



Benefits

- **Simplify collaboration** with high-quality live and on-demand video.
- **Expand the reach of meetings** with streaming to mobile devices and anytime, anywhere playback.
- **Train more cost-effectively** with support for large remote audiences.
- **Increase ROI on your investments** with easy integration with existing Cisco infrastructure.
- **Save IT time and money** with centralized management of video content.

Cisco Enterprise Webcasting Solution: Cisco TelePresence Content Server and VBrick Rev

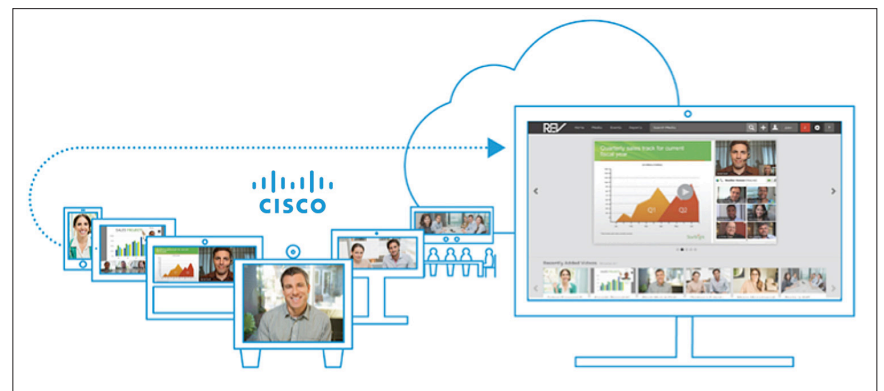
Expand and Extend the Life and Value of Business Video

The use of video in enterprise organizations is skyrocketing. Whether it's a subject-matter expert sharing knowledge with co-workers scattered around town, customers and clients sharing ideas from across the country, or engineering teams conducting weekly meetings from locations around the globe, video is now a critical tool in today's workplace.

And it's not just real-time video that companies are using in new and creative ways. Increasingly, employees want to manage their video content: to capture it, transform it, and share it for anytime playback on desktops and mobile devices.

That's why we developed the Cisco® Enterprise Webcasting Solution (Figure 1). Combining Cisco TelePresence® Content Server and VBrick Rev, this solution empowers you to expand and extend the life and value of business video. Deliver live streaming over the web. Offer a centralized video portal that hosts live and on-demand video. Make lectures, training sessions, and other meetings accessible to remote workers across the globe. It's easy with Cisco.

Figure 1. The Cisco Enterprise Webcasting Solution Delivers Live and On-Demand Video to Desktops and Mobile Devices



Distribute Live and Recorded Content to PCs and Mobile Devices

With Cisco TelePresence Content Server, you can record high-quality video and content – such as video conferences and multimedia presentations. The server takes all video, audio, and user content and creates a single video and audio output.

Features Make It Easy to Share the Way You Want

- **Consumer-grade portal:**
 - Responsive design dynamically resizes the portal layout to make access easy on any device.
 - Social features such as comments, ratings, approvals, and sharing promote employee engagement.
 - Live and on-demand video events are easily searchable in the portal library.
- **Pristine video quality:**
 - HD 1080p quality output looks just as striking on smartphones as it does on conference room screens.
 - The built-in delivery system optimizes video for individual viewers' connection speeds and screen sizes.
 - A large video player scales for a full-screen experience.
- **Bandwidth optimization:**
 - An integrated enterprise content delivery network (eCDN) helps ensure optimized delivery of live and on-demand video.
 - The eCDN transforms video from Cisco TelePresence endpoints into streaming formats.
 - Live webcasts are multicast to allow viewers to access the stream from an edge device closest to their location.

Next Steps

To learn more about the Cisco Enterprise Webcasting Solution, visit www.cisco.com/go/videoplatform or vbrick.com/cisco-integration.

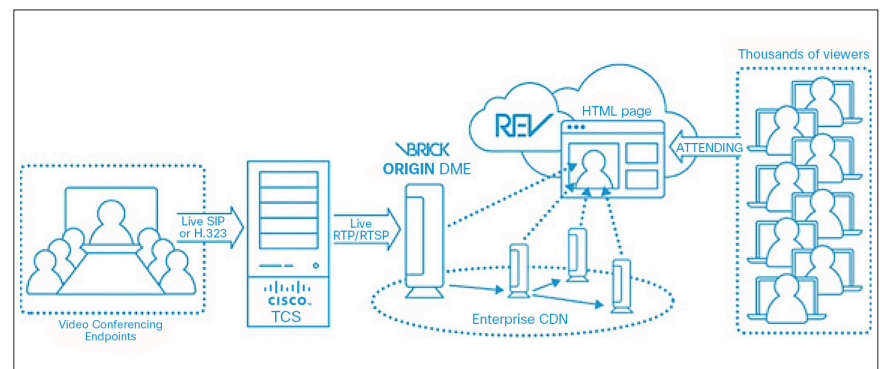
VBrick Rev is a cloud-native enterprise video-management platform that supports some of the most popular use cases of video. It takes live streams from Cisco TelePresence Content Server and makes them available on its content list for viewing by all authorized Rev users. Rev also puts recordings from the content server into its “Add Video” workflow for content approval, transcoding, ingestion, and distribution. And because Rev integrates so well, Cisco Show and Share® customers can easily upgrade to this solution.

Use Rev with your existing Cisco TelePresence endpoints to securely deliver high-quality video to thousands of viewers through your corporate WAN and the Internet. The Rev cloud-first video architecture means that enterprise users can quickly and easily access live and on-demand video anytime, anywhere, from any device.

Common Use Cases

Live webcasting: Through Rev, users can stream live meetings to thousands of viewers around the globe through the integrated eCDN, VBrick's Distributed Media Engine (DME) (Figure 2).

Figure 2. Rev Helps You Stream Live Meetings to Thousands Worldwide



Video on demand: Cisco TelePresence Content Server automatically records video conferences, and Rev makes them available for on-demand viewing by authorized users – anywhere on the network, on any device (Figure 3).

Figure 3. Record Video Conferences That Users Can View on Demand at a Later Time

