

# Cisco Show and Share

## Product Overview

Cisco Show and Share<sup>®</sup> is an enterprise video portal application for webcasting and video sharing that helps organizations create secure video communities to share ideas and expertise, optimize global video collaboration, and personalize the connection between customers, employees, and students with user-generated content.

Cisco Show and Share provides the ability to create live and on-demand video content and define who can watch specific content. It offers viewer collaboration tools such as commenting, rating, and word tagging, and it provides comprehensive access reporting.

Cisco Show and Share fits into your organization's existing IP network, integrates with your collaboration infrastructure, and helps ensure that your video content is stored securely within your IT infrastructure. It supports standard video formats including Windows Media, Flash, and the MPEG-4/H.264 standard for video-on-demand (VOD) files. The Windows Media format is supported for PC playback for live streams, and the MPEG-4/H.264 format is supported for both PC and Macintosh for live streams. The Cisco MXE 3500 Media Experience Engine integrated with Cisco Show and Share provides the ability to have all files that are uploaded by the Cisco Show and Share to be automatically transcoded to an optimal window size and bit rate using the MPEG-4/H.264 format. These files are automatically sent from the Cisco Show and Share server to the Cisco MXE 3500, where they are transcoded and then retrieved by the Cisco Show and Share for editing and publishing. You simply upload the files without worrying about file formats.

The Cisco Show and Share mobile client for Apple iOS devices provides the following features when connected to a Cisco Show and Share system:

- Login to a Cisco Show and Share system
- Browse and search both private and public on-demand videos
- View, rate, share, and provide comments for on-demand videos
- Record, upload, and publish on-demand videos from the Apple iOS devices to a Cisco Show and Share system

Requirements follow:

- Cisco Show and Share Version 5.3 or later

The Cisco Show and Share integrates with a wide variety of Cisco products and network technologies, including:

- Cisco Digital Media Manager (DMM): DMM provides authentication, administration, and reports for the Cisco Show and Share.
- Cisco Media Experience Engine (MXE): The Cisco MXE provides media conversion, real-time postproduction, editing, formatting, and network distribution capabilities in a single networked solution.
- Cisco Pulse<sup>®</sup> Video Analytics: Enable speech search within videos. Allow viewers to navigate by spoken keyword or active speaker to find and view video content quickly and easily. Cisco Pulse is an optional license on the Cisco Media Experience Engine that surface the Cisco Pulse within the Cisco Show and Share.

Complementary products include:

- Cisco TelePresence® Content Server (TCS): TCS enables high-definition (HD) recording and streaming capabilities for H.323 and Session Initiation Protocol (SIP) endpoints that are published and viewed with the Cisco Show and Share.
- Cisco Enterprise Content Delivery System (ECDS): ECDS is a predictable, scalable, and versatile solution that helps organizations optimize video distribution over their existing WAN infrastructure. The Cisco Show and Share integrates with ECDS for optimized live video delivery and local media playback at remote locations.

Figure 1 shows the Cisco Show and Share user interface.

**Figure 1.** Cisco Show and Share User Interface



## Organization Usage

As the platform for digital media creation, publishing, and access, the Cisco Show and Share offers organizations in many different industries innovative tools for internal and external communications, marketing, sales, education, and training.

### Meeting Optimizer: Reduce Time Spent in Meetings

- Save time and money: With the Cisco Show and Share, organizations can communicate with video to review business updates instead of spending hours in in-person meetings. Meeting time is often spent reviewing business updates.
- Workforce optimization: Through video updates using the Cisco Show and Share, employees can view updates on their desktops and increase their productivity. In addition, with Cisco Pulse capabilities, viewers can navigate to the exact points where a speaker talks and hear the words the person spoke, thus further optimizing their productivity.

## Video Is Everywhere: Extend Communications and Collaboration

- Video is mainstream: As video production becomes more cost-effective and easy, video usage is becoming a mainstream tool. It is now easier to create, search, and share video than ever before.
- Secure communication: With advanced content-viewing security, content authors can control who has access to view content. They can know who's viewed a video and when.
- Reach stakeholders at any place at any time: With asynchronous video communications, employees, partners, customers, and students can communicate and collaborate, regardless of geographic location.

## Video Is Personal: Get Closer to Your Employees, Partners, Customers, and Students

- Reach your global audience: With the Cisco Show and Share, organizations can reach their remote teams with instant communications. Time zones are no longer a factor.
- Personalize video experiences: With the Cisco Show and Share, you can watch video when you want, how you want, and for as long as you want. With Cisco Pulse capabilities, viewers navigate to the exact points where a speaker talks and hear the words the person spoke.
- Increase customer intimacy: Video is a form of personal communication that is effective, building trust and communities.

## Features and Benefits

Table 1 lists the features and benefits of the Cisco Show and Share.

**Table 1.** Features and Benefits of Cisco Show and Share

Feature	Benefit
<b>Creating Video</b>	
<b>Direct video capture with Cisco Show and Share</b>	You do not need to install any special video-capture software on your PC or Macintosh. The Cisco Show and Share works with the Adobe Flash player to support a wide variety of built-in and USB-based cameras and microphones that you can use to capture video.
<b>Upload of video files</b>	The Cisco Show and Share natively supports the uploading and publishing of Windows Media, Flash (.flv), and MPEG-4/H.264 files. The Cisco MXE 3500 Media Experience Engine in combination with the Cisco Show and Share can accept a wide variety of additional video formats. This function provides integrated transcoding, which allows your users to simply upload nearly any video format.
<b>Assigned authors</b>	Cisco Show and Share system administrators can define by username those who can capture and upload content. Organizations can provide initial access to a small set of content authors and add additional authors as needed.
<b>Publishing Video</b>	
<b>Optional publishing approvals</b>	The Cisco Show and Share allows system administrators to determine by username who can publish captured and uploaded content submitted by the authors. This basic publishing workflow allows organizations to implement pre-publishing content reviews.
<b>Content viewing security</b>	Publishers can define "who can watch what" for each video for secure content viewing needs.
<b>Text transcripts</b>	You can publish searchable text transcripts along with each video to find pertinent content.
<b>Downloadable files</b>	You can publish associated materials such as documents and downloadable versions of videos to offer viewers additional information.
<b>Related videos</b>	Authors can associate additional videos with each title to direct viewers to related material.
<b>Scheduled publishing and archiving</b>	You can schedule each title to appear and indicate when it should be archived through a publisher-selectable date function.
<b>Optional viewer collaboration; commenting, rating, and tagging</b>	Publishers can choose per title what types of viewer collaboration functions are available, such as commenting, rating, and tagging.
<b>Cisco TelePresence support</b>	You can publish recorded Cisco TelePresence meetings and share them with select Cisco Show and Share users, providing another source of content that you can use with the Cisco Show and Share system. Cisco TelePresence and video conference integration is enabled by the Cisco TelePresence Content Server (TCS).

Feature	Benefit
<b>Browsing and Searching Video</b>	
<b>Public and private content</b>	Viewers can browse both private and public content based on their login credentials.
<b>Keyword tags</b>	Viewers can use popular keyword tags that are displayed to help them find content.
<b>Basic and advanced search</b>	Viewers can type in words or phrases to search for content and access advanced search options to further refine content searches.
<b>Multiple content listing options</b>	Viewers can sort through categories by different filters and views, including Most Viewed and Highest Rated content filters.
<b>Really Simple Syndication (RSS) new content subscription notices</b>	Viewers can elect to receive RSS-based new content notifications when new content is published for a selected category or author.
<b>Search through application program interface (API) for external access</b>	Software developers can use the Cisco Show and Share APIs to integrate other applications with the Cisco Show and Share to search and publish Cisco Show and Share content within other applications such as an executive or organization web portal.
<b>Viewing and Sharing Video</b>	
<b>Video playback controls</b>	Viewers have complete playback controls for on-demand content, including start and stop controls.
<b>Commenting options</b>	Authors can optionally provide the ability for viewers to leave multiparty comments and collaborate with other viewers with two levels of commentary. Page comments can be created for general commentary and timeline comments can be placed at any point in the video timeline for topical discussions. Viewers can report abusive comment language, and systems administrators can search for and delete offensive comments.
<b>Searchable transcripts</b>	Viewers who are not familiar with the native language of the video presenter can use author-provided text transcripts, which are also searchable.
<b>Video sharing</b>	Viewers can share content titles with other viewers by email or by copying and pasting the URLs provided by the Cisco Show and Share. Authors can optionally publish information that allows viewers to share and embed videos within other webpages and documents.
<b>Full-screen viewing option</b>	Viewers can view video within the predefined viewing area or elect to display the video in full-screen mode.
<b>File downloads</b>	Viewers can download and save documents provided by the authors.
<b>Multilanguage support</b>	The Cisco Show and Share is currently available in English, French, Spanish, German, Italian, and Brazilian Portuguese. Viewers can select their personal language preference.
<b>Live Webcasting</b>	
<b>Managed webcast</b>	Live webcast authors can set up and produce real-time streaming webcasts for events such as executive presentations, town hall meetings, conferences, teacher lectures, and more.
<b>Viewer questions</b>	Viewers can optionally post text-based questions to the live webcast authors at any time during an event.
<b>Polling</b>	Live webcast authors can create and publish both predefined and impromptu viewer polling questions and optionally display results at any time during a live webcast.
<b>Live stream access</b>	Other types of live video streams such as encoded TV signals can be published and accessed through the Cisco Show and Share.
<b>Cisco TelePresence integration</b>	The Cisco TelePresence Content Server turns Cisco TelePresence and videoconferencing codecs into live streaming devices. HD video is streamed live into the Cisco Show and Share with content shared being displayed in several composited layout options. Streaming in Windows Media (WMV) and MPEG-4. Live events can then be published as a recording inside of the Cisco Show and Share.
<b>Reporting on Content Usage</b>	
<b>Systemwide reporting</b>	Systems administrators have access to a wide variety of activity and content usage reports across the entire Cisco Show and Share content catalog, including: <ul style="list-style-type: none"> <li>• Sitewide Traffic</li> <li>• Page Views</li> <li>• Unique Visitors</li> <li>• Video Content Viewing Activity</li> </ul> Report options include date ranges, viewers, authors, and content titles.
<b>Author and publisher</b>	Authors can select various usage reports for their published content by date range, including: <ul style="list-style-type: none"> <li>• What videos were watched by whom</li> <li>• Average play length of content by all viewers</li> </ul>

## Support and Compatibility

The Cisco Show and Share is shipped with the software preloaded on select Cisco server appliances and models. Upgrade and server support information is available at <http://www.cisco.com> in the Cisco Show and Share Upgrade Guides.

## Licensing

The Cisco Show and Share is purchased as a perpetual license with no restrictions on the number of potential viewers. The application introduces new authoring capabilities that require enabling licenses for each system user who is defined as an author. The base Cisco Show and Share system has five preinstalled Author licenses. You can purchase additional licenses in various increments ranging from 10 to 25,000 authors.

You can purchase additional licenses and install them after the initial implementation.

## Product Specifications

Table 2 lists specifications of the Cisco Show and Share.

**Table 2.** Specifications of Cisco Show and Share

Component	Requirements
<b>Browser software</b>	Windows <ul style="list-style-type: none"><li>• Internet Explorer 7, 8, 9, 10, or 11</li><li>• Mozilla Firefox 3 or later</li><li>• Apple Macintosh - Support only for Flash and MPEG4/Part 10 VOD files only</li><li>• Safari 3.1.2 minimum</li><li>• Safari 3.1.2 or Firefox 3.5.3 or later recommended</li></ul>
<b>Adobe Flash plug-in</b>	Adobe Flash v.9, upgrade 3 plug-in or later required, v.10 and later recommended
<b>Windows Media plug-in</b>	Windows Media 9 or later (required if Windows Media content is offered)
<b>Java Client</b>	v. J1.6.0_13 or later
<b>Minimum supported resolution</b>	1024 x 768

Content Format	Notes
<b>Windows Media</b>	Content encoded in the Windows Media format can be uploaded and viewed with the Cisco Show and Share. This content is decoded and played by the Windows Media plug-in. Third-party applications are required to edit content encoded with the Windows Media format.
<b>Adobe Flash (.flv)</b>	Content encoded in the Adobe Flash (.flv) format can be uploaded and viewed with the Cisco Show and Share. This content is decoded and played by the Adobe Flash plug-in. The integrated Cisco Show and Share Video Editor can be used to edit uploaded Adobe Flash (.flv) content. Content created with the Cisco Show and Share Record a Video function is encoded in the Adobe Flash (.flv) format and is also editable with the Cisco Show and Share Video Editor.
<b>MPEG4/Part 10 (also known as MPEG4/H.264)</b>	Content encoded in the MPEG4/Part 10 format can be uploaded and viewed with the Cisco Show and Share. This content is decoded and played by the Adobe Flash plug-in. Additional MPEG4 file support playable by the Adobe Flash player can be obtained at <a href="http://www.adobe.com">http://www.adobe.com</a> . Third-party applications are required to edit content encoded with the MPEG4/Part 10. File types supported include .mp4, .m4v, and .mp4v.

**Note:** Additional content formats not supported by the Cisco Show and Share may be transcoded into a supportable format through the optional Cisco Media Experience Engine. More information about the Cisco Media Experience Engine is available at: <http://www.cisco.com/go/mediaprocessing>.

## System Requirements

The Cisco Show and Share is available for purchase on two different supporting server appliances. All of the required operating system software, required configuration, and Cisco Show and Share applications are shipped to customers preinstalled on the server appliance they choose. The Cisco Show and Share is not available for purchase as a standalone application and requires the Cisco Digital Media Manager.

Each Cisco Show and Share server appliance provides approximately 1 TB of content storage that authors can use for publishing storage for pilot or small group implementations. It is strongly recommended that customers deploy and store published content on customer-provided storage servers that include Flash/MPEG-4/H.264 streaming software for general deployment.

Warranty information is available at Cisco.com on the [Product Warranties](#) page.

## Ordering Information

The Cisco Show and Share system is implemented along with the Cisco Digital Media Manager. The Cisco DMM, hosted on a separate Cisco server appliance, provides configuration and operations management for the Cisco Show and Share. The Cisco DMM is a required component when purchasing the Cisco Show and Share.

The Cisco Live Event module is an optional software module configured and purchased with the Cisco Digital Media Manager. The Live Event module allows you to host and produce live webcasts featuring live video streams, moderated viewer, polling questions, and polling results. You can purchase this optional module along with the Cisco DMM or add it at a later date.

To place an order, please visit the [Cisco Ordering Home Page](#) and refer to Table 3.

**Table 3.** Ordering Information

Product Name	Part Number
Cisco Digital Media Manager for Show and Share	DMMC220-SNS-K9
Cisco Show and Share Enterprise	SNSC220-ENT-K9
Cisco Show and Share Workgroup	SNSC220-WKG-K9
Cisco Live Event Module	DMM-LEM53-K9=

## Cisco Services

Cisco and our partners provide a broad portfolio of smart, personalized services and support that can help you realize the full value of your video investment, and increase business agility and network availability. This portfolio of services promotes business transformation through a network-based collaboration platform that enables businesses to collaborate anywhere, anytime. For more information about these services, visit:

<http://www.cisco.com/go/services/digitalmedia>.

## For More Information

For more information about the Cisco Show and Share, please visit

<http://www.cisco.com/web/solutions/dms/index.html> or contact your local Cisco account representative.




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