

## Cisco Media Experience Engine (MXE) 3500 Any to Any and Post Production Software Release 3.2 Pulse Analytics Software Release 2.0

PB647910

Cisco® Media Experience Engine (MXE) 3500 now supports Any to Any and Post Production Software Release 3.2 with several exciting new capabilities. The MXE 3500 network-based transcoding appliance now enables new support for live transcoding to Cisco Digital Signs and a new intuitive, browser-based interface that allows end users to quickly upload, enhance, and transcode multimedia files. The MXE 3500 now also supports Pulse Analytics 2.0, with a rich feature set of analytics capabilities for video, so users can find speakers, content and similar videos quickly and easily.

The new Any to Any and Post Production Software Release 3.2 includes:

- Support for several new live formats, including the ability to ingest and transcode live Windows Media and output live H.264 in MPEG2TS Transport Stream. This means users can now deliver live Windows Media content to Cisco Digital Signs for communications, training, events or other applications. This feature requires the Cisco MXE 3500 Live Streaming option (additional cost).
- A new browser-based interface to make it easy for end users to transform videos, using the powerful transcoding video post production capabilities without training or administrative assistance.

The new Pulse Analytics Software Release 2.0 includes:

- New automatic tag and index capabilities so videos can be searched by phrase or word, making videos easy to find and navigate
- Automatic speaker identification so users can quickly locate and view relevant content
- Automatic listing of related content for richer use of video across the organization

Any to Any and Post Production Release 3.2 is a software update available for all Cisco MXE 3500 platform customers. Any to Any and Post Production Release 3.2 is scheduled for First Customer Shipment in May 2011. Pulse Analytics Release 2.0 for the MXE 3500 will be available later this year. Both software releases are available on the Cisco MXE 3500 network-based appliance.

The Any to Any and Post Production Release 3.2 release adds support for several new live formats, including the ability to ingest, enhance, and transcode live Windows Media streams from devices such as the Cisco TelePresence® Content Server and the Cisco Digital Media Encoder. Any to Any and Post Production Release 3.2 also includes the ability to output live H.264 in MPEG2TS Transport Stream format via multicast; this feature is specifically intended for tight compatibility with Cisco Digital Signs and Digital Media Players. With these new capabilities, customers who opt for the MXE 3500 Live Streaming option can extend their Windows Media based webcasts to their large-format Cisco Digital Signs, Cisco Show and Share® live events, and a wide range of mobile devices.

Any to Any and Post Production Release 3.2 also features a new browser-based interface that has been designed to make it easy for end users to transform videos they create using devices such as the Cisco Flip™ camera. This intuitive interface guides users through a step-by-step process of uploading files, selecting enhancements (including pre-defined introductory bumpers, trailers, and watermarks), and personalizing a full-motion graphic overlay. The final step presented by this new interface allows the user to output the video for any combination of preconfigured destinations, applications, and devices, including the Cisco Show and Share application, Cisco Digital Media Players, Cisco Cius™, and many popular smartphones and tablets.

The new Pulse Analytics Software Release 2.0 enables users to get the most out of their organizational video. The software includes automatic tagging and indexing capabilities, which generate spoken key words and speaker identification so users can find and search a particular video by term or by speaker. Combined with the ability in Cisco Show and Share for users to add their own tags and notes, an organization can increase the usefulness and power of video assets.

Pulse Analytics Software Release 2.0 also serves up an automatic listing of related content based on the video displayed. Similar to relevancy ratings and tools used by commercial offerings in other markets, this feature helps users find relevant content and make richer use of video across the organization.

## Ordering Information

To place an order, visit the Cisco Ordering Home Page. Table 1 lists new product IDs and prices.

**Table 1.** Ordering Information

Product ID	Description
<b>MXE-3500-V2-K9</b>	MXE 3500 System (Version 2 hardware)
<b>MXE-3500-32LIC-K9</b>	MXE 3500 Base with Any to Any and Post Production Software Release 3.2
<b>MXE-3500-UILIC</b>	MXE 3500 End-User Interface
<b>MXE-3500-LVLIC</b>	MXE 3500 Live Streaming Option
<b>The following Cisco MXE 3500 bundles offer ease of ordering and special pricing.</b>	
<b>MXE-3500-V2-BSE-K9 (does not include new live functionality)</b>	MXE 3500 System (Version 2 hardware) MXE-3500-32LIC-K9 (3.2 base software) 3500-32LIC-UI
<b>MXE-3500-V2-BGL-K9 (includes new live functionality)</b>	MXE 3500 System (Version 2 hardware) MXE-3500-32LIC-K9 (3.2 base software) MXE-3500-GR-LIC MXE-3500-LVLIC

## Upgrade Paths

Upgrading to Any to Any and Post Production Release 3.2 is available to all qualified customers. Upgrading from Release 3.0 to Release 3.2 requires DVD-based installation media, which can be ordered from Cisco. Upgrades from Release 3.1 to 3.2 can be downloaded from Cisco.com.

Customers of Cisco's Media Experience Engine 3000 are encouraged to contact their Cisco sales representative to learn about exciting upgrade offers.

## 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, and 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 MXE 3500 network-based appliance, visit <http://www.cisco.com/go/mxe> or contact your local Cisco account representative.



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