

Cisco Vision Delivers Consumer Engagement

A digital signage and IPTV solution



Sports and Entertainment



Hospitality and Casinos



Transportation



Retail

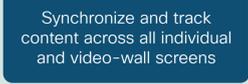


Industrial

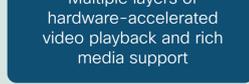
Why Cisco for Digital Signage



Centralized management of all displays, media players, and external data integration



Synchronize and track content across all individual and video-wall screens



Multiple layers of hardware-accelerated video playback and rich media support

Cisco Vision drives revenues and business growth through:



Targeted content to individual screens, creating exclusive sponsor zones and boosting available advertising inventory

Deliver proof of play tracking metrics to increase sponsor commitment

Dynamic pricing to capture the moment and unique point-of-sale opportunities

The Denver Broncos were able to:



Increase concourse revenue by 50%



Provide speed, reliability, and flexibility to sponsors for advertising



We offer the unique ability to blend targeted advertising and branding with game video and other features to a stadium of passionate fans.

– SVP of Business Development, Denver Broncos

Cisco Vision improves operations and lowers total costs through:



Centralized management and control of all multimedia endpoints for scheduled and ad-hoc content delivery, and device health and performance

Cisco switch (PoE) power with switch management integration to allow for power reboots

Closed, secure appliances that do not require operating system or virus updates

MGM Resorts International was able to:



Standardize on one digital signage platform and deploy content everywhere

120,000



Stream content to the right device at the right time and providing a consistent mobile experience



By having one standard ecosystem, it really makes the challenge much, much easier. This is the first time we have consolidated our ecosystem under one digital media player—Cisco Vision.

– VP of Media Technology, MGM Grand Resorts

Cisco Vision enhances and influences consumer experiences through:

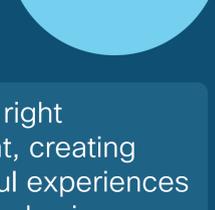


Immersive, media-rich content delivered to each display

Customized experiences with relevant video (live and scheduled) as well as branded and third-party dynamic content

Venue transformation to offer a unique and interactive environment

Mall of America was able to:



Deliver tailored content to the right customers at the right moment, creating more memorable and impactful experiences based on demographics and behaviors



Customize HD displays to deliver targeted messages, promotions, and sponsor activations



We've been using the Cisco Vision solution for our digital signage for more than two years...we're evaluating ways to employ Wi-Fi data to aggregate information about our guests, so we can present the right messaging in the right portion of our property, at the right time of day.

– Information Technology Director at Mall of America

Get more information on Cisco Vision
www.cisco.com/go/ciscovision