About This Guide

This document serves as the master reference guide for creating content for the Cisco Vision solution. It is intended for Cisco Vision technical marketing engineers, product managers, creative services delivery team, and customers to prepare the graphics and content they want to deploy with Cisco Vision Dynamic Signage Director.

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Cisco Creative Services for Cisco Vision

The Cisco Vision solution combines high-definition video delivery with state-of-the art digital signage to deliver distinctive in-venue experiences. Several crucial factors contribute to the success of any digital signage deployment—not the least of which is the quality of the content. To sponsors and advertisers, the quality of the displayed content can significantly contribute to the effectiveness of their advertising campaign. To a venue, the quality of the displayed content can make an even greater contribution to their ability to generate incremental sponsorship revenue.

To help venues ensure the quality of their content and to achieve a high level of return on their investment, Cisco Systems offers Creative Services. This service provides a comprehensive content strategy designed to address the goals of both sponsors and advertisers and of the venue, with top-quality digital content created by our team of award-wining creative experts.

To more information, please contact the Cisco Creative Services team or your local Cisco Systems account representative.

Cisco Vision Dynamic Signage Director Documentation Go URL

For more information about Cisco Vision Dynamic Signage Director hardware and software installation, configuration, and operation, see the documentation available on Cisco.com at:

www.cisco.com/go/stadiumvisiondocs

Document Revision History

Table 1 lists the technical changes made to this document since it was first published.

Table 1   Document Revision History

Date	Change Summary
2018-02-08	Updated the following: ■ Supported video formats for the CV-HD and CV-UHD DMPs. ■ Notes to inform users that content scaling is supported for multicast video and local video ONLY. ■ Notes to inform users that content scaling for static image, widget, and external URLs is not supported.
2017-11-15	Third release of this document for Cisco Vision Dynamic Signage Director Release 6.0
2017-09-18	Second release of this document for Cisco Vision Dynamic Signage Director Release 6.0.
2017-03-29	First release of this document for Cisco Vision Dynamic Signage Director Release 6.0.

Document Organization

This guide includes the following modules:

Chapter	Description
Overview of Content Support	Defines content such as images, videos, external content, menu boards and widgets that are supported by Cisco Vision Dynamic Signage Director Release 6.0 software.
Overview of Content Deployment	Describes various pieces of the display and how you can organize content for the best experience based on limitations of your venue.
Video Wall Planning	Describes how to deploy video content smoothly so each DMP has interesting, unique and engaging content.
Screen Template Specifications	Describes various types of screen template specifications such as full-screen video, full-screen graphics, 3-region L-wrapper, and full-screen dual video. You can use a template or customize your own.
Content Guidelines and Specifications	Describes the guidelines on how to format, locate, design, and size your content exactly so it will display optimally.
HMTL Content Creation Guidelines	Describes general guidelines for creating HTML5 content for playback on the media players in Cisco Vision Dynamic Signage Director.

Related Documentation and Resources

Cisco Vision Documentation Go URL

For more information about Cisco Vision hardware and software installation, configuration, and operation, see the Cisco Vision documentation available on Cisco.com at:

www.cisco.com/go/stadiumvisiondocs

Release-Specific Documents

- Release Notes for Cisco Vision Dynamic Signage Director Release 6.0

- For the listing page of all Cisco Vision documentation, go to:

  http://www.cisco.com/c/en/us/support/video/stadiumvision/tsd-products-support-series-home.html

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Related Documentation and Resources