

Cisco Digital Media Suite: Cisco Digital Media Player 4305G

The Cisco® Digital Media Suite (DMS) is a comprehensive offering of social video, digital signage, and IPTV systems that can help transform how organizations learn, grow, communicate, and collaborate. Support from the broad Cisco partner ecosystem of deployment, solution-development, and content-creation partners helps ensure a successful digital media implementation.

The Cisco Digital Media Player 4305G (DMP 4305G) is an integrated component of the Cisco Digital Media Suite for Cisco Digital Signs and Cisco Cast.

Cisco Digital Media Player 4305G

The Cisco Digital Media Player 4305G (Figure 1) is a highly reliable IP-based digital media player that handles display and playback of compelling, rich digital media—including high-definition live broadcasts or on-demand video, Flash animations, graphics, text tickers, and other web content—across a network of digital signs.

The Cisco Digital Media Player 4305G is fully manageable as a standalone device; however, as part of the integrated Cisco Digital Signs and Cisco Cast systems, it is a powerful, customizable digital media publishing endpoint. Using the Cisco Digital Media Manager (DMM), the centralized management system component of the Cisco Digital Media Suite, you can flexibly and remotely publish centralized content to networked digital displays. You can attach the Cisco Digital Media Player to virtually any on-premises digital display at any location—for example, in a branch-office bank, retail store, or a break room or lobby—across any geography.

Figure 1. Cisco Digital Media Player 4305G



The Cisco Digital Media Player 4305G supports sophisticated functions, including fully customizable and dynamic playlists; the Cisco Cast program guide; division of screen real estate into multiple addressable regions; high-definition (HD) media playback; and remote management of digital displays—on/off, volume, contrast, and

brightness. The Cisco Digital Media Player 4305G has a very small form factor, weighing less than 1 pound (0.45 kg) and measuring 7.5 x 5 x 1.5 inches (190 x 127 x 38 mm).

Key Features and Benefits

The Cisco Digital Media Player 4305G integrates with the Cisco Digital Media Manager to deliver:

- **Flexible, real-time publishing:** You can instantly publish and update content across individual or groups of digital displays, and control and schedule the frequency and duration of content playback (day-parting).
- **Broadcast with Cisco Cast:** You can control IP-based broadcast television through the Cisco Digital Media Player Remote Control and on-screen program guide.
- **Low ongoing operational costs and ease of use:** The management interface was designed with the nontechnical user in mind to keep the level of required training low.
- **Speed of deployment:** Simplified IT installations that require little additional network expense reduce the burdens of deployment and maintenance commonly placed on IT.
- **Reliability and power of the network:** Tightly integrated with the network, the Cisco Digital Media Player uses the reliability and security of the underlying network as a platform; this appliance-based solution has no moving parts, avoiding security and maintenance concerns associated with PCs.

Cisco Digital Media Player Remote Control

The Cisco Digital Media Player Remote Control (Figure 2) is a small-form-factor, highly functional device optimized to support interactivity with the Cisco Digital Media Player 4305G and 4400G systems. This remote allows you to navigate and select the channels and on-demand videos through the Cisco Cast on-screen program guide.

Figure 2. Cisco Digital Media Player 4400G with Remote Control



Table 1 lists the innovative features and benefits the Cisco Digital Media Player 4305G offers.

Table 1. Features and Benefits of Cisco Digital Media Player 4305G

Feature	Benefit
MPEG1, 2, and 4 Part 2 in standard definition (SD) and HD, graphics, web content, Adobe Flash 7 or less animation, MP3 audio, and tickers	Support for industry-standard MPEG video and audio formats and web content for a compelling digital media experience
Local storage of 2-GB capacity	Storage of content for local playback or failover for greater reliability and robust operation
IP-enabled delivery of live broadcasting and on-demand video content	Quick and immediate content changes to react to business needs; no drastic cutover required for organizations moving to a complete IP environment

Remote management of display (on/off, volume, contrast, and brightness)*	Ability to control critical digital signage display functions remotely, reducing the need for local operations resources
Full-screen video or division of the screen*	Capability to view video or graphics in full-screen mode Capability to divide displays into separate regions for multiple content playback windows with text, tickers, graphics, and video
Customizable on-screen presentations	Customized interface to reflect your organization's brand
Small form factor: 7.5 x 5 x 1.5 in. (190 x 127 x 38 mm); weighs 1 lb (0.45 kg)	Easy to mount to digital displays
15W power consumption	Low power consumption for higher reliability and reduced capital expenditures (CapEx) and operating expenses (OpEx)—environmentally friendly
Integration with Cisco Digital Media Suite, Cisco Application and Content Networking System (ACNS) , and Cisco Wide Area Application Services (WAAS) products	Flexibility spanning the entire digital media value chain: Easily layer on other video applications such as Cisco Show and Share (video on demand [VoD] and live webcasting to the desktop user)

*With the Cisco Digital Media Manager; dependent on chosen display technology

Product Specifications

Tables 2 and 3 give specifications and device manager client requirements, respectively, for the Cisco Digital Media Player 4305G.

Table 2. Cisco Digital Media Player 4305G Product Specifications

Product Parameter	Specification								
Supported protocols	<ul style="list-style-type: none"> • FTP and Secure FTP (SFTP) • HTTP and HTTPS • User Datagram Protocol (UDP) • Real-Time Transport Protocol (RTP) over Real Time Streaming Protocol (RTSP) 								
Video containers	<ul style="list-style-type: none"> • MPEG Transport Stream (TS, TP, TRP, M2T, M2TS, and MTS) 								
Video codecs	<ul style="list-style-type: none"> • Video MPEG1 • Video MPEG2: Main Profile at High Level • Video MPEG4 Part 2: Advanced Simple Profile at Level 5 • Aspect ratio: 4:3 and 16:9 • HD (up to 1080 at 16:9) progressive and interlace video resolution • Video data rate up to 28 Mbps • Overall delay 1–3 sec <p>Note: Please consult other Cisco documentation or your local Cisco representative for exact audio codec, video codec, resolution, bit-rate, and encapsulation combinations.</p>								
Audio codecs	<ul style="list-style-type: none"> • Audio MPEG1 Layers 1 and 2 • MP3 • MPEG4 AAC Low Complexity • AC-3 • Audio data rate: 64–320 kbps <p>Note: Please consult other Cisco documentation or your local Cisco representative for exact audio codec, video codec, resolution, bit-rate, and encapsulation combinations.</p>								
Physical connectors	Ethernet copper 10/100BASE-T, RCA Video, S-Video, RCA Audio Left, RCA Audio Right, HDMI, and RS-232 and USB								
	<table border="1"> <thead> <tr> <th>Cable Type*</th> <th>Maximum Supported Cable Length</th> </tr> </thead> <tbody> <tr> <td>Composite or RCA cable</td> <td>10 ft (3.05 m)</td> </tr> <tr> <td>HDMI 1.1**</td> <td>16 ft (4.08 m)</td> </tr> <tr> <td>S-Video</td> <td>10 ft (3.05 m)</td> </tr> </tbody> </table>	Cable Type*	Maximum Supported Cable Length	Composite or RCA cable	10 ft (3.05 m)	HDMI 1.1**	16 ft (4.08 m)	S-Video	10 ft (3.05 m)
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	HDMI 1.1**	16 ft (4.08 m)							
S-Video	10 ft (3.05 m)								
*Cable quality can be a factor.									
**You can use an HDMI extender product to extend the cable to 150 ft.									
Remote control	<table border="1"> <thead> <tr> <th>Transmitter Type</th> <th>Maximum Supported Distance</th> </tr> </thead> <tbody> <tr> <td>Infrared (IR)</td> <td>15 ft (4.57m)</td> </tr> </tbody> </table>	Transmitter Type	Maximum Supported Distance	Infrared (IR)	15 ft (4.57m)				
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Functional	<p>Video in:</p> <ul style="list-style-type: none"> • MPEG1, MPEG2, and MPEG4 Part 2 <p>Audio in:</p> <ul style="list-style-type: none"> • Transport stream: Up to 6 audio packet IDs (part numbers) in transport stream <p>Video out:</p> <ul style="list-style-type: none"> • Analog video (composite, S-Video) • Digital video (HDMI) <p>Audio out:</p> <ul style="list-style-type: none"> • Analog unbalanced audio (mono and stereo) • MPEG1 Layer 2: Selected; packet IDs in transport stream (1 of 6) <p>MPEG4 AAC and AC-3 Selected elementary audio (1 of 6)</p>
Power	<p>Input voltage:</p> <ul style="list-style-type: none"> • 5V <p>Input current:</p> <ul style="list-style-type: none"> • 3 ADC <p>Power consumption:</p> <ul style="list-style-type: none"> • Peak: 12W; average: 5W
Flash memory	<ul style="list-style-type: none"> • 32 MB for OS • 2 GB for internal storage
Environmental	<p>Operating temperature:</p> <ul style="list-style-type: none"> • 41 to 122°F (5 to 50°C) • Passed 500-hour test of the uninterrupted video playback in 125.6°F (52°C) dry-heat environment <p>Humidity:</p> <ul style="list-style-type: none"> • 20 to 80% noncondensing

Table 3. Cisco Digital Media Player 4305G Device Manager Client Requirements

Component	Requirements
Browser	<p>Windows</p> <ul style="list-style-type: none"> • Internet Explorer 6.0 or later or Firefox 1.5 or later recommended <p>Linux or UNIX</p> <ul style="list-style-type: none"> • Firefox 1.5 through 3.0 recommended <p>Apple Macintosh</p> <ul style="list-style-type: none"> • Firefox 1.5 through 3.0 recommended

Ordering Information

Table 4 provides ordering information for the Cisco Digital Media Player 4305G.

Table 4. Cisco Digital Media Player 4305G Ordering Information

Product Name	Part Number
Cisco Digital Media Player 4305G (Note: Includes Cables Accessory Kit)	DMP-4305G-52-K9
Digital Signage User Lic. for DMP 4305G	DMP-SW52-K9
Cisco Digital Media Player Remote Spare	DMP-RM-K9=
Digital Media Player V5-V5.1 Perptl. SW Upgrade	DMP-SW52-U-K9
Spares	
Cisco Digital Media Player 4305G, Cables Accessory Kit, Spare (Note: A Cables Accessory Kit is already included with the Cisco Digital Media Player 4305G. This Spare Kit is an additional cost.)	DMP-ACC-KIT
Cisco Digital Media Player Remote Spare	DMP-RM-K9=

Cisco Services

Cisco and our partners provide a broad portfolio of intelligent, personalized services and support that can help you realize the full value of your video investment, increase business agility and network availability. This portfolio of services drives business transformation through a network-based collaboration platform that enables business 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 Digital Media Suite, visit <http://www.cisco.com/go/dms> or contact your local Cisco account representative.



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