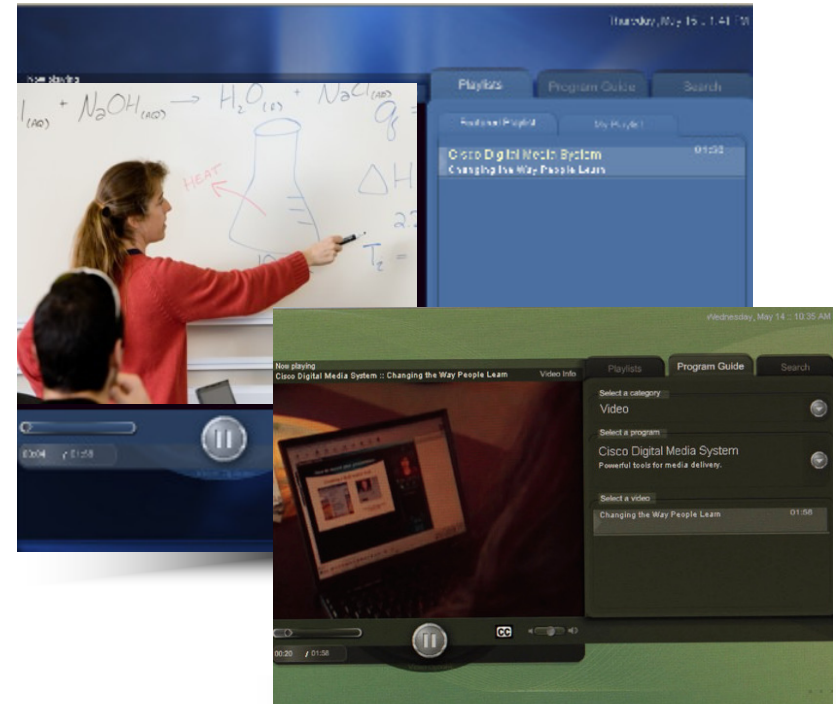
Enables digital media creation, management, and access for relevant, direct communications over the Web to users—anywhere, anytime



Cisco Desktop Video Portal

Browse, Search and Access Digital Media

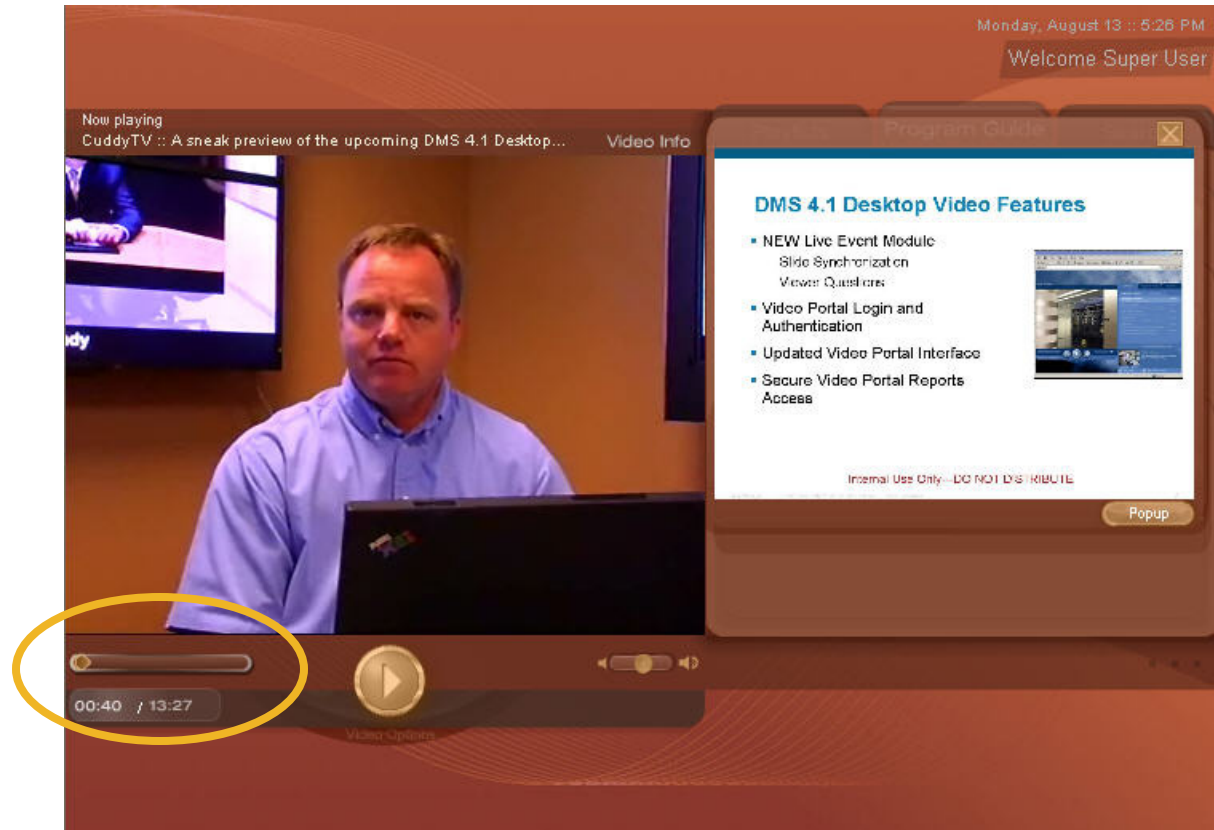
- Customizable interface, program guide and search
- Personalized and featured playlists
- Advanced player controls
 - Full screen, Fast Forward, Rewind
- View synchronized slides
- Submit questions during live events
- User restricted content access based on Active Directory/LDAP
- Supports major formats: Windows Media, Flash, H.264, QuickTime



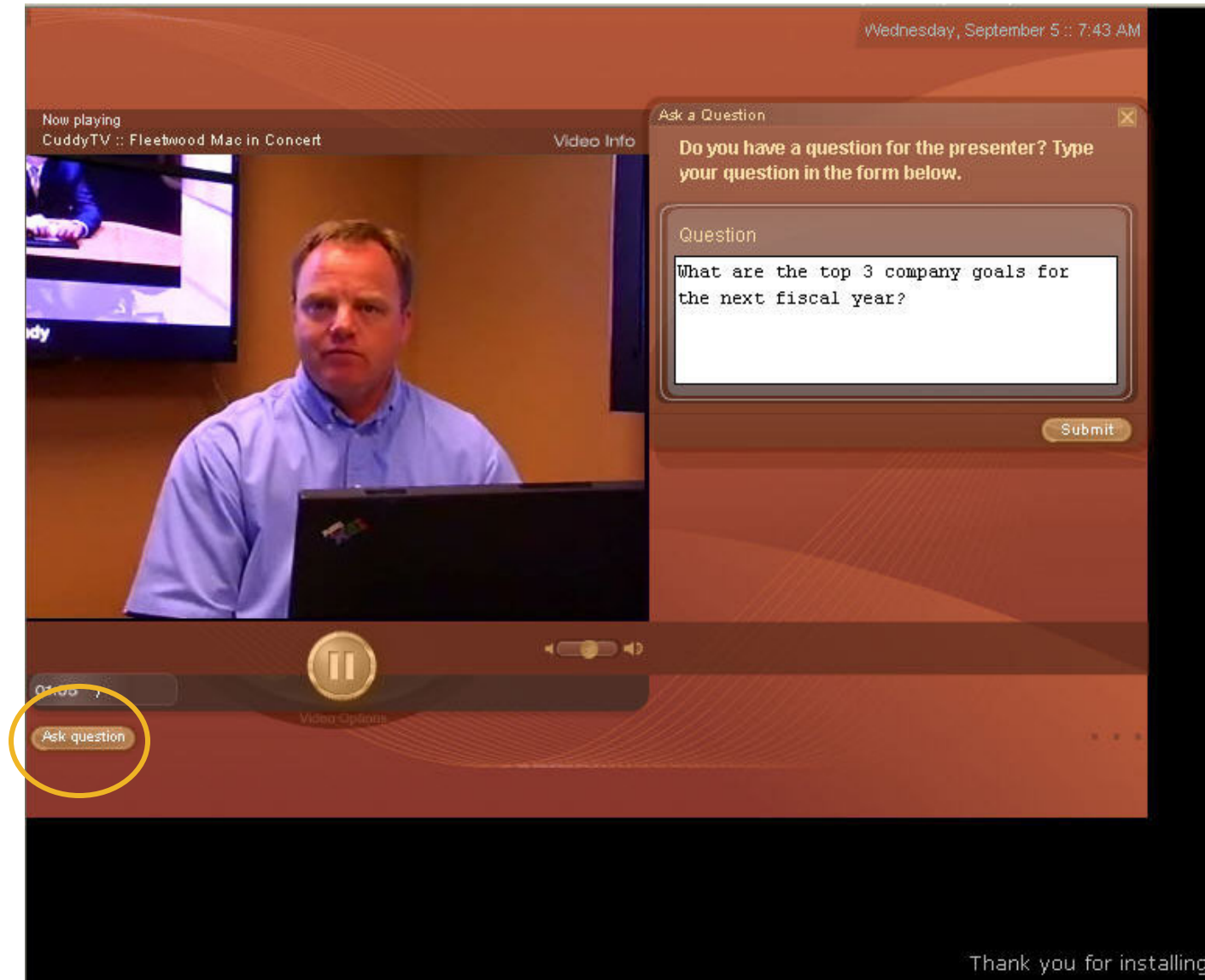
Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager

VOD Playback Controls

- Added the ability to move forward and backward within a VOD for all supported formats
- Slider interface for visual or time-based selection



Viewer Submits a Question



Cisco Desktop Video Portal Reports

Real-Time Reporting to Measure Content Effectiveness

- Web-based reporting system
- Reporting on who watched what, when, and how often
- Easily see content viewing trends and click-throughs in the Cisco Video Portal
 - Real-time reports and traffic metrics
- Based on administrative rights



Cisco Enterprise TV



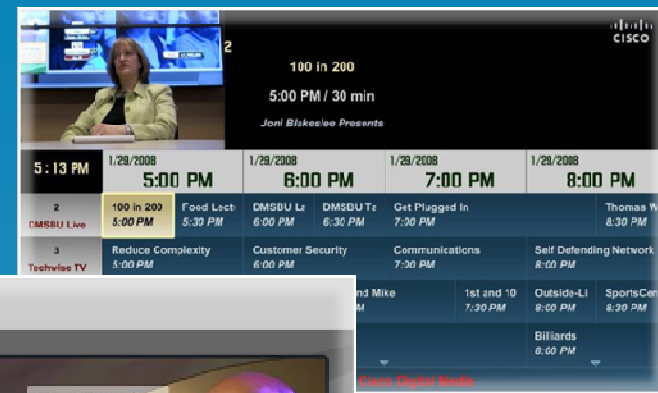
Cisco Enterprise TV: Overview

An interactive application enabling organizations to deliver on-demand video and broadcast live TV channels over an IP network to digital displays



Enterprise TV leverages the same hardware platform as Digital Signage

Components of Cisco Enterprise TV



Digital Media Player



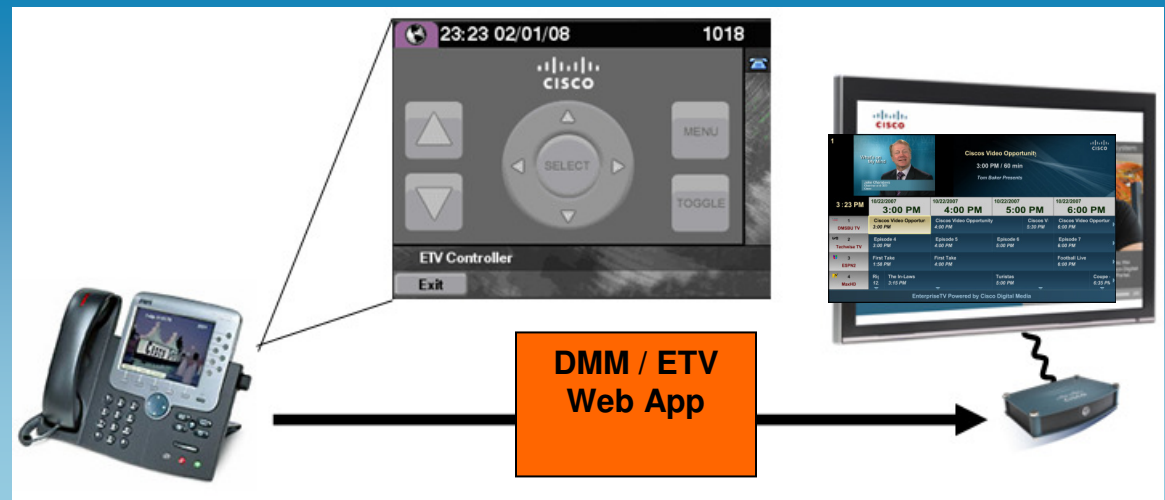
Digital Media Manager

Network as the Platform

DMS 5.1: ETV IP Phone Control

- Ability to control/interact with ETV application through IP phone
- The diagram below illustrates the architecture/flow

- Digital Media Manager
- Digital Media Player
- Cisco CallManager or CUCM
- Cisco IP Phone 7970



Enterprise TV Control through Cisco IP Phone

- Cisco 796X and 797X Phones can support ETV Remote service

- Change channel

- Navigate ETV Menu

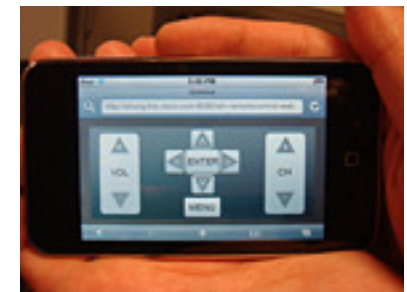
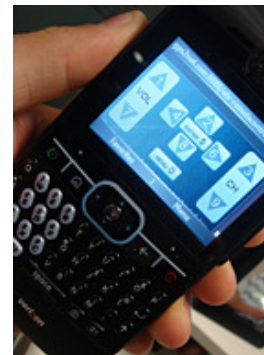
- Adjust volume

- Web service for Mobile Phone

- Mobile Phone browser access to ETV remote controls

- iPhone, Motorola Phones supported

- Use optional DMP ID to time out access with remote phones



DMS 5.1: ETV Local Playback

- Allows the users to store the videos locally (VoDs) on the flash memory or the USB attached to the DMP
- Save WAN bandwidth when using ETV's VoD
 - Customers with low WAN bandwidth and without WAAS, or ACNS, will like to use this feature
- Deploy content to the internal memory (or USB drive) in order to be used as VoD for ETV using DMS-CD

The screenshot displays the Cisco Digital Media Manager (DMM) interface, specifically the 'Video on Demand' section. The interface is divided into three main panels:

- Left Panel (TV Channels):** A table with columns: Channel Number, Channel Name, Description, Multicast Address Port, Call Letters for Channel, and Reassign to Channel. The table contains one row with Channel Number 1, Channel Name Test-1, Description Test1, Multicast Address Port 239.1.1.1:4000, and Call Letters for Channel None.
- Middle Panel (Video on Demand):** A list of video items under the 'ForLocalPlayback' category. The table has columns: Title, Description, Duration, and Source. It contains one row with Title 'Hollywood-Juanserver', Description 'visusainetworking_DMM', Duration '5 min', and Source 'Url'.
- Right Panel (Skin Customization):** A 'Choose a Skin' dialog with options for Blue, Green, Gray, Red, Black, and Navy_Blue. Below the skin options, there are checkboxes for 'Features to Include in the Enterprise TV Main Menu':
 - Electronic Program Guide
 - Video on Demand
 - Live TV ChannelsThere is also an 'Upload a Custom Logo' option.

DMS 5.1: RS232 Built-in support for Cisco LCD

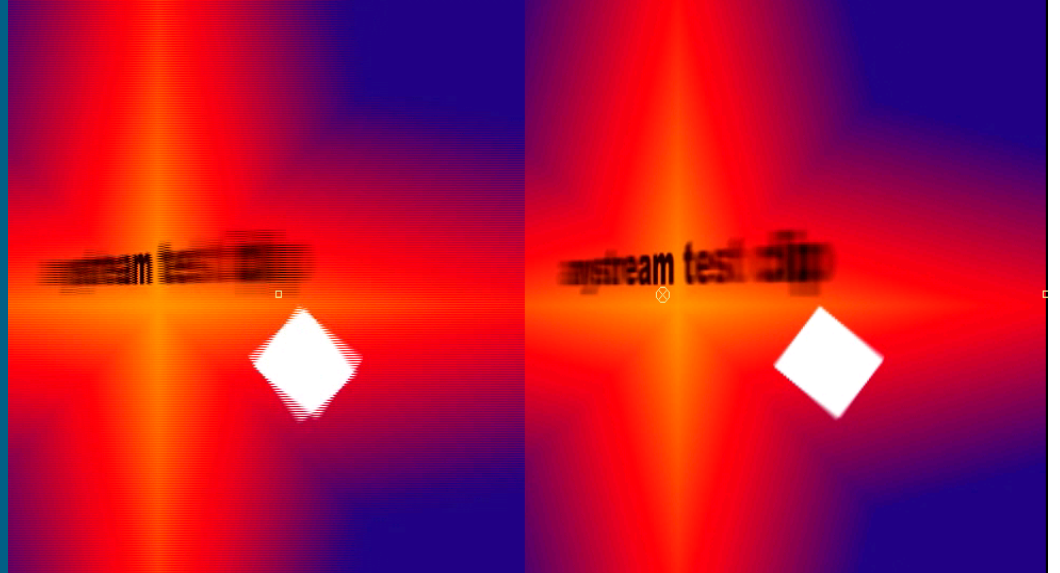
- Cisco Professional Series LCD were recently added to the DMS product family
- Version 5.1 of the Digital Signage Module has built-in support for both screen models

The screenshot shows the 'LCD Control' interface. A 'Tv Type' dropdown menu is open, displaying a list of device models: CISCO_40N, CISCO_52S, DMTECH, NEC_3210, NEC_4010, NEC_4610, and NEC_5710. A red circle highlights the dropdown menu, and a red arrow points from it to a table below. The table displays a list of displays with columns for Status, Name, IP, Version, Description, Internal Storage MB. (Total/Free), External Storage MB. (Total/Free), and WAAS Status.

Status	Name...	IP	Version	Description	Internal Storage MB. (Total/Free)	External Storage MB. (Total/Free)	WAAS Status
✓	00:0f:44:00:00:02	144.254.53.82	5.1-RC4	registered	2849.0/2700.0	0.0/0.0	Mounted



Media Experience Engine



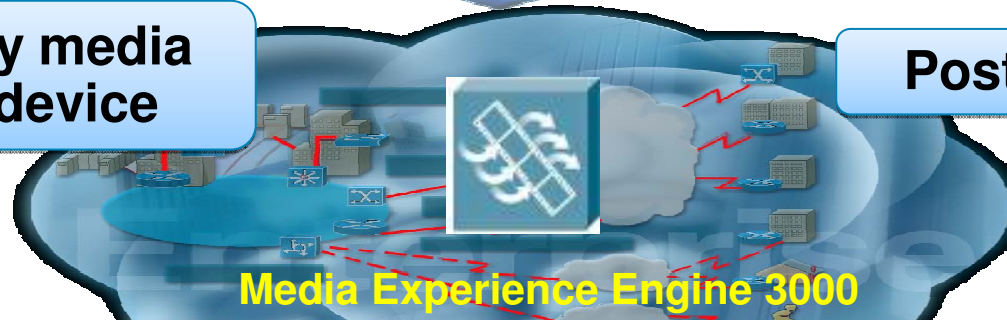
Cisco Media Experience Engine 3000 New

Enabling Any to Any Media Transformation in the Network

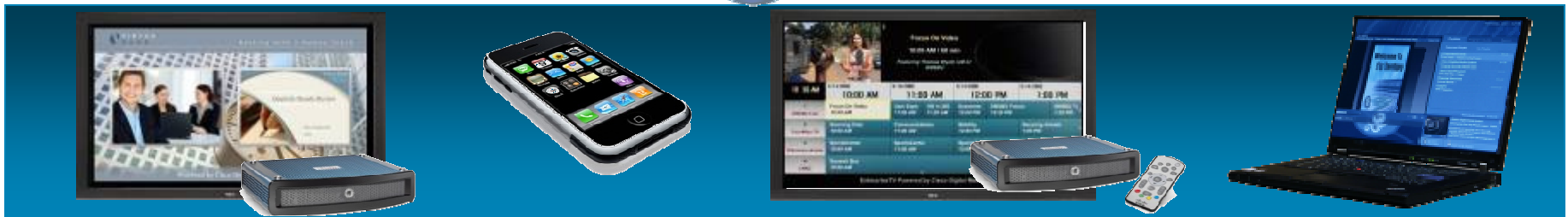


Adapt any media
for any device

Post Production



Building block for Media Ready Network

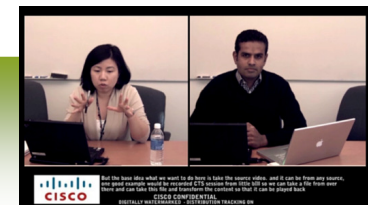
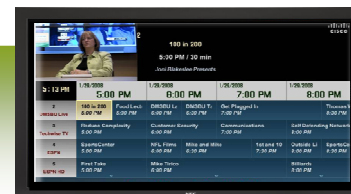


MXE 3000

Features



- 1RU appliance for offline digital media processing
- Provide “one file source to many formats”, convert digital signage/ETV media for desktop video, position for enabling more endpoints on DMS, e.g. PDAs
- Media “production” capabilities: video composition, editing, watermarking, text and image overlays, dynamic streaming tickers
- Media pre-processing: Color, noise reduction, & aspect ratio adjustments; video editing including clipping, cropping, and stitching



Supported Formats

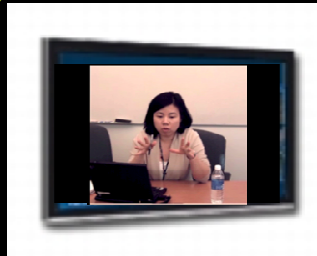
FCS
Q1FY09

Web / Mobile



- Input
Quicktime, MPEG-1, MPEG-2, AVI, Windows Media, VC-1, H.264
- Output
H.264, Flash 8 On2 VP6, Windows Media, 3GPP, Quicktime, Real, MP3, WAV
- Additional features
API & Job Manager

Signage



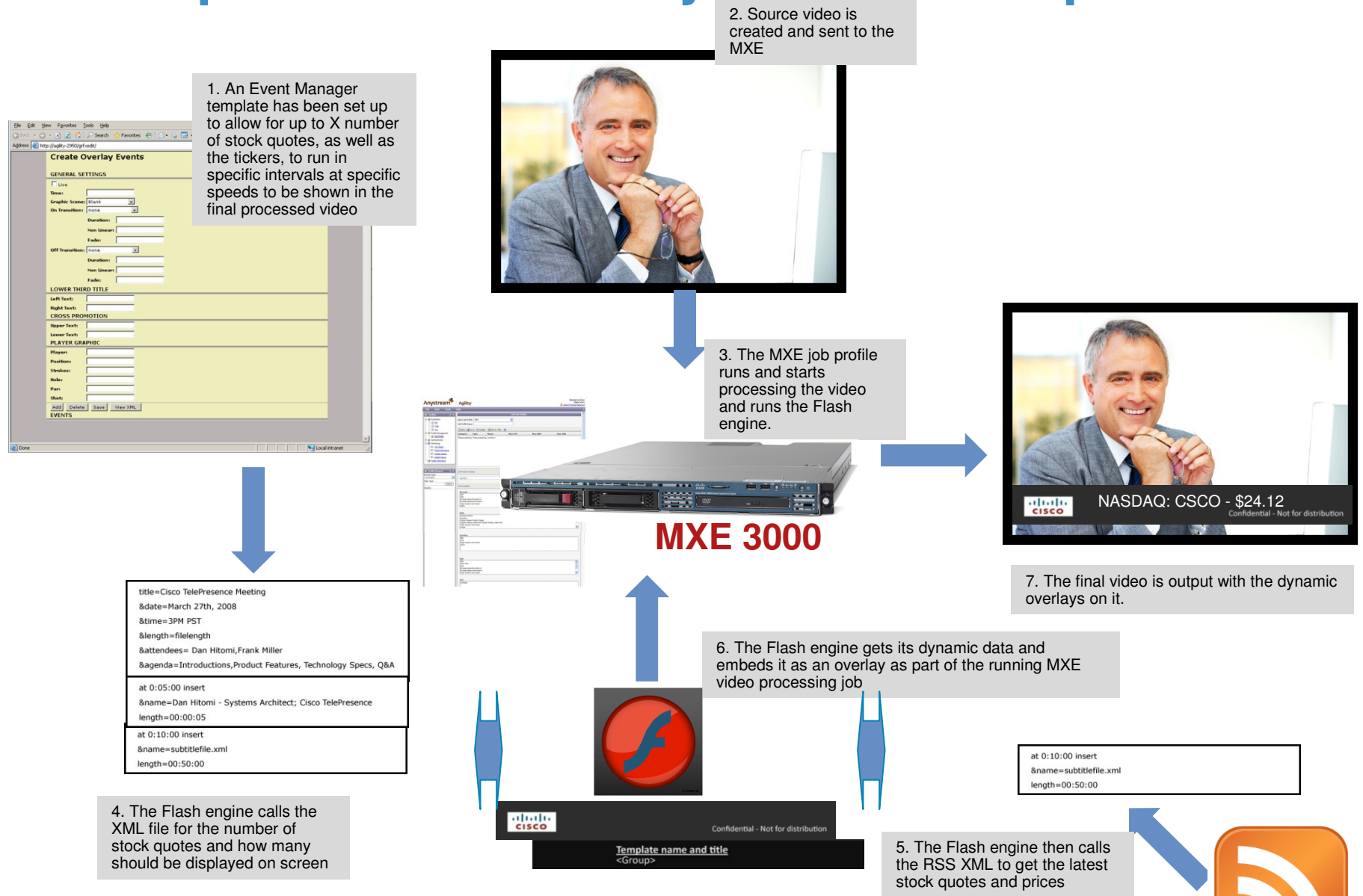
- Input
Quicktime, MPEG-1, MPEG-2, AVI, Windows Media, VC-1, H.264
- Output
MPEG-2 transport streams (SD and HD), MPEG-4/H.264 transport (SD and HD) streams, AC-3 Audio, Layer II Audio, Windows Media Proxy, MPEG 1, MPEG 2

Graphics



- Dynamic graphics updates occur during transcoding
- Supports multiple simultaneous transcoding sessions with customized graphics
- Overlays graphics on all output formats
- Flash 8 Pro template authoring
- Web Services and XML API interfaces

MXE Graphics – Flow for Dynamic Data Updates



Cisco Digital Media System

Summary



Business Video Collaboration Vision



INTELLIGENT VIDEO NETWORK





Stars Centre

Attracting Millions with Compelling Content

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt
- Challenges
 - Needed a simple and flexible way to attract customers
 - Needed a new way to drive revenue from advertising
- Implemented Cisco Digital Signage: About 500 DMPs across the mall to entertain and attract customers
- Benefits
 - Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain and draw in customers
 - Higher sales
 - Generate revenue from selling advertising space
 - ROI: conservative study estimated payback time < 2 years



Media Market

Product Differentiation and Up-Sell in Retail

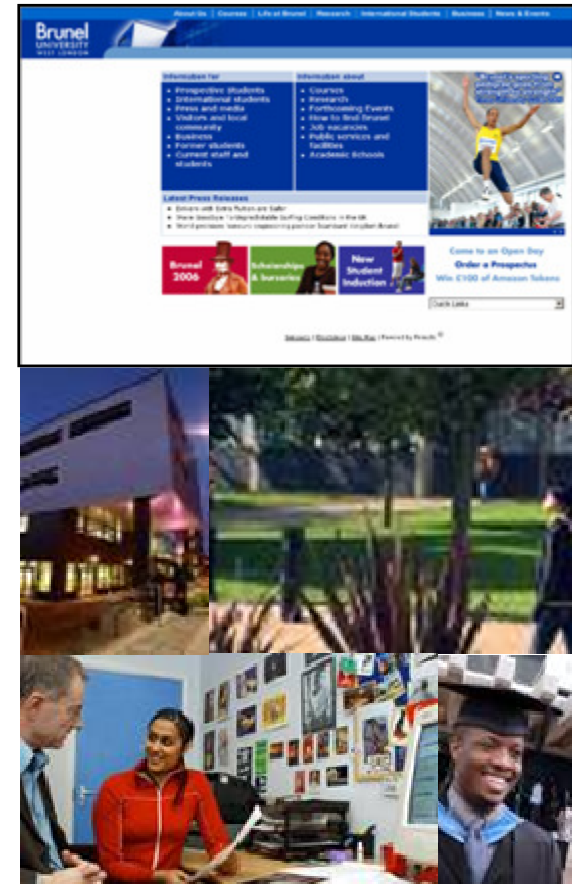
- Europe's largest retailer for consumer electronics; part of Metro AG retailer
- Challenges
 - Traditional marketing was costly and slow
 - Difficult balance between centrally-driven marketing with local flexibility
 - Local stores cannot react quickly
- Implemented Cisco Digital Signage, two to four signs in several departments
 - Unique usage in entrance, electronics, appliance department
 - Goals are product up-sell and targeting of local store selections
 - Cisco ACNS in stores for intelligent content distribution
- Benefits
 - Content is a variation of Web campaign for maximum marketing consistency
 - Solid ROI, measured by costs savings and increase in sales



Brunel University

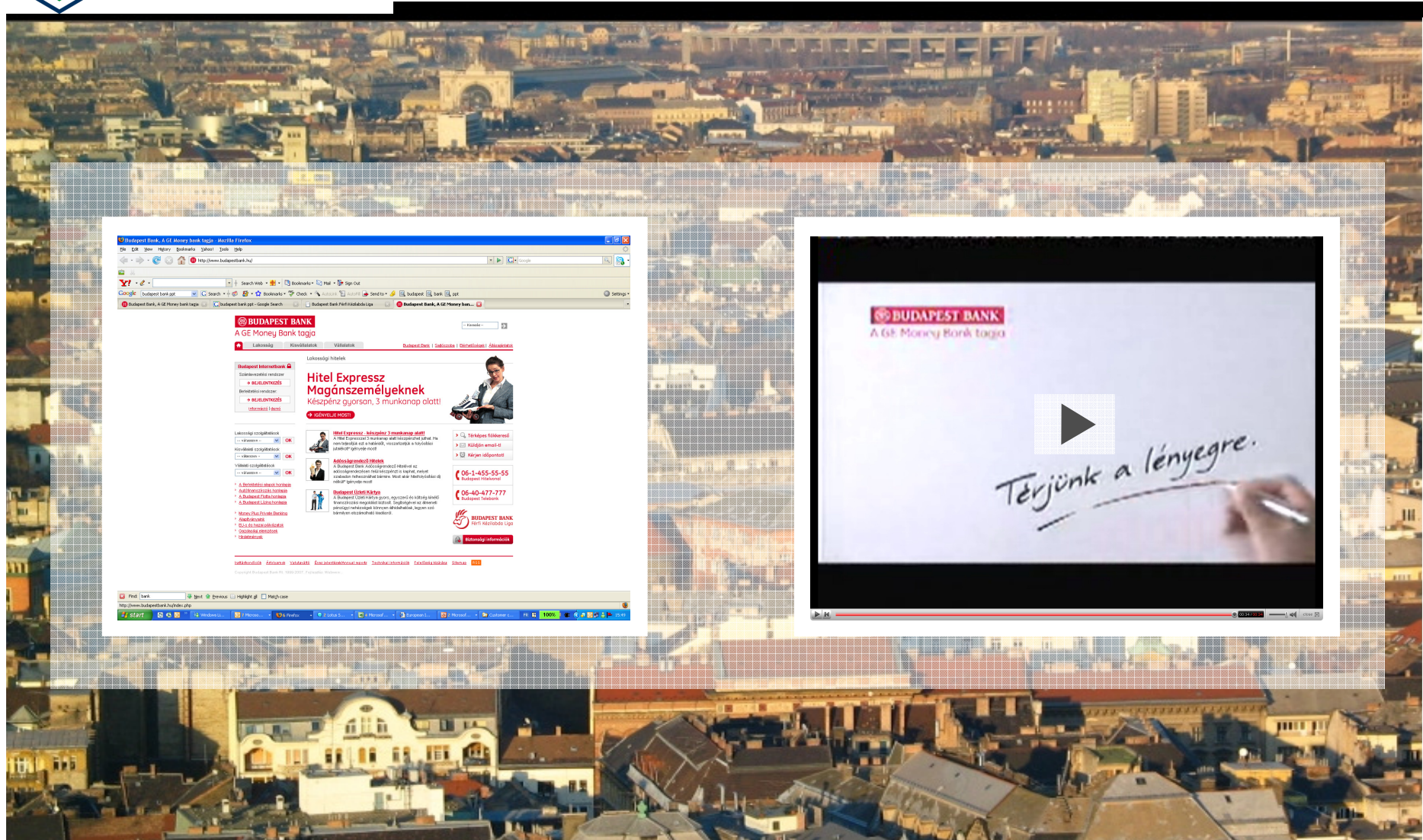
Competitive Edge Offering On-Demand Lectures

- Located in the UK
- Challenges
 - High growth has caused Brunel to reach their capacity
 - Obtain a competitive edge and attract students
- Implemented DMS for desktop video to:
 - Deliver lectures in overflow halls
 - Lectures on-demand for students
- Benefits
 - Students are increasingly expecting to access content anytime, anywhere; DMS allows Brunel to meet the needs of the students



“Cisco Digital Media System is the scalable, sizable platform we’ve been looking for. It’s spooky how the requirement can build and Cisco meets it. I think it’s really cool, and when I first saw it thought it cannot be that nice and simple, but it is.”

– Simon Furber, Network Manager, Brunel University



#32 inline

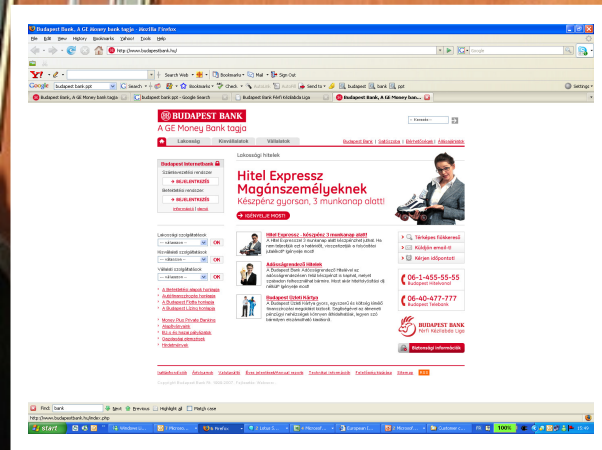
TODAY'S WEATHER

WARSAW
SUNNY AND 20°C

VIENNA
RAIN AND 17°C

BUDAPEST
CLOUDY AND 29°C

BUDAPEST BANK
A GE Money Bank tagja



TODAY'S WEATHER

WARSAW SUNNY AND 20°C

BUDAPEST CLOUDY AND 29°C