



Video on Demand Integration from Cisco TCS to Show and Share

Integration Guide

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Contents

Integration Overview	3
What is the Cisco TelePresence Content Server?	3
What is Cisco Show and Share?	3
This Guide's Goal	3
Prerequisite	3
TCS Configuration.....	4
Media Server Configuration.....	4
Recording Alias and Template Configuration.....	5
Recording Alias.....	5
Template Configuration.....	7
Test the Configuration	10
Appendix.....	12

Integration Overview

What is the Cisco TelePresence Content Server?

The Cisco TelePresence Content Server (Cisco TCS) is a network appliance that enables organizations to share knowledge and enhance communication by recording their video conferences and multimedia presentations for live and on-demand access. The Cisco TCS can be scheduled by Cisco TMS to automatically include the Cisco TCS into any scheduled event or be used in an ad-hoc manner. The Cisco TCS workflow will automatically produce high quality videos of any standards based conference from a MCU, TelePresence Server, or directly from a TelePresence endpoint including the video participants and any secondary content such as a presentation. Whether it's a university lecture, a corporate training session, an executive meeting or any other critical event – the Cisco TelePresence Content Server streamlines the process of capturing content throughout the organization.

What is Cisco Show and Share?

Cisco Show and Share is a webcasting and video sharing application that helps enterprise organizations create highly secure video communities to share ideas and expertise. Cisco Show and Share can help optimize global collaboration through simple creation of videos, and personalize connections between customers, employees and students through user-generated video content. Cisco Show and Share provides the ability to create live and on-demand video content and define who can watch specific content, it offers viewer collaboration tools such as commenting, rating, and word tagging, and it provides comprehensive access reporting.

Cisco Show and Share is a key component of the Cisco Digital Media Suite, a comprehensive offering of webcasting and video sharing, digital signage, and Business IPTV applications that can help transform how organizations learn, grow, communicate, and collaborate.

This Guide's Goal

This integration guide provides step by step instructions to configure the Cisco TCS to send a video on demand recording created on the Cisco TCS to Cisco Show and Share automatically.

Prerequisites

This integration guide assumes that there is a Cisco TelePresence Endpoint (E20, EX60, EX90, C-Series, or MXP), Cisco MCU 4500 series, or Cisco TelePresence Server that has the ability to make an H.323 or SIP video call to the Cisco TCS.

- Cisco TCS software requirements:
 - TCS S5.0
- Cisco Show and Share software requirements:
 - Version 5.2.1 or higher

Note: an E20 is unable to send secondary content channel and will only send main video.

Cisco TCS Configuration

Media Server Configuration

1. Open up a browser session to the Cisco TCS. Login in as administrator or someone with a creator role.
2. Click on the tab labeled "**Management**". Click on "**Recording Setup**". Click on "**Media Server Configurations**". Click on "**+ Add Show and Share Server Configuration**".

The screenshot displays the Cisco TCS interface for Media Server Configurations. At the top, there are two tabs: "View Recordings" and "Management". Below these, there are four sub-tabs: "Diagnostics", "Recordings", "Recording setup", and "Con". The main heading is "Media server configurations". Below this heading is a table with the following rows:

<input type="checkbox"/>	Description	
<input type="checkbox"/>	Local IIS Web Server	Edit
<input type="checkbox"/>	Local Windows Media Streaming Server	Edit
<input type="checkbox"/>	Show and Share New Live Push	Edit

Below the table is a "Delete selected" button. Underneath the table, there are several links to add different server configurations:

- + Add Windows Media streaming server configuration
- + Add QuickTime or Darwin streaming server configuration
- + Add Wowza Media Server for Flash configuration
- + Add Podcast Producer server configuration
- + Add iTunes U server configuration
- + Add Show and Share server configuration

The link "+ Add Show and Share server configuration" is circled in red.

3. Enter the name "**Show and Share Server**".

Media server configuration: Show and Share server

Server settings

Name *

Server address *

User name ⓘ

Password ⓘ


Password confirm

Publish recording on Show and Share server ⓘ

ⓘ

Show and Share category ⓘ

- Enter the Show and Share server address, "sns1.cisco.com" is used for this example.
- Enter the account credentials on this Show and Share server.
- Option: Check the "**Publish Recording on Show and Share Server**" box to automatically publish the video, otherwise the video will be placed in the user's draft folder.
- Option: Click "**Get Public Categories**" and select from the drop down list after the Cisco TCS polls the Show and Share server. This selection will be the destination location of the video on Show and Share.
- Click "**Save**" and if the server's IP address is wrong, the DNS is not resolving, or the credentials are incorrect an error will be produced, for example:

 **Failed to get public categories: Invalid authorization credentials.**

Otherwise a green checkmark indicates success and now click "**Return**".

 **Media server configuration added.**

Recording Alias and Template Configuration

Recording Alias

- Click on the tab at the top labeled "**Management**". Click on "**Recording Setup**". Click on "**Recording Aliases**". Click on "**+ Add Recording Alias**".
- A new page will appear to fill out the recording aliases information.
 - Enter a Name for the recording alias, "**TCS VoD to SnS**".

- b. Change the recording alias type to **“System”**.
- c. Enter the H323ID, e164alias, SIP URI, and SIP display name. Below is an example of the configuration.

Add recording alias

Save
Return

Recording alias

Name	TCS VoD to SnS
Recording alias type	<input type="radio"/> Personal <small>i</small> <input checked="" type="radio"/> System <small>i</small>
Personal recording alias owner	System Administrator (TANDBERG-0E2D16\Administrator)

Dialing properties

* Enter at least one of the following:

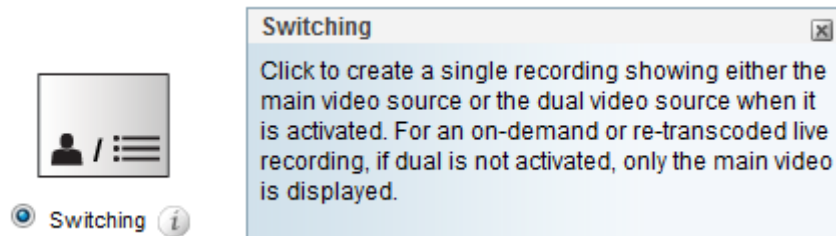
H.323 ID	record.	TCSVoDSNS@testlab.int	*	<small>i</small>
E.164 alias	813	5551313	*	<small>i</small>
SIP address (URI)		TCSVoDSNS@testlab.int	*	<small>i</small>
SIP display name		TCSVoDSNS@testlab.int		<small>i</small>

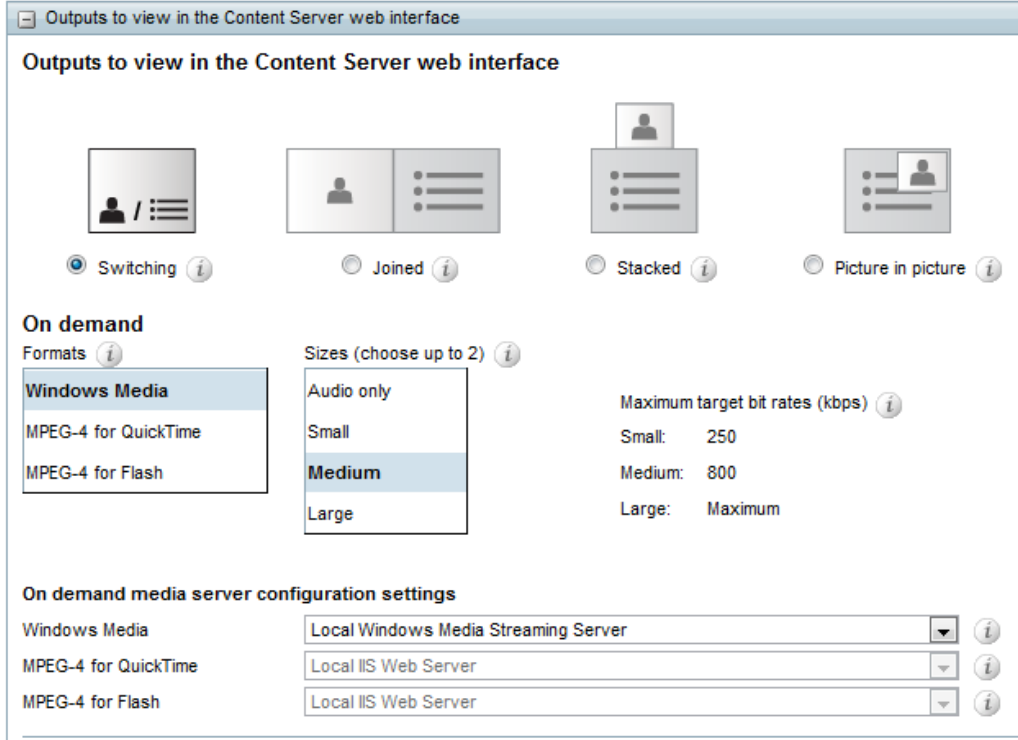
- d. This Cisco TCS is configured for gateway mode and has a prefix of **“record.”** and **“813”**. If the Cisco TCS is set for terminal mode registrations to the Cisco Video Communication Server (Cisco VCS), then the prefixes will not appear. To modify the terminal or gateway settings go to **“Configuration”**, and then **“Site Settings”**.

Gatekeeper settings	
Changes to any of these fields will not take effect on a given Content Server until all its calls have ended.	
Registration status	Registered to 192.168.1.200 View all gatekeeper registrations ⓘ
Gatekeeper enabled	<input checked="" type="checkbox"/> ⓘ
Gatekeeper discovery	Manual
Gatekeeper address	192.168.1.200 ⓘ
H.323 ID	TCSHD ⓘ
E.164 alias	1000 ⓘ
Registration	<input type="radio"/> Terminal <input checked="" type="radio"/> Gateway ⓘ
H.323 gateway prefix	record. ⓘ
E.164 gateway prefix	813 ⓘ
Playback H.323 gateway prefix	playback. ⓘ
Playback E.164 gateway prefix	44 ⓘ
Authentication	<input type="radio"/> Auto <input checked="" type="radio"/> Off ⓘ
User name	<input type="text"/> ⓘ
Password	<input type="text"/> ⓘ
Password confirm	<input type="text"/>

Template Configuration

1. Within the “**TCS VoD to SnS**” recording alias under the Recording Settings section there is the ability to modify an existing template or add a new one. For this document a new Template will be added. To modify an existing template select the template from the drop down box and click “**Edit**”. Make the modifications and click “**Save**”.
2. Click “**Save**” at the top or bottom to save the recording alias.
3. Under the **Recordings Settings** section click “**Add**” at the end of the **Template** line and the add template window will appear.
 - a. Add Template name “**TCS to SnS VoD Template**”.
 - b. Check “**Viewable in the Content Server web interface**”. This is not necessary for the Show and Share integration, but creates a copy that can be viewed on the Cisco TCS web interface.
 - c. Check “**Distribute to Podcast Producer, Show and Share, or iTunes U**”
 - d. Decide which media layout to have displayed Cisco TCS web interface. For this example, **Switching** is chosen.





Outputs to view in the Content Server web interface

Outputs to view in the Content Server web interface

Switching *i*
 Joined *i*
 Stacked *i*
 Picture in picture *i*

On demand

Formats *i*

Windows Media

MPEG-4 for QuickTime

MPEG-4 for Flash

Sizes (choose up to 2) *i*

Audio only

Small

Medium

Large

Maximum target bit rates (kbps) *i*

Small: 250

Medium: 800

Large: Maximum

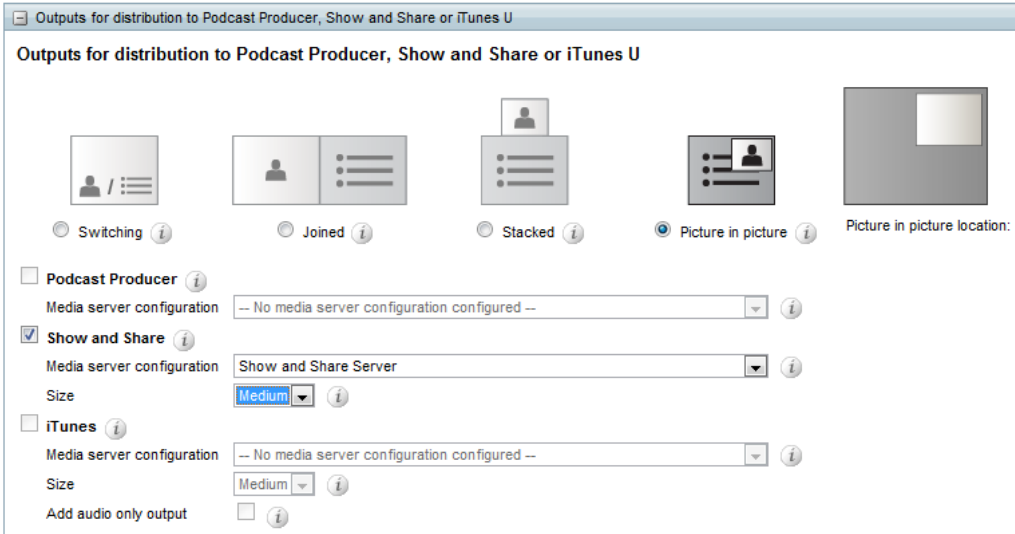
On demand media server configuration settings

Windows Media: Local Windows Media Streaming Server *i*

MPEG-4 for QuickTime: Local IIS Web Server *i*

MPEG-4 for Flash: Local IIS Web Server *i*

- e. Scrolling further down on the page will reveal another section, “**Outputs for Distribution to Podcast Producer, Show and Share, or iTunes U**”. Choose the media layout to use as outputs from the TCS. For the best results choose between **Switching** and **Picture in Picture (PiP)**. For this example, Picture in Picture is chosen with the main speaker in the upper right hand corner.
- f. Check the box next to “**Show and Share**” to enable this media server. Under Media Server Configuration list, select “**Show and Share Server**” from the drop down box. This is the media server created in step 1 of the Media Server Configuration section.
- g. Choose the size of the output that will used to upload to Show and Share, choose either medium or large. For this example a medium output was chosen.



Outputs for distribution to Podcast Producer, Show and Share or iTunes U

Outputs for distribution to Podcast Producer, Show and Share or iTunes U

Switching *i*
 Joined *i*
 Stacked *i*
 Picture in picture *i*

Picture in picture location:

Podcast Producer *i*

Media server configuration: -- No media server configuration configured -- *i*

Show and Share *i*

Media server configuration: Show and Share Server *i*

Size: Medium *i*









iTunes *i*

Media server configuration: -- No media server configuration configured -- *i*

Size: Medium *i*

Add audio only output: *i*

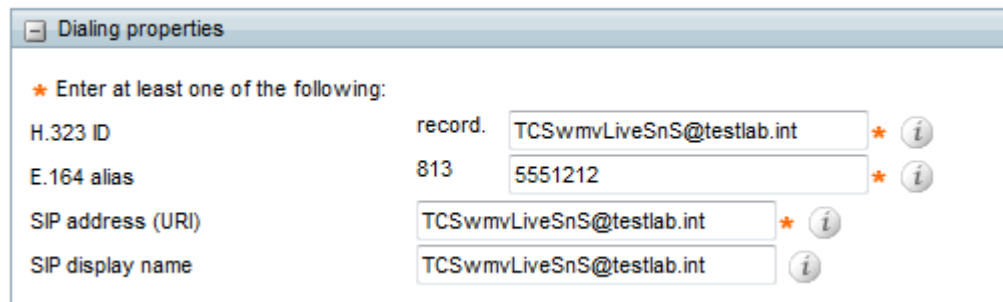
- h. Click **“Save”** and click **“Return”** and then Cisco TCS will return to the Recording Alias page. This will be the **“TCS VoD to SnS”** recording alias that was being configured prior to creating a template.
4. Under the **“Default Recording Information”** section the metadata about this recording can be entered.
 - a. Enter the **Name** of the recording.
 - b. Enter the **Description** of the recording.
 - c. Enter the **Speaker** of the recording.
 - d. Enter the **Location** of the recording.
 - e. Enter the **Copyright** of the recording.
 - f. Enter the **Keywords** for searching this recording.
 - g. Select the **Category** to place the recording into or add a new category.

Default recording information	
Name	Quarterly Update 
Description	This is the company Quaterly Update hosted by the executive committee. This meeting will cover the previous quarter's goals and objectives along with how the company is meeting the sales targets. 
Speaker	Richard Murphy 
Location	HQ 58th Floor 
Copyright	2010 
Keywords	Quarterly Update Richard Murphy Sales Targets 
Category	Announcements  Edit or Add 

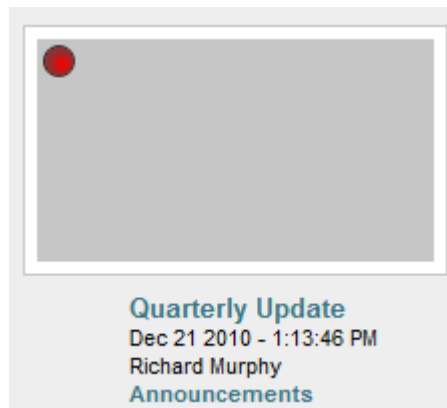
5. Scroll to the top or bottom, click **“Save”** and click **“Return”**.


Test the Configuration

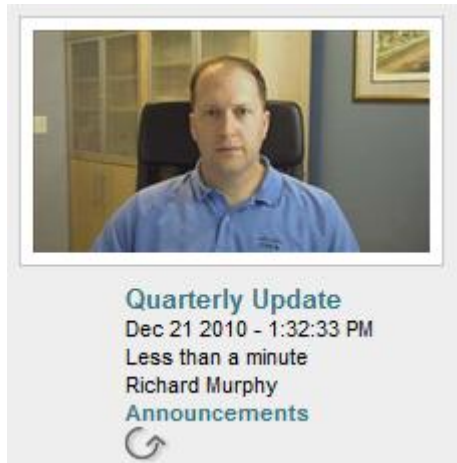
1. The Cisco TCS is now setup to record a meeting and send the video on demand WMS stream to Cisco Show and Share. Let's check that the configuration is working correctly.
 - a. Use a Cisco TelePresence endpoint and call the Cisco TCS recording alias that was created earlier. Dial the H.323ID, E164 alias, or SIP URI.



- b. Allow the call to stay active for 60 seconds and make sure to send content via the secondary channel on the codec by pressing the "Presentation" button on the remote or InTouch Control Panel. By looking at the TCS recordings interface (click the tab labeled "**View Recordings**") while the recording is happening a red dot appears over the video indicating the TCS is recording the video.



- c. End the recording and wait for the transcoding to finish. Transcoding is indicated by the  icon. When this is complete the TCS will send the recording to the Show and Share server.



- d. Sign into Show and Share with the user account used in step 5 of the Media Configuration Section.
- e. Click on **"My Show and Share"** in the upper left hand corner of the screen.
- f. Open up the **"My Account"** section at the bottom. The video is there to be played, managed, edited, published or deleted.



Appendix

Additional information can be found about the Cisco TCS at the following links.

- TSBU internal info
 - <http://www.in.cisco.com/telepresence/products/tdContentServer.shtml>
- Tandberg website - product information
 - <http://www.tandberg.com/video-conferencing-network-infrastructure/multimedia-content-server.jsp>
- Technical documents
 - <http://www.tandberg.com/support/video-conferencing-documentation.jsp> and select product Content Server (TCS)
 - Technical documentation, online guide, deployment guides
- Knowledge base
 - <http://www.tandberg.com/support/video-conferencing-knowledge-base/faq-products/tandberg-content-server-9.jsp> and [andberg.com/support/video-conferencing-knowledge-base/faq-products/tandberg-content-server-9.jsp](http://www.tandberg.com/support/video-conferencing-knowledge-base/faq-products/tandberg-content-server-9.jsp)
- API integration support
 - <http://developer.tandberg.com/web/guest/products/recording/content-server>

Additional information can be found about Cisco Show and Share at the following link.

- Product information
 - http://www.cisco.com/en/US/products/ps6682/tsd_products_support_series_home.html

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