Capture, Transform, Share

Jaroslav Martan, CCIE #5871
e-mail/im: jmartan@cisco.com, video: jmartan@jabber.com
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Agenda

- Capture, Transform, Share – Digital Media lifecycle
- Cisco Interactive Services
Overcoming the Barriers to Video Adoption

Make everyone a video producer

How can I record/stream this TelePresence Meeting?

How can I make sure all my videos look consistent?

Which video format do I use?

How do I make sure my video looks good on any device?

How can I produce this faster & cheaper?

Make video easier to consume

I want to skip to the part where John Chambers speaks

I want to view this video on any device

I want to share a relevant clip with my staff

I want to search a transcript for a keyword

I want video clips recommended by people like me
What is Enterprise Video Content?
“Video Content means capturing, transforming, and sharing video-based knowledge and information in meaningful and relevant ways.”

Capture
record, ingest from any source

Transform
adapt, enhance, and analyze

Share
on any device, in any location, at any time
The promise of Video

Distance

Time

Reach

Relevance

Network

EASY

INTEGRATED

PERVASIVE
Video Categories

VIDEO COMMUNICATIONS

Distance
Connect
Conference
Collaborate

EASY
INTEGRATED
PERVASIVE

VIDEO CONTENT

Relevance
Reach
Capture
Transform
Share

Time
Network
Video Categories

**Video Communications**
- Video-enabled Phones
- Web Conferencing
- Telepresence and Video Conferencing

**Video Content**
- Enterprise Video Sharing
- Signage
- Video Analytics
- Recording and streaming
  - Transcode/rate
  - Post-production
  - Management and distribution

**Applications / Endpoints**
- Web Conferencing

**Infrastructure**
- Conferencing Infrastructure

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Cisco Public 9
Cisco Enterprise Video Content Portfolio

Capture ➔ Transform ➔ Share

Organizational
- Cisco encoders
- Video endpoints
- Webex
- External content

Media Experience Engine
- TelePresence Content Server
- Pulse Video Analytics

Ent Content Distribution (ECDS)
- Digital Signage
- Cisco Cast
- Show and Share

Show and Share
Product Overview
“Capture”
TelePresence Content Server (TCS)
TelePresence Content Server (TCS)
Extend the Value of Your Video Conferencing Investment

Leverage your video conferencing endpoints by turning them into HD broadcast / recording studio’s
Creating rich video content is easy

Call direct from any MCU, H.323 or SIP endpoint to the Content Server

Record direct from endpoint with optional 5s start delay

Click Record this call when scheduling a call through TMS

Use the Content Server web interface to start a recording session

Record and stream H.323 and SIP video calls by simply adding the Content Server to the call
Content Sharing Layouts

Multiple Options

- Multiple output formats
  - Switching
  - Joined
  - Stacked
  - Picture in Picture

The promise of Video

Distance
Time
Reach
Relevance

EASY
INTEGRATED
PERVASIVE
“Transform”

Media Experience Engine – MXE 3500
Media Experience Engine (MXE) 3500

**transcode and transrate**
VODs and live streams for playback on any device

**post-production**
easily normalize videos and enforce branding and copyright

**pulse video Analytics**
make video content intelligent, searchable and easy to navigate

- Any to any transcoding and transrating
- Live streaming to Digital Sign DMPs
- Graphic overlays and watermarks
- Video trailer and bumpers
- Automated workflows
- Basic and advanced UIs
- UCS C200 M2
- Automated workflow: TCS – MXE 3500 – Show and Share

- Automated keyword tagging
- Automated speaker identification
- Easy to find videos – who is speaking and what was spoken
- Quickly zero-in on portions of videos that are of interest
- Auto-Vocabulary for speech engine customization
- Integrated into Show and Share
MXE 3500 Support for WebEx *.arf Files

- Play WebEx recordings on any device: iPad, iPhone, SnS, etc.
- Don’t have to be online to play back recording
- Store recordings in Show and Share for easy finding and playback
- Leverage Pulse Video Analytics to make them searchable by spoken work / identified speaker.
Pulse Video Analytics

- Automated Spoken keyword spotting
- Automated Speaker identification
- Automated vocabulary generation
- Show and Share integration (SnS 5.3)
- Embeddable media player
- OpenSearch / OpenSocial APIs

License on the MXE 3500

video search
easily find videos based on what’s spoken and who’s speaking

non-linear navigation
quickly zero-in on portions of videos that are of interest to you

related videos
videos finds your audience through recommendations
“Share”

Show and Share, Pulse Video Analytics
Digital Signage
Cisco Show and Share
Webcasting and Video Sharing Application

- Live and on-demand video content
- Secure video communities
- Flexible authoring, publishing, and review workflows
- Collaboration tools such as commenting, rating, and word tagging,
- Support for both managed and unmanaged live webcasting with additional options including slide synchronization, viewer Q&A, and polling
- One click publish to share
- Multiple Language support
- Mobile application available for iPhone and iPad
- Pulse Video Analytics support for easy video search and navigation

Communicate faster, more accurately and consistently
Share videos privately and securely
Share video with anyone, anytime, anywhere
Multiple Viewing Resolution

- New Viewer Selection
- System-setting option for multiple resolution publishing and viewing
  - 360p
  - 480p
  - 720p
- Transition to MPEG-4/H.264 as the primary VOD format
- Fully integrated with the MXE 3500 to create multiple bit-rate videos upon upload.
Show and Share Mobile Portal

- Initial release for iPhone / iPad
- All the viewing, searching, commenting, and rating functionality of Show & Share for mobile devices
- Search for video content by Categories, Tags, or Keywords
- Filter results by Most Viewed, Top Rated, Most Recent, or Most Discussed
- User Interface automatically adjusts and scales to each mobile device screen resolution
Cisco Digital Signage & ECDS

ECDS

delivers highest quality video to users anywhere, on any network

- Live and on-demand WAN acceleration
- Streaming multicasting and pre-positioning for multiple video formats
- SP-class technology for the enterprise
- Multiple form factors: WAAS and ISR G2
- Open platform for AV partners to build on
- Centralized mgmt of your digital signage network
- Customizable on-screen templates
- “New” endpoint for video playback
- Touch-screen compatibility
- Medianet endpoint: auto-discovery and configuration
- Web based design tool, the Cisco Digital Media Designer

Digital Signage

Market leader portfolio with digital media players, content manager, and LCDs

F R O S T & S U L L I V A N named Cisco market leader in digital signage software
Cisco Interactive Services Solution
Technical Overview Presentation
Evolution of Digital Signage

Signage 1.0
- Rich Media
- Video
- Dynamic
- Connected

Communication

Signage 2.0
- Multi-use
- Interactive
- Context-based
- Web Apps
- Peripherals

Collaboration

- Mobile
- Social Apps
- Live Events
- Spontaneous
Interactive Services Solution
Customer Experience - Enabled by the Network

Highly Interactive
Allow users to access to the information they want, when they want it

Personalization
The system recognizes user needs and customizes content accordingly

Better Visibility
Provide access to real-time information to make better decisions

Extend Community Reach
Allow context-sensitive community information delivery

New Revenue Streams
Realize new revenue streams through new media delivery capability

Collaboration
Allow customers to interact with personnel via video collaboration

Centralization
Centralized management ensuring availability, flexibility, and efficiency
The Cisco Interactive Services Solution brings together multiple digital media endpoints to enable efficient management and consistent user experience.

- Ability to utilize existing web applications and content – ensuring consistent experience and efficient deployment
- Rich media, video, and graphics content delivery to interactive and non-interactive screens
- Ability to integrate with Tandberg endpoints for virtual concierge functionality.
- Signage Integration – Interactions can drive responses on interactive and non-interactive displays
- Support for mobile platforms to allow users to continue the experience on handheld devices
- Centrally managed content, applications and maintenance events.
- Connect a wide range of peripherals – cameras, speakers, microphones, scanners, and more
Interactive Digital Displays Example Template – Intercontinental Airport

**Information Zone**
- Weather, location name, date/time

**News Zone**
- RSS feeds, service advisories, Twitter feeds

**Language Selection**
- Multiple language support for services

**Application Zone**
- Interactive application zone for user input interactivity

**Services Zone**
- Services panels for customized services like flight schedule and status, airport map, ground transportation services, virtual agent, and coupons and deals

**Commerce Zone**
- Area for playing digital content/videos for airport services, informational announcements, or as part of advertising contracts

**Logo Zone & ADA Compliance**
- Area for displaying sponsored logo & button for accessibility
Non-Interactive Digital Signage Example Template – Intercontinental Airport

Welcome Intercontinental Airport
Recepción al aeropuerto Intercontinental

Information Zone
RSS posting of local news, security alerts

Location Zone
Listing location services

Service Zone
Listing real-time services (flight schedules, status changes)

Commerce Zone
Playback of live or pre-recorded video ads
Assist customers with live two-way video interaction

Reduce staffing and increase support at stations & stores – force multiplier

Address customer questions and concerns – improve experience

Multi-language support
Architecture
## Cisco Interactive Services Portfolio

<table>
<thead>
<tr>
<th>Cisco Interactive Services Center</th>
<th>Cisco Digital Signage</th>
<th>Cisco Interactive Services Mobile</th>
<th>Cisco Interactive Services Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Cisco Interactive Services Center" /></td>
<td><img src="image2.png" alt="Cisco Digital Signage" /></td>
<td><img src="image3.png" alt="Cisco Interactive Services Mobile" /></td>
<td><img src="image4.png" alt="Cisco Interactive Services Manager" /></td>
</tr>
</tbody>
</table>

### Cisco Interactive Services Cloud

- Digital Media Manager
- Virtual Service Exchange
- VBlock
- Virtual Experience Platform
- Cisco Interactive Services Cloud
- Show & Share
Interactive Services Solution Deployment Architecture

**VEP-MGR ADMIN**

Data Center

- **KIOSK MANAGER SERVER COMPONENTS**
  - VEP-MGR ADMIN PORTAL
  - VEP-MGR CONTENT CONSOLE
  - VEP MGR OPERATIONS CONSOLE

- **DMS**
- **ENTERPRISE APPLICATIONS**
  - PORTAL SERVER
  - FLASH SIGNAGE
  - KIOSK SERVICES
  - KIOSK WORK FLOWS

**INTERACTIVE DISPLAY**

- IEP 4600 Thin Client
- LCD / Touch Screen
- Precision HD Video Camera
- Integrated Catalyst 3560C Switch
- Peripherals – Speakers, Mic, etc.

**DIGITAL SIGNAGE**

- Cisco DMP 4310G
- Cisco or 3rd Party LCD
- DMP Mount
- Video Wall

**DC Gateway**

**WAN**

**Onsite Gateway**

**IDF Closet Switch Ports**
Benefits of a Thin Client Architecture

- Manageable
- Runs appropriate customer applications / environment depending on use
- Convenient in use
- Fail-proof
- Little to no maintenance
- No downtime
- Easy to deploy
- Easy to fix
- Easy to use
- Integrates with custom peripherals / sensors / etc
## IEP Thin Client & Manager Highlights

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinetic Scrolling</td>
<td>Same as iPad &amp; iPhone.</td>
</tr>
<tr>
<td>Web clipping</td>
<td>Either partial or compete web portal Integration for interactive browsing on Kiosk.</td>
</tr>
<tr>
<td>Repurposing original WEB content</td>
<td>Modify existing WEB page to meet presentation requirement of kiosk: text fonts, dialog boxes for touch screen, including MS Office &amp; PDF content.</td>
</tr>
<tr>
<td>Portrait/Landscape Rotation</td>
<td>On the go, rotation of content into portrait/landscaping mode.</td>
</tr>
<tr>
<td>Touch Screen Integration</td>
<td>Including multi-touch</td>
</tr>
<tr>
<td>USB Peripheral Devices</td>
<td>Keyboard, Mouse, Video Cameras, and more</td>
</tr>
</tbody>
</table>
IEP VX4600 Series Thin Client

- Intel Celeron 1.2 GHz Processor (Single and Dual Core models)
- Up to 64 GB Storage
- Ports
  - Ethernet 10/100/1000 Mbps
  - Video – HDMI, VGA
  - USB (4)
  - WiFi+ Bluetooth
  - COM
  - IR receiver and transmitter
  - Audio – Mic IN, Line OUT

- Stateless Web OS Platform
- Linux OS
- Video Processing: HD (720P, 30fps) streaming, Video Concierge (SD)
- Video Encoding: SD H.264/3, MPEG4
- Video Decoding: HD (720p): H.264/3, WMV9, MPEG 4/2/1, MJPEG

Centrally Managed
Intel Celeron Process with 64GB Available Storage
Stateless Web OS Platform
Wide Range of Communication & Peripheral Support

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Cisco Digital Media Players for Non-Interactive Signage

- Renders graphics, web content, text tickers on digital displays and music playback
- Interactivity through touch screen, remote control, or IP phone
- Supports full-screen or “zoned” video in SD or HD resolutions
- Customizable on-screen templates
- Remote management of display properties
- IP-network addressable

- Local storage, high availability, automatic failover
- Leverage DMP flash memory and external USB drive for content pre-positioning
- Small and lightweight
- Remote control for interactivity
- Low power consumption and high reliability
- Security: Hardened device
- Open platform
IEP Manager
Remote Thin Client / End Point Status

- Comprehensive and scalable management platform
- Provide real-time updates/status on kiosks and digital signage accessible anytime, anywhere
IEP Manager
Remote Thin Client / End Point Real Time Visibility

- Real-time visibility into all kiosk and signage contents
- Corporate governance and compliance
Interactive Services Network Architecture

Network based digital media platform supporting multiple deployment models and end points

Branch

- iServices Center
- Digital Signs
- Wireless
- WAE
- ISR
- Catalyst 3750

Large Station or Airport

- Video Wall
- Digital Signs
- Wireless
- iServices Center
- Integrated Catalyst 3560C
- Digital Signs

Enterprise Data Center

(On-premise deployment model)

- Cisco Catalyst 6500 / Nexus 7000
- Cisco Catalyst 6900
- WAE
- ISR
- ISR
- Catalyst 3750
- WLAN Controller
- UC & Tandberg
- DMM & VEP Mgr
- Other
- Web, Application and Database Servers
- Data Storage

Service Provider

(Managed Service Model)

- DMM & VEP Mgr
- Content Servers
- Application Servers

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Summary – Interactive Services Solution

• Integration of Communication & Interaction based digital signage drives
  Improved Customer Experience
  Increased Revenue Opportunity
  Operational Efficiency

• Common management platform for multiple digital media endpoints

• Enables reuse of existing web applications and content – efficient deployment & consistent experience

• Built on Cisco’s industry leading Digital Media Systems platform
Summary

• Capture, Transform, Share – synergy between TelePresence and enterprise social software

• Interactive Services – next generation of Digital Media
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  2.den 16:30 – 17:00
Prosíme, ohodnotíte tuto přednášku.
Thank you.