

Cisco Digital Media Solution



The Cisco® Edge 340 Digital Media Player integrated with the Appspace information management platform takes interactive digital media experiences to the next level. Our integrated solution manages everything from your network infrastructure to content creation, application design, and the devices that display the content. Cisco and Appspace make it simple and cost-effective to deliver dynamic, high-definition (HD), personalized content across a variety of digital signage applications – for any market industry.

The Cisco Edge 340 is a next-generation versatile platform that you can use across any industry. Used as a digital media player (DMP) or edge compute device, the Cisco Edge 340 can combine applications such as digital signage and IPTV to transform how organizations learn, grow, communicate, and collaborate.

Why Digital Media Is Popular and Important

Today, digital media has become the most compelling platform to reach customers, employees, partners, and students instantly and effectively with important information, news, training, and events. With digital media, organizations of all sizes are trying to provide direct, relevant communications, and create richer and more satisfying experiences both for customers and end users – ultimately accelerating business transformation across many aspects of the business.

Compared with traditional paperwork-based media, digital media preserves characteristics of face-to-face communication. It brings both intimacy and immediacy to communications, providing straight, dynamic visual and audio information that people can easily absorb and retain, in turn improving product revenue and customer satisfaction. The content of digital media is centrally managed and distributed, and can be updated instantly and easily. At a basic level, it is more cost-effective because of the saving on printing, material, staff, and time.

Figure 1. Cisco Edge 340 Digital Media Player



Customer Challenges

With more and more deployments and advancement of digital media, customers and organizations are facing more challenges:

- How to communicate internally and externally more efficiently: One-way information broadcast and standard-definition (SD) content are far from enough; organizations need HD content and two-way interaction with customers.
- How to make digital media smarter and magnify its value in addition to communication: Customers need an open and extensible platform to enable more value-added applications to make it more intelligent, such as people counting and analysis, way-finding, etc.
- How to integrate digital media with the emerging new business model by introducing new technologies: Typically online to offline (O2O), customers need ways to interact and collaborate with digital media.
- How to create, manage, and distribute high-quality digital content through one system: Integration of individual components from multiple – and often small – vendors often results in a high total cost of ownership (TCO), limited scalability, and low reliability.
- How to easily deploy and effectively operate a digital media system in order to further reduce the total owner cost.

The Solution: Cisco Edge 340 DMP and Appspace

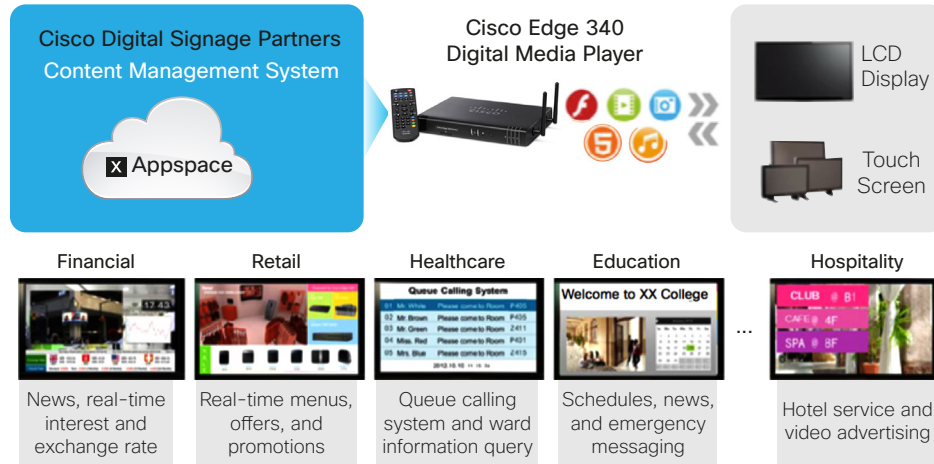
The Cisco Edge 340 DMP provides an open platform that fully integrates with Appspace to offer a competitive solution with feature-rich and enterprise-class digital media experiences.



Cisco Edge 340 Digital Media Player

Cisco Edge 340 DMP is a new digital media player that extends digital media to new, compelling applications for real-time and on-demand communications. With its hardware-based media acceleration capability, it can support up to two simultaneous HD video streams and comprehensive sets of content formats, in addition to supporting both passive and interactive signage with touch and multitouch capabilities. It also provides a rich set of peripheral extensions, such as extendable storage, USB supported devices, RS-232, native infrared with remote controller, and Wi-Fi to support very flexible deployment options and extended use cases (Figure 2).

Figure 2. Cisco Edge 340 and Appspace Solution



Appspace: Information Management Platform

Appspace has evolved from a content management system (CMS) for on-premises digital signage to an open, extensible platform for business applications. Smooth integration with the Cisco Edge 340 DMP enables extended use cases such as IPTV, way-finding, videoconferencing, analytical-directed retail signage, and more.

Appspace manages the on-screen content and manages the Edge 340, and Cisco provides a platform and infrastructure to power the network. Appspace extends the capabilities of the Edge 340 with intuitive app development tools and a unifying information management console. From a single dashboard you can integrate and

manage data from any source*, customize your content for specific audiences, create beautiful brand-compliant apps, and schedule their delivery across the network. You can also analyze how people interact with the touchscreen content to improve the end-user experience.

Figure 3. Appspace Content Management



Cisco Edge 340 and Appspace Solution Benefits

- **Ease of use:** A simplified GUI and professional design templates help you quickly build an app or start from a blank canvas. The intuitive interface features easy drag-and-drop capabilities and reusable widgets that give flexibility and control. Workflows are built-in and customizable, so you can accelerate the sign-off process.
- **Comprehensive content format support:** Cisco and Appspace support the latest video and graphic content formats. You can create and display high-resolution videos, RSS feeds, and much more.
- **Superior media playback:** Capable of 1080p HD playback, the Edge 340 supports high-performance graphics with hardware-based media acceleration. It also supports two simultaneous HD video streams.
- **Flexible deployment options:** The Edge 340 is available in both wireless and non-wireless versions. It supports Power over Ethernet (PoE) to take advantage of your existing PoE infrastructure or simply allow deployment to locations where traditional power outlets are not available. In addition, the Edge 340 has dual video outputs, enabling multiple displays and connectivity options to increase the number of deployment scenarios.



Appspace is available through cloud subscription models, on-premises installations, and hybrid deliveries. Customers can create, manage, and distribute high-quality digital content through one system, regardless if they are in the same building or department.

- **Lower TCO and reliability:** The Edge 340 has a superior hardware design for long mean time between failures (MTBF). The appliance is compact and fan-less; it has low power consumption, and is designed with an embedded chipset that translates into reliability.

Appspace allows multiple users to share a centralized instance in a virtualized environment. Its open architecture reduces the effort and expense of integrating data from multiple sources. In addition, unified content and device management means fewer components and no integration problems.

- **Open and extensible platform:** The Edge 340 is an open application programming interface (API), standards-based platform that enables easy integration and extended use cases across industries. The Edge 340 supports a rich set of peripherals concurrently, including USB-enabled devices, RS-232, native infrared with remote control, and more.

Appspace also provides an open API framework that lets you extend core capabilities with additional functions as you need them. You can install or develop new widgets, custom interfaces, and industry-specific workflows to accommodate more use cases.

By adopting our solution, organizations can:

- **Accelerate sales:** Promote, upsell, and cross-sell directly to customers in the store while maintaining your brand.

- **Enhance customer experience:** Deliver entertaining and interactive information to improve engagement or reduce perceived wait times.
- **Deliver communication and training:**
 - Share up-to-date schedules, news, and emergency messaging right where it's needed most.
 - Broadcast real-time executive and internal communications.
 - Deliver cost-effective training when desktop computers are not available.

A Broad Partner Ecosystem

Cisco and Appspace have a broad partner ecosystem. Our partners provide deployment, solution development, and content creation to support a successful digital media implementation.

The partner ecosystem includes:

- **Focused partner community:** These trained channel partners and systems integrators are specialized in Cisco and Appspace deployments.
- **Solution-development partners:** These partners continue to develop integrated solutions to further extend the capabilities of the Cisco and Appspace solution.

For More Information

For more information about the Cisco Edge 340 Digital Media Player, please visit our website or contact your local Cisco account representative.