DMS Explained

Doug Fleming, PSS Specialist, MEA
Doug.fleming@cisco.com
Agenda

1. What is DMS?
2. Understanding the components
3. How might DMS be used?
4. Key Differentiators
5. How do I find out more?
What Is DMS?
Four DMS “Solutions”

1. Digital Signage

   Push Model, Centrally Managed Content, Mix of Supported Media – MPEG1, MPEG2, MPEG4 Part10 (H.264), Flash 9/10, RSS, in fact any web based content, plus Live TV (with appropriate encoder).

2. Enterprise TV

   Use remote to select VOD or Live TV streams

3. Video Portal

   Delivery of video (VOD or Live event) to desktop

   Plus Digital Media Management

   Centralised management of Signage/ETV/Video Portal

4. Media Experience Engine (MXE)

   Editing, Transcoding and Repurposing Content
Definition of Digital Signage

*Digital signage* is a form of electronic display that is installed in public spaces. Digital signs are typically used to entertain, educate, direct, inform and advertise.

Major benefits of digital signs over traditional static signs are that the content can be exchanged more easily, animations can be shown and the signs can adapt to the context and audience, even interactively.

Digital signage offers superior *return on investment* compared to traditional printed signs.

Value proposition: a new form of media

A new form of media
1. Content and messages are displayed on an electronic screen
2. Content is managed remotely, and can be changed without modification to the physical sign itself
3. Content is therefore delivered to specific locations at specific times.

Media that grabs attention*
1. Market research shows:
2. 90% of people find it more noticeable than static signage
3. 62% of adults notice it
4. 75% of students notice it
5. 69% of people pay more attention to advertising on digital signage vs. only 41% on the internet*

* Source OTX Research
Content Design

Map the content strategy to the design formats available for signage

Full Screen Video

Full Screen Graphic

Vertical Orientation
Graphic, Text

Full Screen Flash

Video/Flash/Graphic/Text

Video Wall Content Combination
Cisco Enterprise TV

Digital Media Player

Network as the Platform

Digital Media Manager
Cisco Desktop Video: Overview

Enables digital media creation, management, and access for relevant, direct communications over the Web to users—anywhere, anytime.

Diagram:
- Digital Media Encoder 1100
- Digital Media Encoder 2100
- Digital Media Manager
- Video Portal
Understanding The Components
### Cisco DMS Solution Suite

<table>
<thead>
<tr>
<th>Create</th>
<th>Manage &amp; Adapt</th>
<th>Display &amp; Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Desktop Video</td>
<td>For Digital Signage &amp; Enterprise TV</td>
<td>For Other Applications</td>
</tr>
<tr>
<td>Digital Media Encoders</td>
<td>Scientific Atlanta Encoders</td>
<td>Video Content</td>
</tr>
</tbody>
</table>

**Network as the Platform**
MXE 3000 - Enabling Any to Any Media Transformation in the Network

Adapt any media for any device

Media Experience Engine 3000
medianet content virtualization capability

Post Production
How Might DMS Be Used?
## DMS Business Driver Applications

| Sales and Marketing | 1. Promote, cross-sell/up-sell  
|                     | 2. Marketing videos that grab viewer attention  
|                     | 3. Provide a human face on content  
|                     | 4. Reduce perceived wait time |

| Corporate Communications | 1. Direct line of communications to employees or customers  
|                          | 2. Global corporate messaging consistency  
|                          | 3. Immediate executive communications  
|                          | 4. Live broadcast of company events |

| Training | - Cost-efficient training to remote employees  
|          | - Information consistency across channels  
|          | - Power of video—users retain more information  
|          | - Ability to absorb information in searchable segments |

| Information Sharing | 1. Display breaking news/Instant communications for rapid response  
|                     | 2. Ensure safety and security through emergency communications  
|                     | 3. Directional signage (way-finding)  
|                     | 4. Informational videos available on-demand |
Key Differentiators
Digital Signage Technology Evolution

Phase 1: Standalone PC-Based
Yesterday: High Operational Costs, Low Flexibility

Phase 2: Networked PC-Based
Today: High Reliability and Flexibility, Easy Deployment and Operations

Phase 3: Networked Media Player-Based
Tomorrow: Video Surveillance, RFID, Cisco TelePresence, etc.

Phase 4: “Smart” Signage

Digital Signage Market

Technology Evolution
New Opportunities
Expanding Digital Media Developer Eco-System

- RecroNet: RFID Integration
- Nevotek: Meeting room digital signage & IP telephony integration w/ Enterprise TV
- Onlinet, LTD: Interactive touch-screens, mobile device, & queueing systems integration
- Weston Joseph: Sealed Air Con Enclosures

Presentation_ID © 2009 Cisco Systems, Inc. All rights reserved. Cisco Confidential
Optimized Digital Media Delivery with WAAS

1. Traditionally used to optimize business applications in remote locations
2. Complete solution leverages existing infrastructure investments for global digital media delivery

Cisco WAAS + Digital Media System = Expanded Reach of Digital Media Deployments
Digital Media System & TelePresence All in One

In the Office…
Cisco TelePresence combined with Cisco Digital Media System for All-in-One Solution

Provides Cisco Enterprise TV for live broadcast of business/news channels over IP to the large screen

In the Branch….
Customer-facing virtual concierge for engagements with remote experts/assistance

Provides Digital Signage for targeted sales and marketing of products and services when not in use for Cisco TelePresence calls

Cisco TelePresence + Digital Media System = Winning Solution for Face To Face Communications and Compelling Digital Media
Manage Content Display from the IP Phone
# Cisco Digital Media System Differentiators

<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Scalable</th>
<th>Network-Centric</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create, manage, deliver and access digital media with one solution</td>
<td>1. Scale to thousands of users and digital displays</td>
<td>1. For optimal content delivery</td>
</tr>
<tr>
<td>2. Broad partner ecosystem to ensure a successful deployment</td>
<td>2. Scale to multiple devices</td>
<td>2. Network as the platform</td>
</tr>
<tr>
<td></td>
<td>3. Grow your deployment based on business needs</td>
<td>3. Integrate WAN optimization products for robust video networking</td>
</tr>
</tbody>
</table>
A problem has been detected and windows has been shut down to prevent damage to your computer.

The problem seems to be caused by the following file: SPCMDCON.SYS

PAGE_FAULT_IN_NONPAGED_AREA

If this is the first time you’ve seen this stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBE7617,0x00000000)

*** SPCMDCON.SYS – Address FBE7617 base at FBE5000, DateStamp 3d6dd67c
How do I find out more?
How Do I Find Out More?

Talk to me

Visit Cisco stand in the Exhibition Hall

See demo’s being run by ACT, BMB, IIS, and Raya in the Exhibition Hall

Sign up for technical training with FastLane in the Exhibition Hall

Breakout Session Evaluation Form

Your session feedback is valuable

Please take the time to complete the breakout evaluation form and hand it to the member of staff by the door on your way out

Thank you!