Cisco Vision Delivers Consumer Engagement
A digital signage and IPTV solution

Cisco Vision drives revenue and business growth through:

- **Targeted content to individual screens:** Deliver proof of play tracking metrics to increase sponsor commitment.
- **Dynamic pricing:** Capture the moment and unique point-of-sale opportunities.
- **Increased concourse revenue by 50%:** Deliver targeted content to individual screens, creating exclusive sponsor zones and boosting available advertising inventory.

**The Denver Broncos** were able to:

- **50% savings on advertising spend:** Deliver targeted content to individual screens, creating exclusive sponsor zones and boosting available advertising inventory.
- **Deliver proof of play tracking metrics:** Increase sponsor commitment.

**MGM Resorts International** was able to:

- **$120,000 in increased revenue:** Stream content to the right device at the right time and providing a consistent mobile experience.
- **Standardize on one digital signage platform and deploy content everywhere:** Private static, reliability, and flexibility to sponsors for advertising.

**Mall of America** was able to:

- **Deliver targeted content to individual screens, creating exclusive sponsor zones and boosting available advertising inventory:** Customizable HD displays to deliver targeted messages, promotions, and sponsor activations.
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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:** Deliver proof of play tracking metrics to increase sponsor commitment.
- **Cisco switch (PoE) power with switch management integration to allow for power reboots:** Deliver proof of play tracking metrics to increase sponsor commitment.
- **Closed, secure appliances that do not require operating system or virus updates:** Deliver proof of play tracking metrics to increase sponsor commitment.

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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:** Customized HD displays to deliver targeted messages, promotions, and sponsor activations.
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