Cisco Digital Media System

For Retail

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Digital Signage Business Case—Retail Customer Challenges

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Digital Signage Business Case—Retail Customer Challenges

Communications

Marketing Messages

with Trac
Medi

information and entertainment

- Engages customers
- Drive sales through up-sell and cross-sell

- Allows customiza
content ba
on store, t
day, custo
etc

- Reduces costs an
Waste
- Offers fl
allowing content
to be updated instantly

Train ployees

- Reduces perceived wait time
- Provides information to the customer
- Creates a better store environment for the customer

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Why Interactive Video Is Especially Relevant

Yesterday

- Knowledge-based Economy
- Information is the critical asset
- Technology and the Internet drove first waves of productivity
- Enabled globalization
- Connectivity was priority

A Person Remembers…

- Rich Media Society
- The wisdo
- Accelerates decision making

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
- Enables the human network
- More than 60% of communication is non-verbal
- 52% of video advertisements lead to a response

*Sources:
Human Productivity Lab 2006
Pearn Kandola: *The Psychology of Effective Business Communications in Geographically Dispersed Teams 2006*

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Norsk Tipping
Real-Time Communications and Marketing

- Official Norwegian lottery founded in 1949
- Challenge: tremendous costs around paper distribution to 4500 retail locations
- Implemented Cisco Digital Signage across all locations for more efficient:
  - Marketing and promotions to customers
  - Communication around results, odds
- Benefits
  - Driving product up-sell/cross-sell
  - Eliminated paper waste
  - Faster customer communications
  - ROI analysis of sales

"With its flexibility and scalability, the Cisco Digital Media system is helping us strengthen our brand, increase sales, make it more attractive for retailers to sell our products, and maintain customer confidence."

– Stein Onsrud, Technology Advisor, Norsk Tipping AS

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Norsk Tipping ROI Analysis

	Without Digital Signage	With Digital Signage
Weekly Cost of Traditional, Paper-based Marketing	$$$$	$
Estimates of “Lost” Marketing	60%	0%
Time to Deliver Materials to Stores	5 Days	Instant
Onsite Support Required	Reliant on Local Retailers	No Local Support Needed
Ability to Localize Content to Respond to Conditions	None (Limited)	Instant Ability to Respond
Ability to Track Results of Marketing	None	Exact Sales Data Correlated

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Stars Centre
Attracting Millions with Compelling Content

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt
- Challenges
  - Needed a simple and flexible way to attract customers
  - Needed a new way to drive revenue from advertising
- Implemented Cisco Digital Signage: About 500 DMPs across the mall to entertain and attract customers
- Benefits
  - Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain and draw in customers
  - Higher sales
  - Generate revenue from selling advertising space
  - ROI: conservative study estimated payback time < 2 years

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Media Market
Product Differentiation and Up-Sell in Retail

- Europe's largest retailer for consumer electronics; part of Metro AG retailer
- Challenges
  - Traditional marketing was costly and slow
  - Difficult balance between centrally-driven marketing with local flexibility
  - Local stores cannot react quickly
- Implemented Cisco Digital Signage, two to four signs in several departments
  - Unique usage in entrance, electronics, appliance department
  - Goals are product up-sell and targeting of local store selections
  - Cisco ACNS in stores for intelligent content distribution
- Benefits
  - Content is a variation of Web campaign for maximum marketing consistency
  - Solid ROI, measured by costs savings and increase in sales

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Coca-Cola Enterprises
Continuous Communications

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products
- Challenge

  Fragmented communications at CCE
- Implemented DMS to:

  Scale the messaging of CEO John Brock's strategic announcements to employees

  Deliver a live Webcast to 50,000 employees
- Benefits: Ability to deliver CCE's story, vision, and strategy to key employees worldwide

"What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work."

– John Brock, CEO, Coca-Cola Enterprises

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Cisco Digital Signage: Overview

A comprehensive solution for flexible and centralized management and publishing of digital media to networked, on-premise digital signage displays

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Cisco Digital Media Manager for Digital Signage
Centralized Digital Media Management and Publishing

- Web-based media management and publishing
- Granular access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate
  - Sales and Marketing – create playlists, scheduling and daypart
  - Content creators/designers – manage assets, design screen layout and zones
  - IT admins – can configure, remotely manage, group and run reports on DMPs
  - Control physical properties of the display via connected DMP
- Integrates with Cisco ACNS and WAAS for optimized WAN delivery

Same Application for Managing and Publishing Cisco Desktop Video Content

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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.

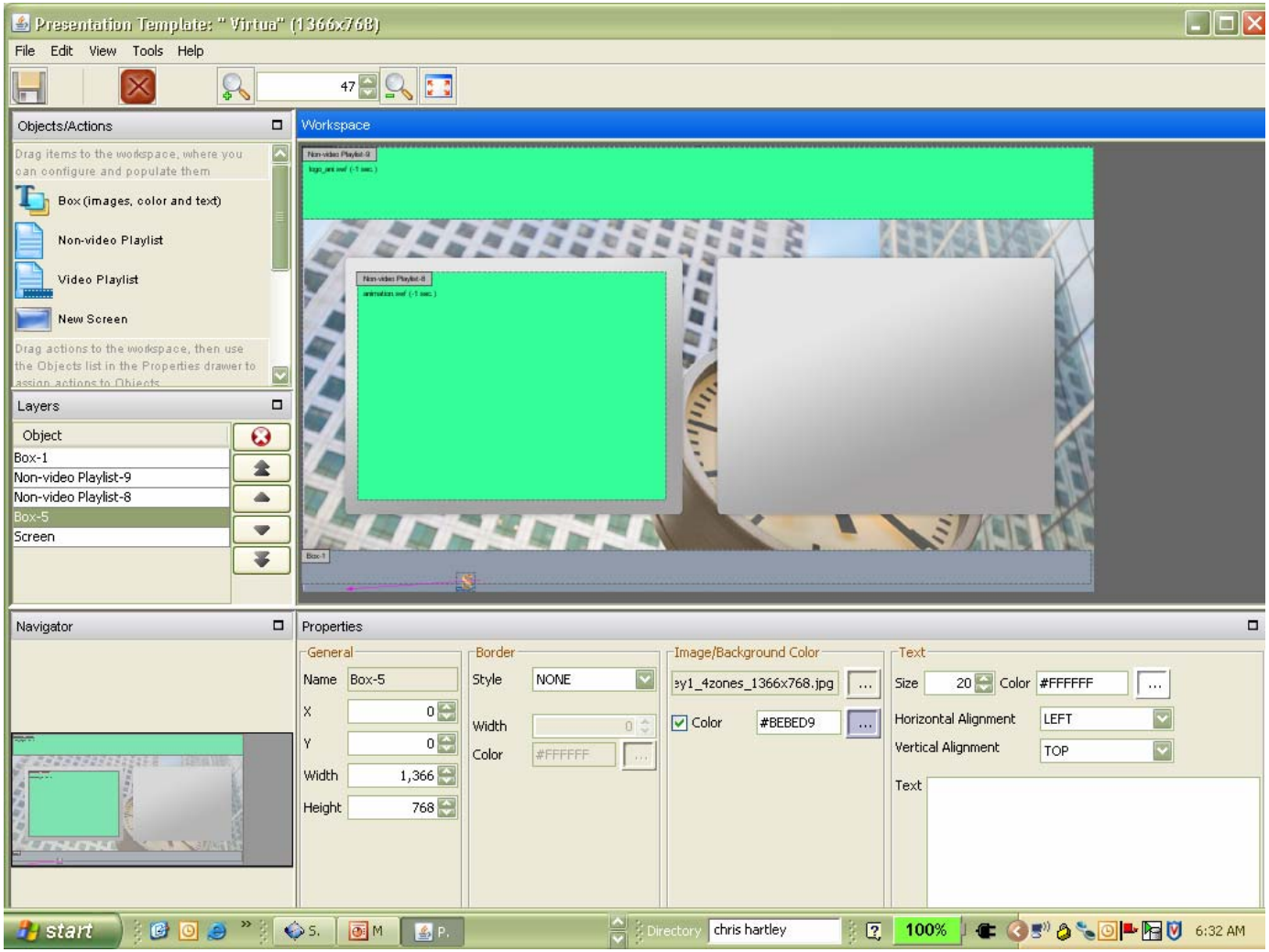
If problems continue, disable or remove any newly installed hardware
or software. Disable BIOS memory options such as caching or shadowing.
If you need to use Safe Mode to remove or disable components, restart
your computer, press F8 to select Advanced Startup Options, and then
select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

*** SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, DateStamp 3d6dd67c

DMM: Designer for Digital Signage



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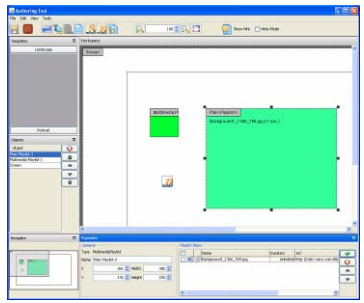
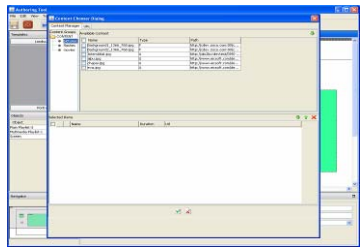
Digital Media Designer Workflow

Step 1: Drag objects to be placed onto a screen canvas.

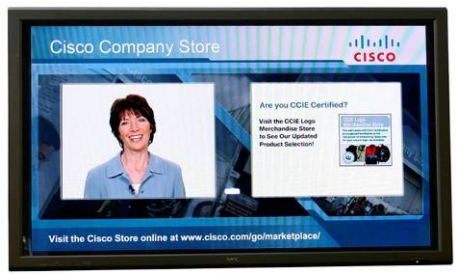


Step 2: Define object as video, text, ticker, or animation, etc.

Step 3: Apply styles, background images, colors, etc.



Step 4: Define files that will play in each area (individual files or playlists).



Step 5: Publish.

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The DMS-CD Advantage

- DMS-CD is a framework, bringing intelligence and bandwidth optimization for content distribution to DMP flash and external USB drive

- Time-based download of playlists/presentations through the scheduler
- Multiple playlists/presentations downloaded
- Support for Flash and USB external drive
- System-wide bandwidth limitation for each DMP download
- Differential download: no re-download of existing valid content, but changes only
- No duplicate download of content
- Detailed reporting of success/failure of downloads

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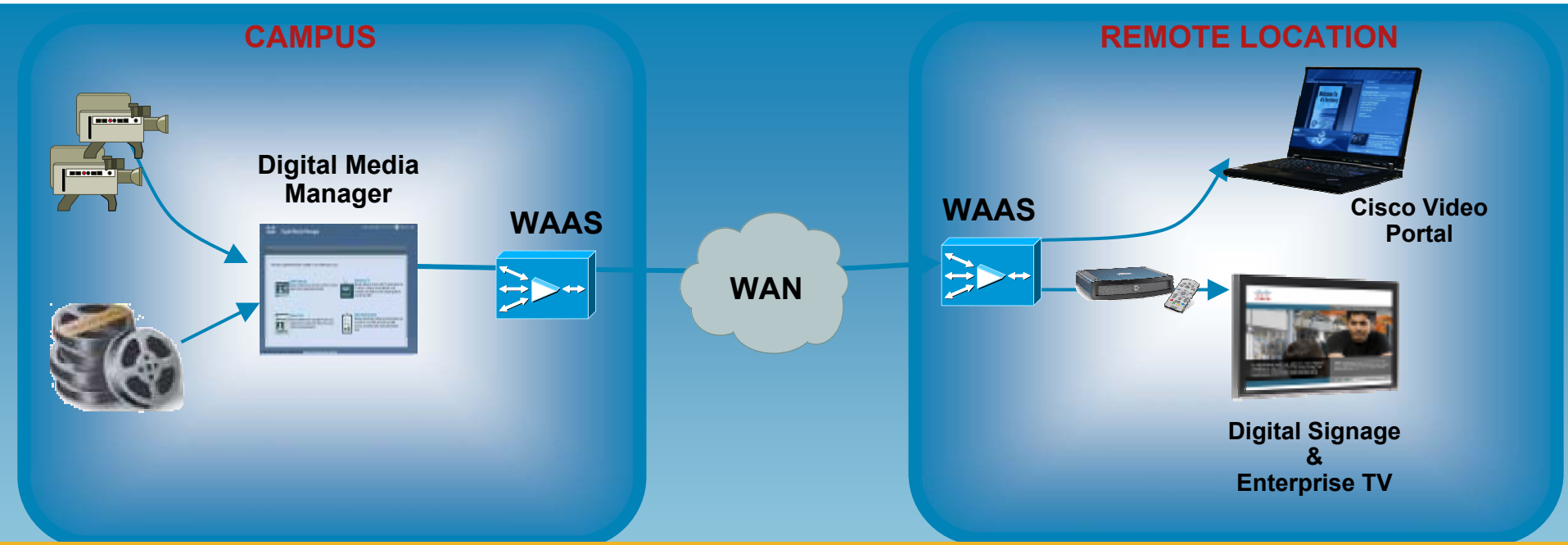
DMS 5.1 – DMS + CIFS/WAAS

- WAAS - optimize business applications + global video/media delivery
- Desktop video – Supported with WAAS 4.1
- Signage – With DMS 5.1

  One CIFS mount only – all or no DMPs



Cisco WAAS + Digital Media System =
Expanded Reach of Digital Media Deployments

Digital Signage Technology Evolution

Yesterday:
High Operational Costs, Low Flexibility

Today:
High Reliability and Flexibility, Easy Deployment and Operations

Tomorrow:
Video Surveillance, RFID, Cisco TelePresence, etc.

Technology Evolution → **New Opportunities**

Phase 1:
Standalone PC-Based

Phase 2:
Networked PC-Based

Phase 3:
Networked Media Player-Based

Phase 4:
"Smart" Signage

Digital Signage Market

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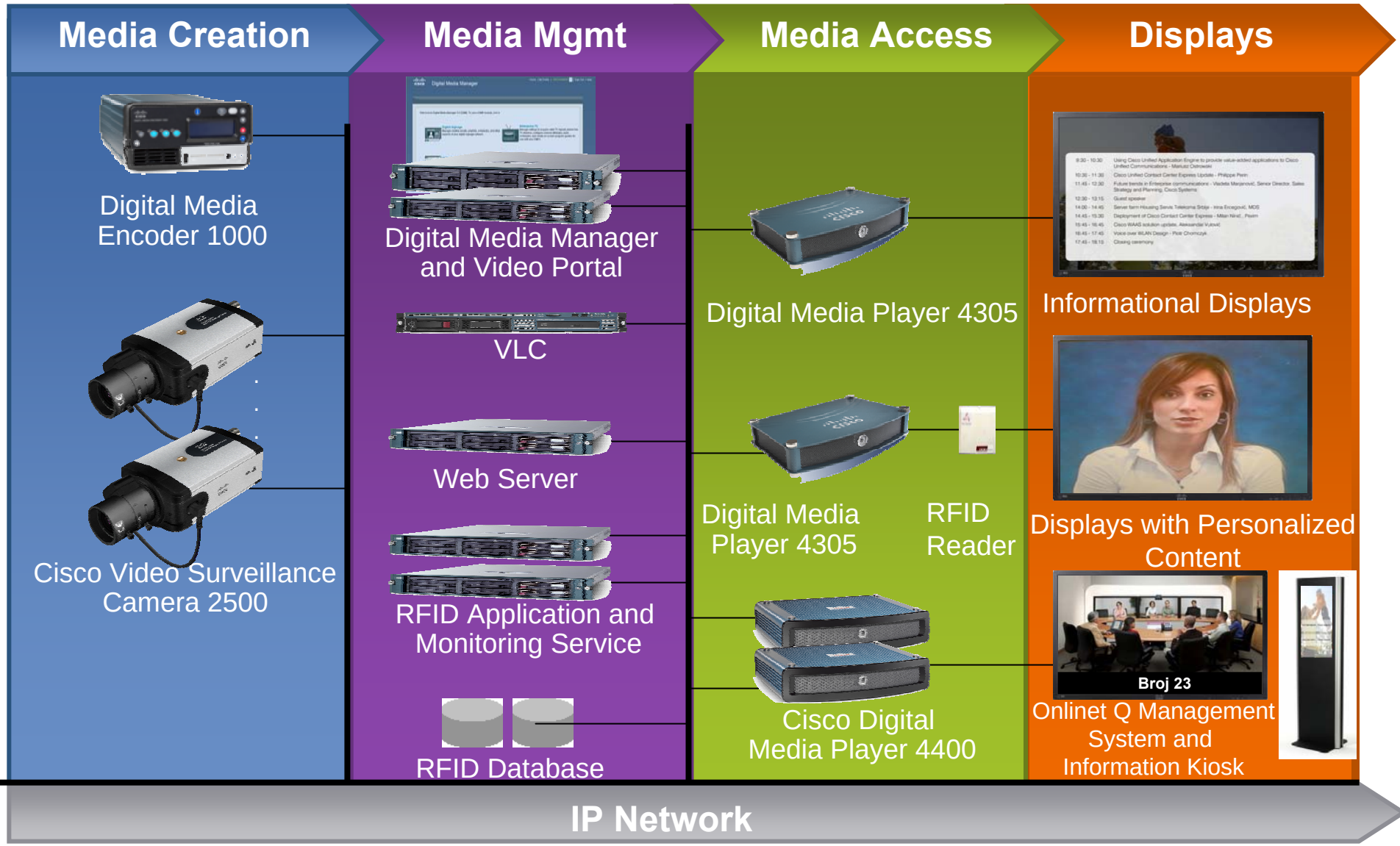
Digital Media System on Cisco Expo in Serbia



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Personalized content and integration with RFID – SDD ITG

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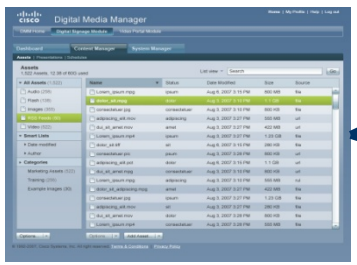
Onlinet Touch Screen Integration

Shop window solution



DMS - DMM

Kiosk solution

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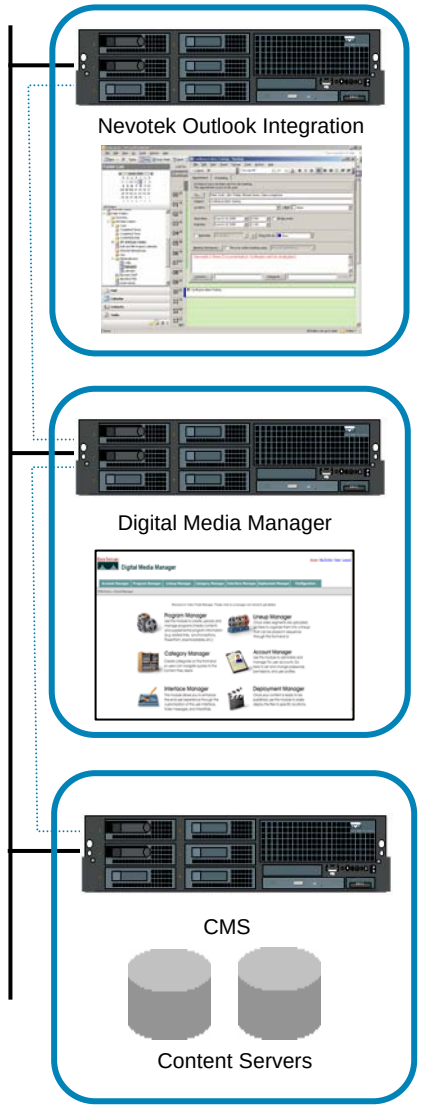
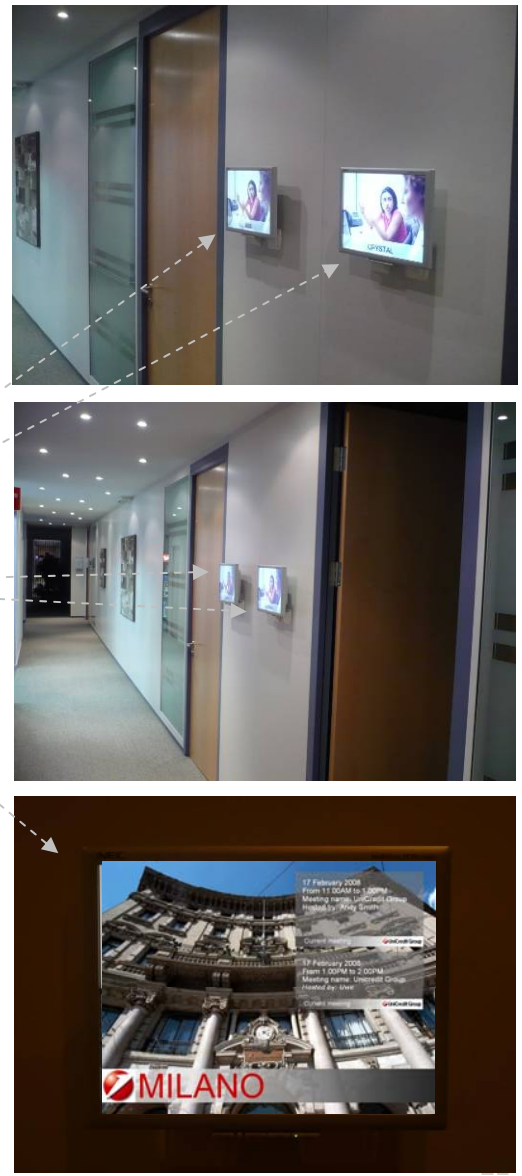
Converging Technologies





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UniCredit Group

	€ Buying	€ Selling
United States Dollar	0.64488	0.64492
British Pound	1.25794	1.25818
Canadian Dollar	0.64143	0.64167
South African Rand	0.08489	0.08509
Japanese Yen	0.00619	0.00620
Swiss Franc	0.61581	0.61589
Czech Koruna	0.29525	0.29588
Polish Zloty	0.04012	0.04017
Romanian Lei	0.29525	0.29588
Russian Rouble	0.27204	0.27437
Albanian Lek	0.00802	0.00835
Bulgarian Lev	0.51069	0.51093

Currency rates provided by OANDA.COM

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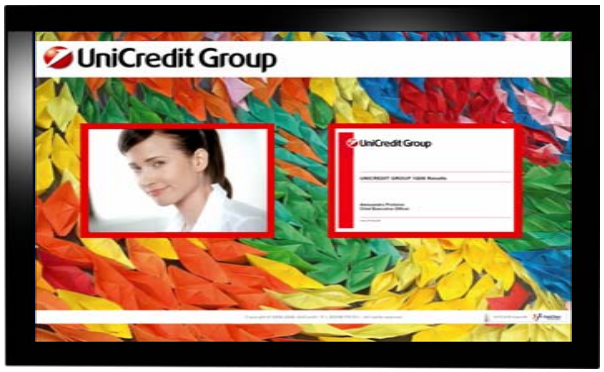
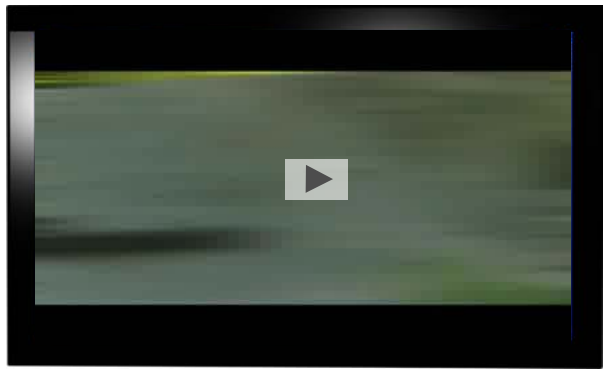
UniCredit supports PattiChiari

Manage Content Display from the IP Phone





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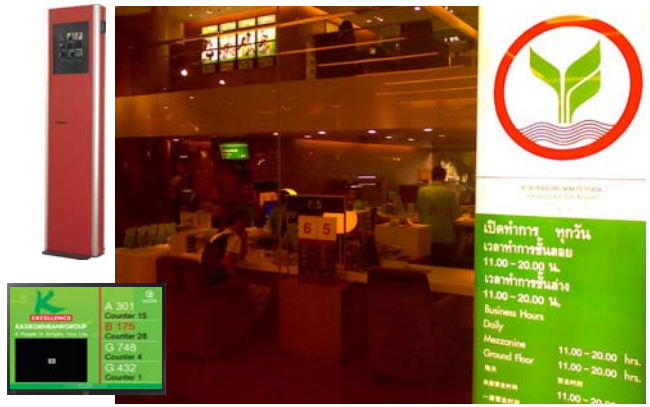
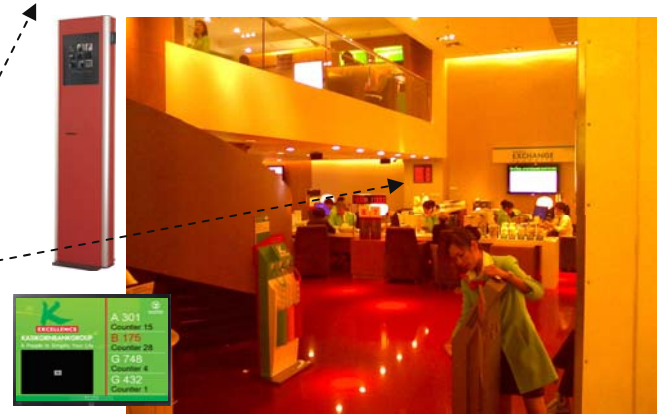
Queuing Integration

Digital Media Manager

CMS

Content Servers





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Cisco Desktop Video

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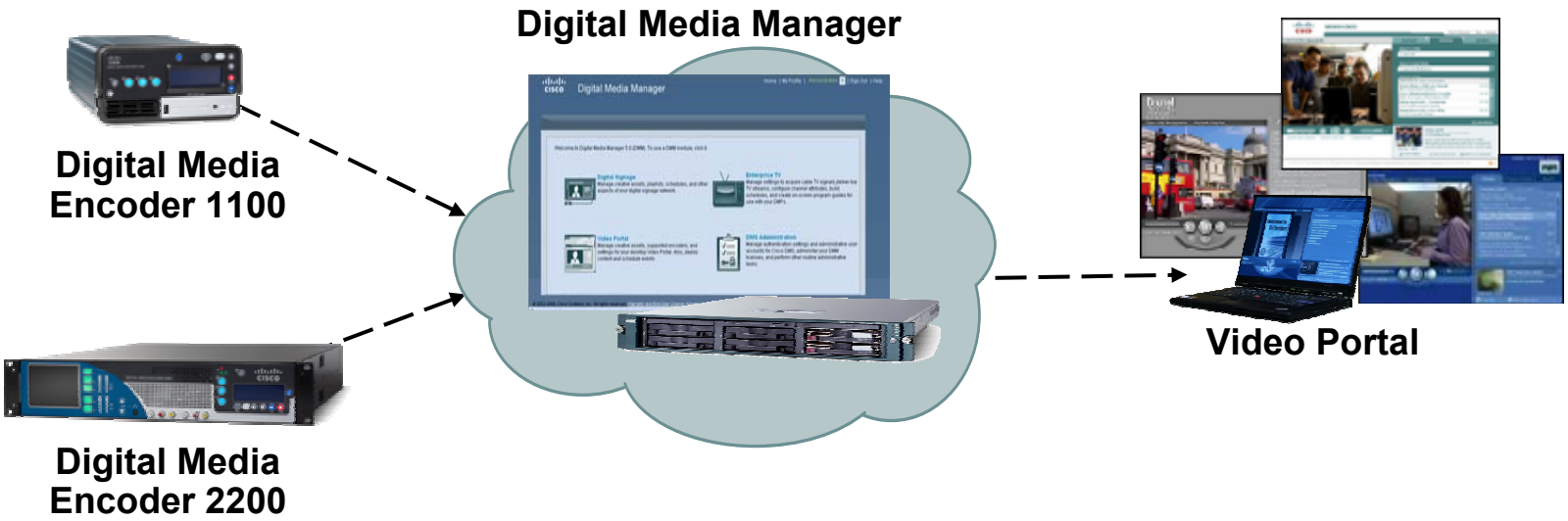
Cisco Desktop Video: Overview

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



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Cisco Desktop Video Portal
Browse, Search and Access Digital Media

- Customizable interface, program guide and search
- Personalized and featured playlists
- Advanced player controls
  - Full screen, Fast Forward, Rewind
- View synchronized slides
- Submit questions during live events
- User restricted content access based on Active Directory/LDAP
- Supports major formats: Windows Media, Flash, H.264, QuickTime

Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager

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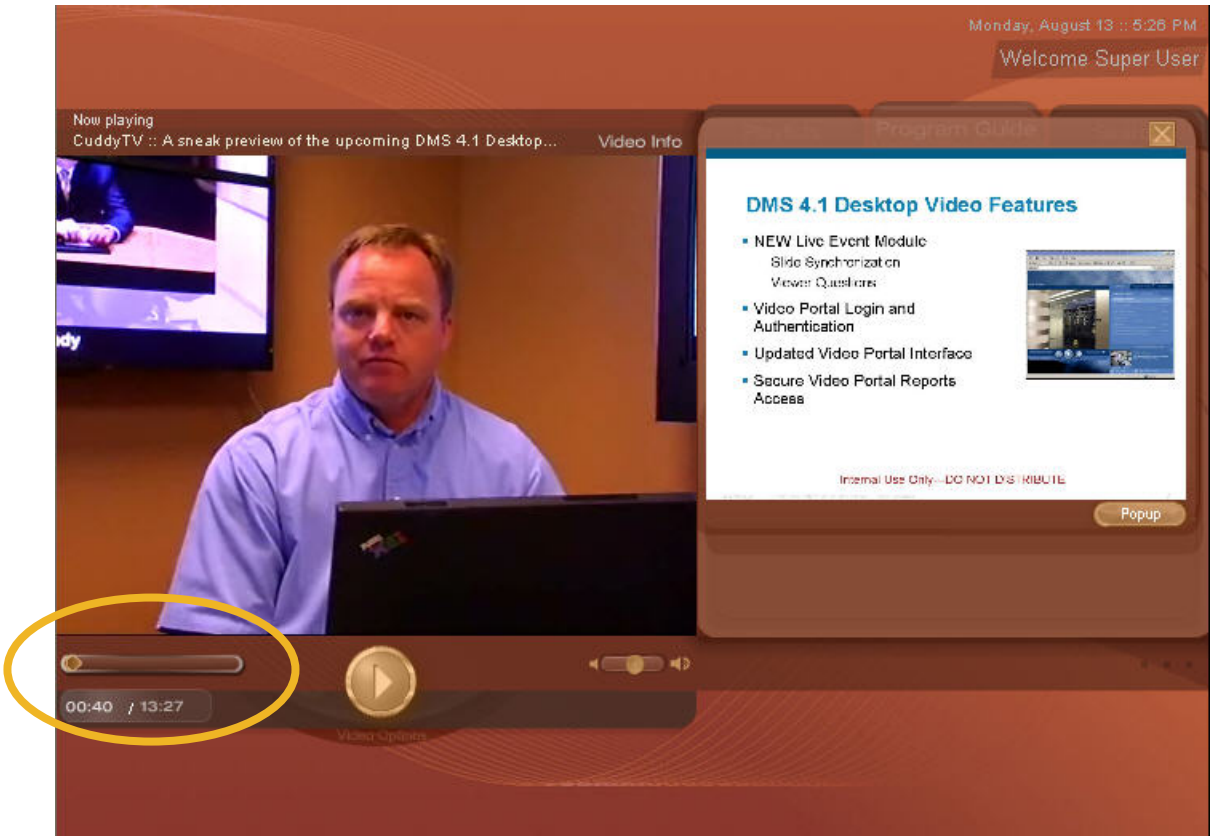
VOD Playback Controls

- Added the ability to move forward and backward within a VOD for all supported formats
- Slider interface for visual or time-based selection



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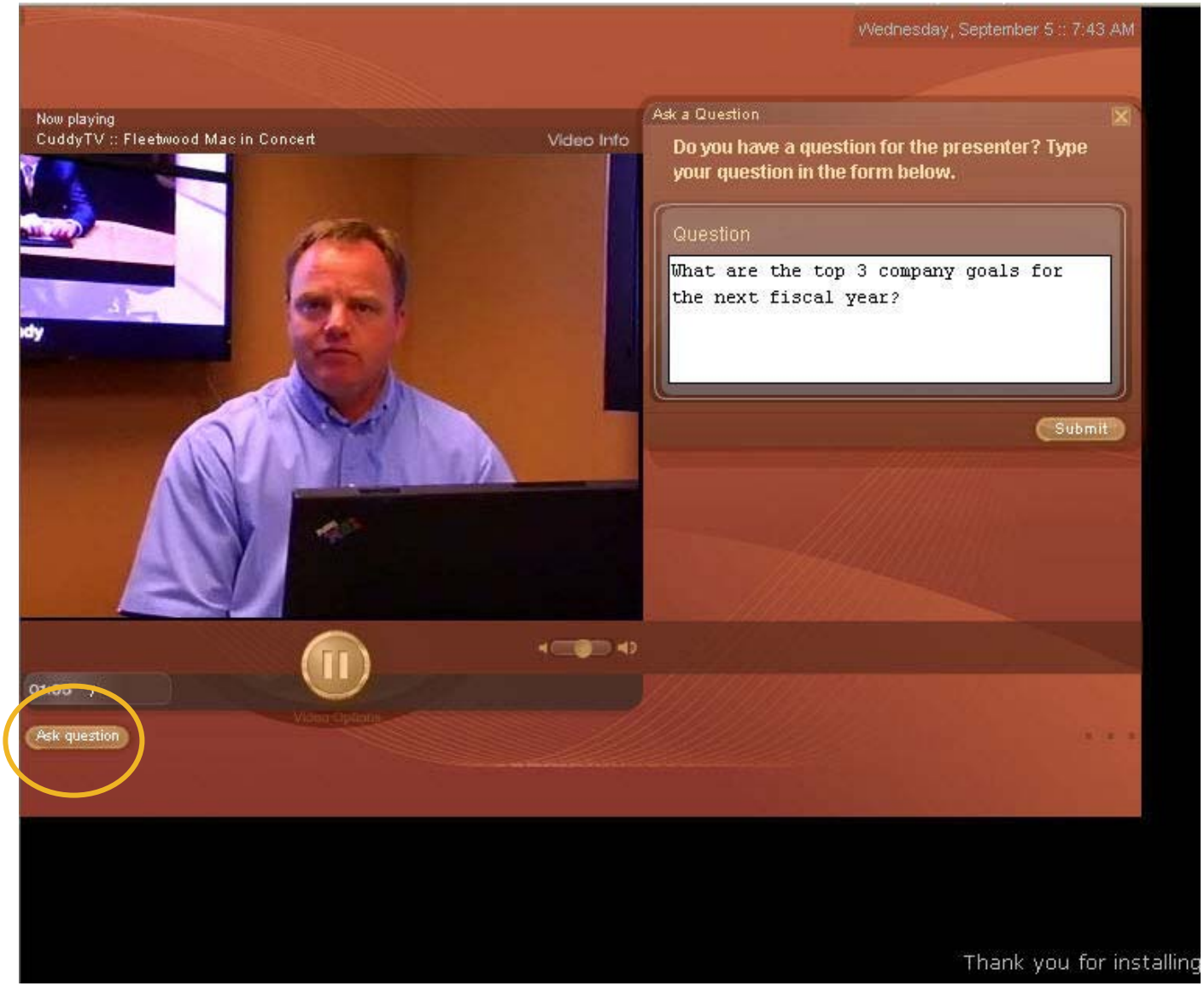
Viewer Submits a Question



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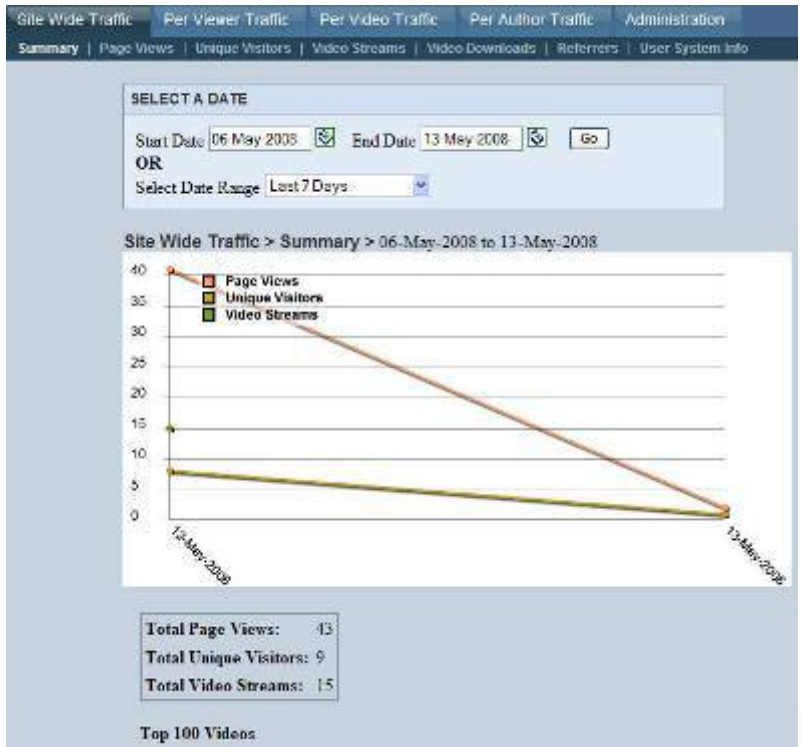
Cisco Desktop Video Portal Reports
Real-Time Reporting to Measure Content Effectiveness

- Web-based reporting system
- Reporting on who watched what, when, and how often
- Easily see content viewing trends and click-throughs in the Cisco Video Portal
  - Real-time reports and traffic metrics
- Based on administrative rights



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Cisco Enterprise TV

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Cisco Enterprise TV: Overview

An interactive application enabling organizations to deliver on-demand video and broadcast live TV channels over an IP network to digital displays

Enterprise TV leverages the same hardware platform as Digital Signage

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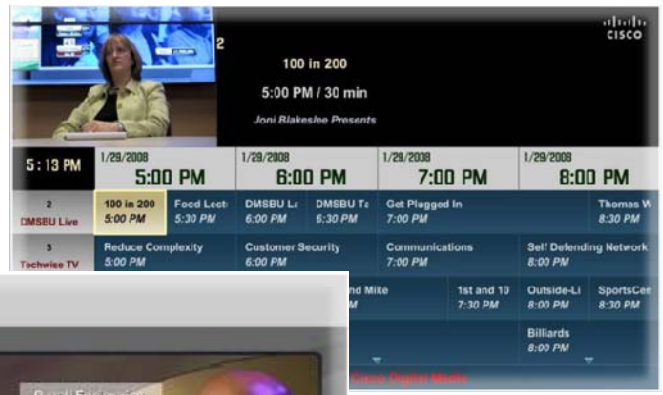
Components of Cisco Enterprise TV



Digital Media Player

Digital Media Manager

Network as the Platform

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DMS 5.1: ETV IP Phone Control

- Ability to control/interact with ETV application through IP phone
- The diagram below illustrates the architecture/flow

- Digital Media Manager
- Digital Media Player
- Cisco CallManager or CUCM
- Cisco IP Phone 7970

DMM / ETV Web App

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Enterprise TV Control through Cisco IP Phone

- Cisco 796X and 797X Phones can support ETV Remote service
  - Change channel
  - Navigate ETV Menu
  - Adjust volume
- Web service for Mobile Phone
  - Mobile Phone browser access to ETV remote controls
  - iPhone, Motorola Phones supported
  - Use optional DMP ID to time out access with remote phones

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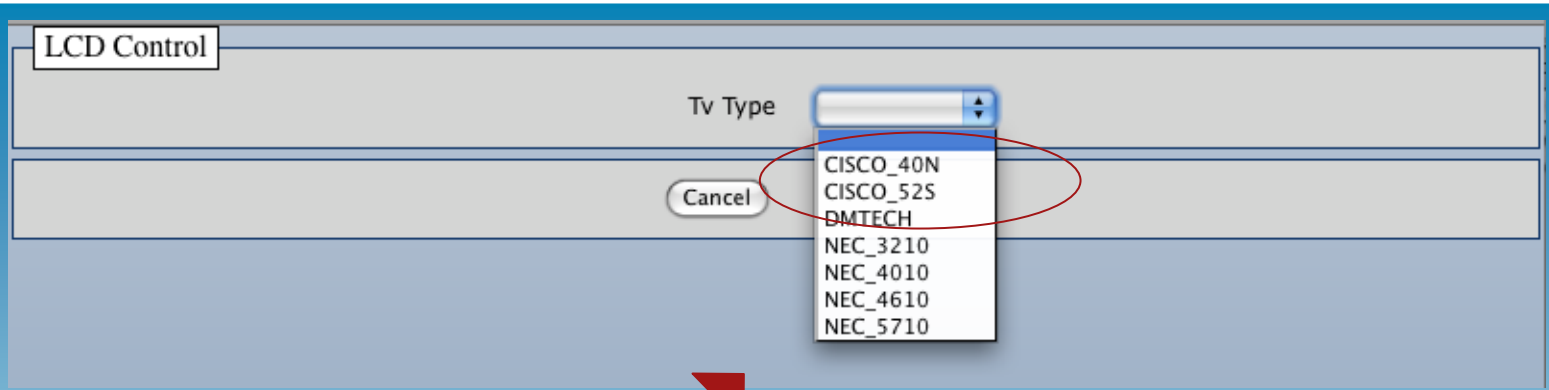
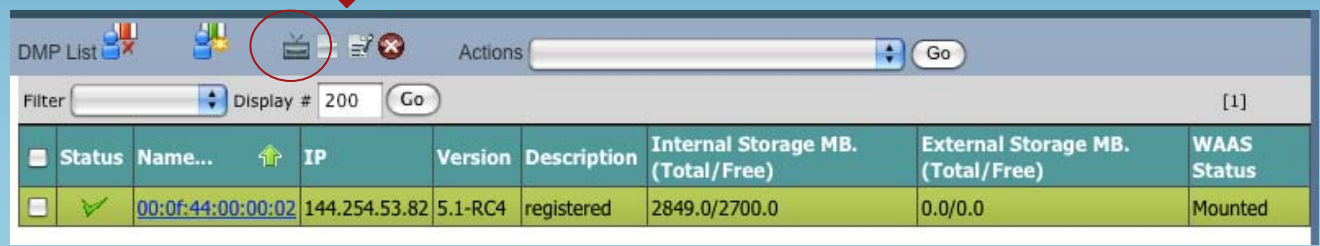
DMS 5.1: RS232 Built-in support for Cisco LCD

- Cisco Professional Series LCD were recently added to the DMS product family
- Version 5.1 of the Digital Signage Module has built-in support for both screen models





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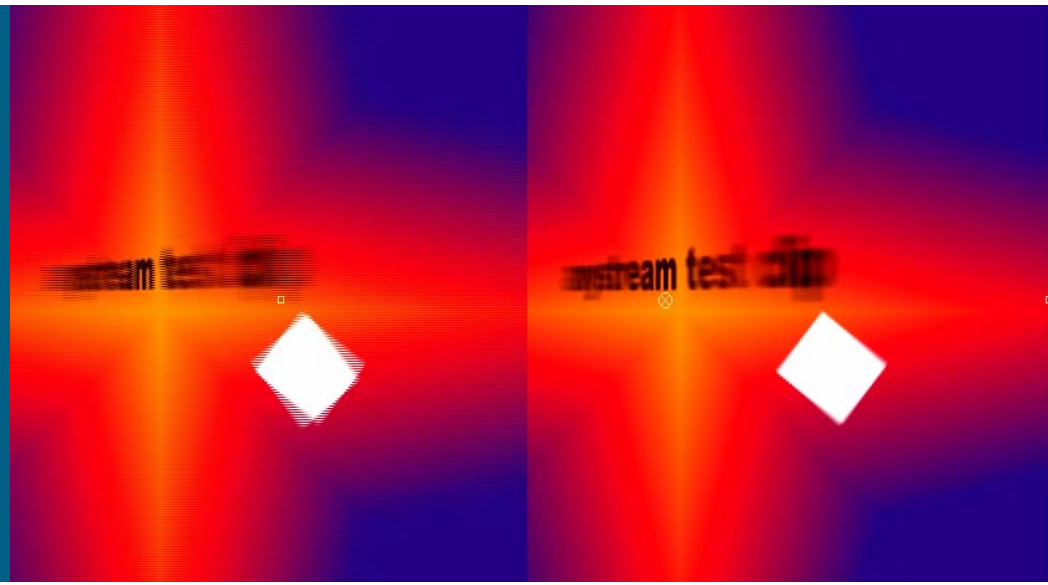
Media Experience Engine



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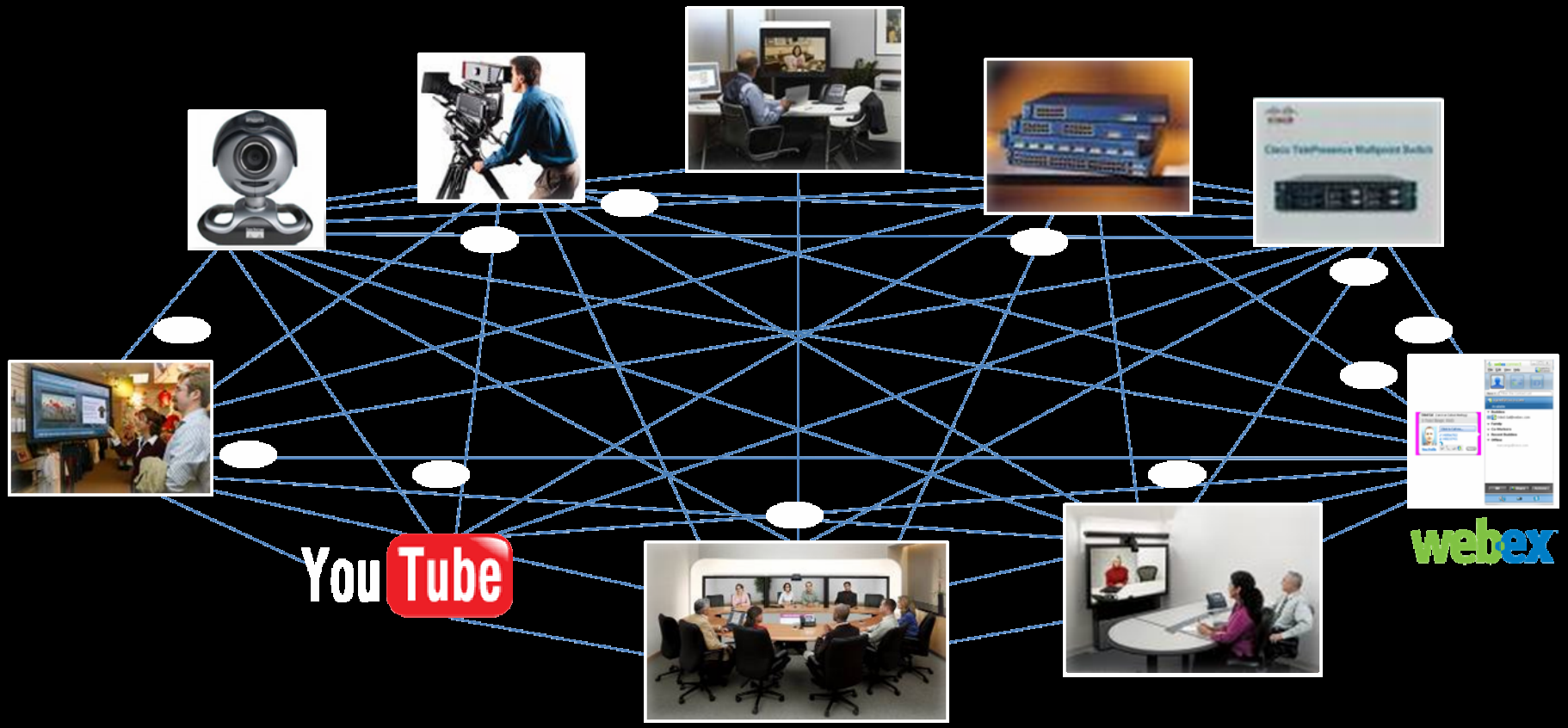
The World is Changing

Preparing, leading, and supporting our customers



Any Media, Anywhere, Any Device
Value Proposition

Media Ready Network

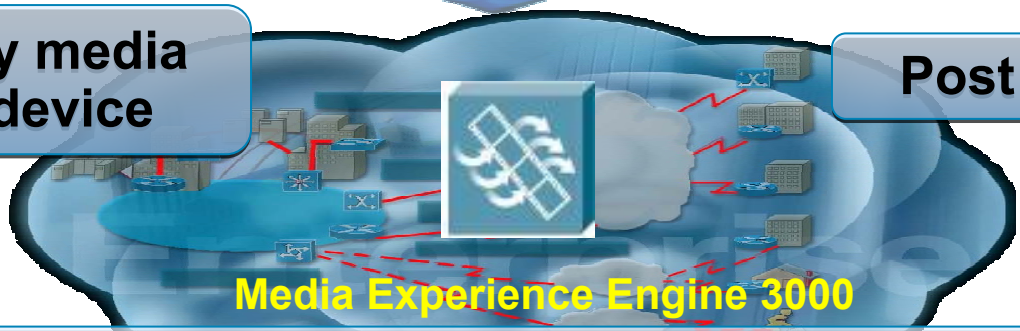
Cisco Media Experience Engine 3000

New

Enabling Any to Any Media Transformation in the Network

Adapt any media for any device

Post Production



Media Experience Engine 3000

Building block for Media Ready Network

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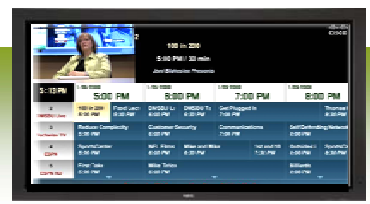
MXE 3000
Features

- 1RU appliance for offline digital media processing
- Provide “one file source to many formats”, convert digital signage/ETV media for desktop video, position for enabling more endpoints on DMS, e.g. PDAs
- Media “production” capabilities: video composition, editing, watermarking, text and image overlays, dynamic streaming tickers
- Media pre-processing: Color, noise reduction, & aspect ratio adjustments; video editing including clipping, cropping, and stitching



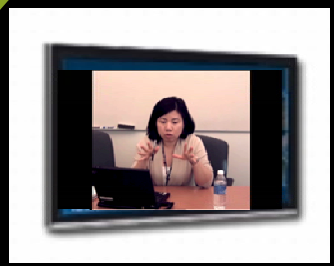
Supported Formats

FCS Q1FY09

Web / Mobile

- Input
  Quicktime, MPEG-1, MPEG-2, AVI, Windows Media, VC-1, H.264
- Output
  H.264, Flash 8 On2 VP6, Windows Media, 3GPP, Quicktime, Real, MP3, WAV
- Additional features
  API & Job Manager

Signage



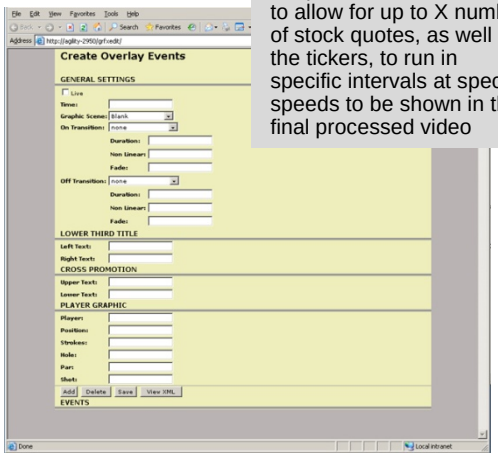
- Input
  Quicktime, MPEG-1, MPEG-2, AVI, Windows Media, VC-1, H.264
- Output
  MPEG-2 transport streams (SD and HD), MPEG-4/H.264 transport (SD and HD) streams, AC-3 Audio, Layer II Audio, Windows Media Proxy, MPEG-1, MPEG-2

Graphics

- **Dynamic graphics updates occur during transcoding**
- **Supports multiple simultaneous transcoding sessions with customized graphics**
- **Overlays graphics on all output formats**
- **Flash 8 Pro template authoring**
- **Web Services and XML API interfaces**

MXE Graphics – Flow for Dynamic Data Updates

1. An Event Manager template has been set up to allow for up to X number of stock quotes, as well as the tickers, to run in specific intervals at specific speeds to be shown in the final processed video

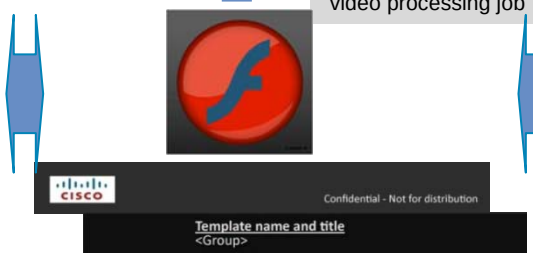


2. Source video is created and sent to the MXE

3. The MXE job profile runs and starts processing the video and runs the Flash engine.

7. The final video is output with the dynamic overlays on it.

6. The Flash engine gets its dynamic data and embeds it as an overlay as part of the running MXE video processing job

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title=Cisco TelePresence Meeting
&date=March 27th, 2008
&time=3PM PST
&length=filelength
&attendees= Dan Hitomi,Frank Miller
&agenda=Introductions,Product Features, Technology Specs, Q&A

at 0:05:00 insert
&name=Dan Hitomi - Systems Architect; Cisco TelePresence
length=00:00:05

at 0:10:00 insert
&name=subtitlefile.xml
length=00:50:00
```

4. The Flash engine calls the XML file for the number of stock quotes and how many should be displayed on screen

```
at 0:10:00 insert
&name=subtitlefile.xml
length=00:50:00
```

5. The Flash engine then calls the RSS XML to get the latest stock quotes and prices

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Cisco Digital Media System

Summary

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DMS: Extensive Product Portfolio!

Digital Media Encoder 1100

For Desktop Video

New

Digital Media Encoder 2200

For Desktop Video

SA Encoders

For Digital Signage & Enterprise TV

Digital Media Manager

For Desktop Video, Digital Signage & Enterprise TV

New

Media Experience Engine

For Any Media to Any Device

Video Portal

For Desktop Video

New Model

New

Cisco Displays for Enterprise TV

Digital Media Players

New

Cisco Displays for Digital Signage

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Business Video Collaboration Vision

INTELLIGENT VIDEO NETWORK

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Stars Centre
Attracting Millions with Compelling Content

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt
- Challenges
  - Needed a simple and flexible way to attract customers
  - Needed a new way to drive revenue from advertising
- Implemented Cisco Digital Signage: About 500 DMPs across the mall to entertain and attract customers
- Benefits
  - Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain and draw in customers
  - Higher sales
  - Generate revenue from selling advertising space
  - ROI: conservative study estimated payback time < 2 years

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Media Market
Product Differentiation and Up-Sell in Retail

- Europe's largest retailer for consumer electronics; part of Metro AG retailer
- Challenges
  - Traditional marketing was costly and slow
  - Difficult balance between centrally-driven marketing with local flexibility
  - Local stores cannot react quickly
- Implemented Cisco Digital Signage, two to four signs in several departments
  - Unique usage in entrance, electronics, appliance department
  - Goals are product up-sell and targeting of local store selections
  - Cisco ACNS in stores for intelligent content distribution
- Benefits
  - Content is a variation of Web campaign for maximum marketing consistency
  - Solid ROI, measured by costs savings and increase in sales

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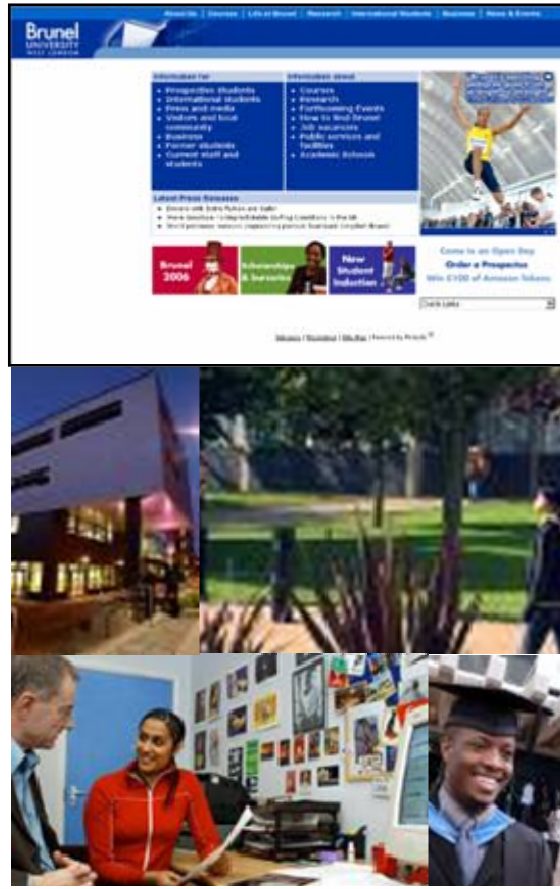
Brunel University
Competitive Edge Offering On-Demand Lectures

- Located in the UK
- Challenges
  - High growth has caused Brunel to reach their capacity
  - Obtain a competitive edge and attract students
- Implemented DMS for desktop video to:
  - Deliver lectures in overflow halls
  - Lectures on-demand for students
- Benefits
  - Students are increasingly expecting to access content anytime, anywhere; DMS allows Brunel to meet the needs of the students



"Cisco Digital Media System is the scalable, sizable platform we've been looking for. It's spooky how the requirement can build and Cisco meets it. I think it's really cool, and when I first saw it thought it cannot be that nice and simple, but it is."

– Simon Furber, Network Manager, Brunel University

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TODAY'S WEATHER

WARSAW
SUNNY AND 20°C

VIENNA
RAIN AND 17°C

BUDAPEST
CLOUDY AND 29°C

BUDAPEST BANK

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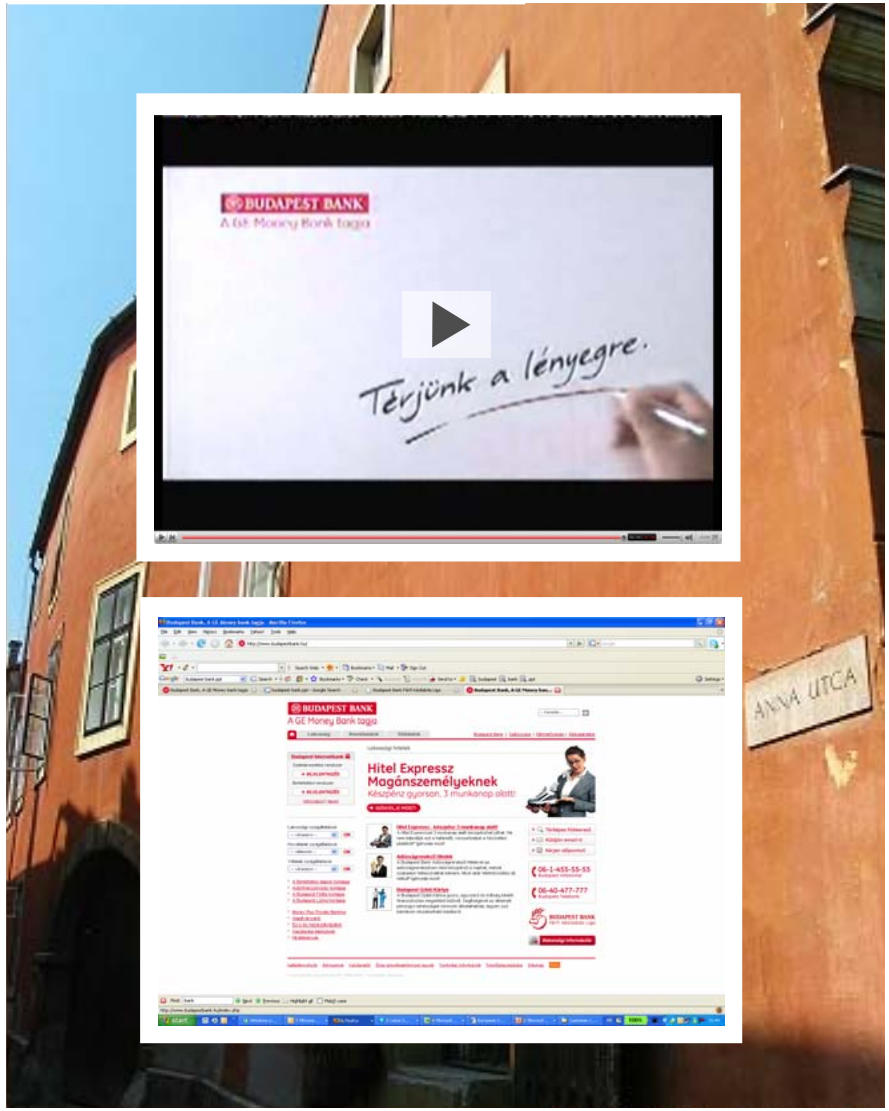

TODAY'S WEATHER

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