Video on Demand Integration from Cisco TCS to Show and Share
Integration Guide

Solutions Practices Team
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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”.

3. Enter the name “Show and Share Server”.
4. Enter the Show and Share server address, “sns1.cisco.com” is used for this example.
5. Enter the account credentials on this Show and Share server.
6. 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.
7. 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.
8. 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”.

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**Recording Alias and Template Configuration**

**Recording Alias**

1. Click on the tab at the top labeled “Management”. Click on “Recording Setup”. Click on “Recording Aliases”. Click on “+ Add Recording Alias”.
2. A new page will appear to fill out the recording aliases information.
   a. 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](image)

<table>
<thead>
<tr>
<th>Name</th>
<th>TCS VoD to SnS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recording alias type</td>
<td>System</td>
</tr>
<tr>
<td>Personal recording alias owner</td>
<td>System Administrator (TANDBERG-0E2D16IAdministrator)</td>
</tr>
</tbody>
</table>

![Dialing properties](image)

<table>
<thead>
<tr>
<th>Enter at least one of the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.323 ID</td>
</tr>
<tr>
<td>E.164 alias</td>
</tr>
<tr>
<td>SIP address (URI)</td>
</tr>
<tr>
<td>SIP display name</td>
</tr>
<tr>
<td>record: <a href="mailto:TCSVoDSNS@testlab.int">TCSVoDSNS@testlab.int</a></td>
</tr>
<tr>
<td>&amp;13 5551313</td>
</tr>
<tr>
<td><a href="mailto:TCSVoDSNS@testlab.int">TCSVoDSNS@testlab.int</a></td>
</tr>
<tr>
<td><a href="mailto:TCSVoDSNS@testlab.int">TCSVoDSNS@testlab.int</a></td>
</tr>
</tbody>
</table>

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”.
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.

Switching
Click to create a single recording showing either the main video source or the dual video source when it is activated. For an on-demand or re-transcoded live recording, if dual is not activated, only the main video is displayed.
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.
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.

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

![Default recording information](image)
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.

   ```
<table>
<thead>
<tr>
<th>Dialing properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Enter at least one of the following:</td>
</tr>
<tr>
<td>H.323 ID</td>
</tr>
<tr>
<td>813</td>
</tr>
<tr>
<td>E.164 alias</td>
</tr>
<tr>
<td>SIP address (URI)</td>
</tr>
<tr>
<td>SIP display name</td>
</tr>
</tbody>
</table>
   ```

   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.

   ![Quarterly Update](image)

   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**

- **Tandberg website - product information**

- **Technical documents**
  - [http://www.tandberg.com/support/video-conferencing-documentation.jsp](http://www.tandberg.com/support/video-conferencing-documentation.jsp) and select product Content Server (TCS)
  - Technical documentation, online guide, deployment guides

- **Knowledge base**

- **API integration support**

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

- **Product information**