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Cisco Smart+Connected Digital Signage™ User Guide

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Preface

This preface describes the audience, organization, and conventions of the *Cisco Smart+Connected Digital Signage User Guide* and provides information about the related documentation and, how to obtain documentation and submit a service request.

This chapter contains the following sections:

- Audience, page iii
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- Related Documentation, page iv
- Obtaining Documentation and Submitting a Service Request, page v

Audience

This guide is intended for users of Cisco Smart+Connected Digital Signage (Smart+Connected DS) solution.

Organization

This guide includes the following sections:

Chapter	Description
Chapter 1, “Digital Signage”	Describes the tasks you can perform using Cisco Smart+Connected Digital Signage and the three solutions it comprises of.
Chapter 2, “Emergency Notification Display”	Describes the features of Cisco Smart+Connected Emergency Notification and the content displayed on the digital signages and Cisco IP phones.

Chapter	Description
Chapter 3, "Information Signage Display"	Describes the features of Cisco Smart+Connected Information Signage and the content displayed on the digital signages and the Cisco IP Phones.
Chapter 4, "Green Advisor Display"	Describes the features of the Cisco Smart+Connected Green Advisor and the content displayed on the digital signages.

Conventions

This document uses the following conventions:

Convention	Indication
bold font	Commands, keywords, and user-entered text appear in the **bold** font.
italic font	Document titles, new or emphasized terms, and arguments for which you supply values are in the *italic* font.
`courier` font	Terminal sessions and information the system displays appear in the `courier` font.

Note Means *reader take note*.

Related Documentation

The following are the related documents:

- *Cisco Smart+Connected Meeting Spaces and Cisco Smart+Connected Digital Signage Installation Guide*
- *Cisco Smart+Connected Digital Signage Administration Guide*
- *Release Notes for Cisco Smart+Connected Digital Signage*
- *Cisco Smart+Connected Meeting Spaces Administration Guide*
- *Cisco Smart+Connected Meeting Spaaces User Guide*
- *Release Notes for Cisco Smart+Connected Meeting Spaces*
- *Cisco Service Delivery Platform Overview Guide*
- *Cisco Service Delivery Platform User Guide*
- *Cisco Service Delivery Platform Installation Guide*

Obtaining Documentation and Submitting a Service Request

For information on obtaining documentation, submitting a service request, and gathering additional information, see *What's New in Cisco Product Documentation* at: http://www.cisco.com/en/US/docs/general/whatsnew/whatsnew.html.

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Digital Signage

This chapter briefly outlines the tasks you can perform using the Cisco Smart+Connected Digital Signage (Smart+Connected DS).

About Cisco Smart+Connected Digital Signage

The Cisco Smart+Connected Digital Signage (Smart+Connected DS) is a bundle of solutions that run on the Cisco Service Delivery Platform (SDP). It provides features for enhanced organizational communication using digital signage and Cisco IP phones. The Smart+Connected DS leads to a faster and widespread dissemination of information in real time. As an end-user, you can easily access news and other general information such as emergency notifications, tips on better resource management, energy savings, and environment-friendly corporate practices via the digital signages.

The Smart+Connected DS solution includes of the following digital signage based solutions:

- Cisco Smart+Connected Emergency Notifications™ (Smart+Connected EN)—displays the notifications and exit routes on the digital signage in times of an emergency and sends audio and visual notifications on the Cisco IP phones during a crisis.
- Cisco Smart+Connected Information Signage™ (Smart+Connected IS)—displays the general information and news on the digital signage and allows you to create, sequence, and publish the information displayed on the digital signage.
- Cisco Smart+Connected Green Advisor™ (Smart+Connected GA)—enables you to gather energy consumption data, display energy saving tips, and green information on the digital signage, and compare current and historical energy consumption data.

Emergency Notification Display

This chapter describes the Smart+Connected Emergency Notification (Smart+Connected EN) content displayed on the digital signages and the Cisco IP phones and includes the following sections:

- Smart+Connected EN Content, page 2-1
- Sending Content to the Digital Signage, page 2-2
- Notifications on Cisco IP Phones, page 2-2

Smart+Connected EN Content

The Smart+Connected EN (building signage, floor signage, or conference room signage) at a particular location can be used to send messages in times of an emergency or crisis. Life-saving information such as evacuation routes, audio notifications, warnings, and instructions can be sent out to the digital signages and the Cisco IP phones. The Smart+Connected EN content instructs you on the necessary steps that you need to take in the case of an emergency. It also displays the nearest emergency exits, fire extinguishers, and so on that you need to use during crisis.

The Smart+Connected EN content also provides other useful information such as the emergency contact details.

The Smart+Connected EN is an alert or a notification. The difference between an alert and a notification is explained in the following example:

For example, if there is a fire in one of the buildings in a company, the content displayed on the digital signage in the building is an alert to warn the employees of the danger and provide exit routes. In all other buildings within the campus, the Smart+Connected EN is a notification to inform the employees about the mishap. Another example of the notification is the content displayed for a fire evacuation drill.

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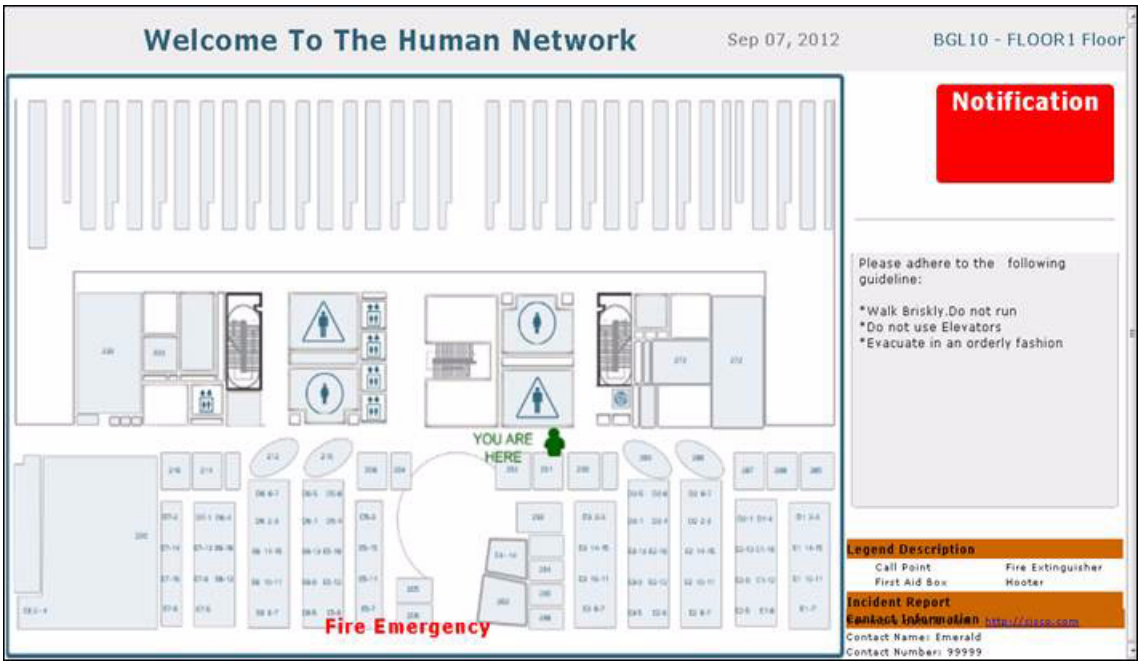
Figure 2-1 Smart+Connected EN Display



Sending Content to the Digital Signage

The Smart+Connected EN content is displayed continuously and concurrently on the digital signage till it is disabled. It includes the following elements:

- Current Date
- Way finding floor plan with a location indicator to show where you are, and the path to the nearest exit.
- The Smart+Connected EN message is displayed at the bottom of the screen.
- The sound file associated with the visual content is also played.

  The sound can be played on the digital signages only if the audio cable from the DMP has been connected to the digital signage.

If the emergency incident has been raised with an option to show the incident report, then on a touchscreen enabled digital signage, you can navigate to the incident report URL to get further information on the incident.

Note When the Smart+Connected EN is enabled for a digital signage, all other content is overridden. After the Smart+Connected EN is disabled, the digital signage display returns to its standard content.

Notifications on Cisco IP Phones

Apart from touchscreen and non touchscreen digital signages, the Smart+Connected EN content is also displayed on the Cisco IP phones, and it includes an image and an audio warning. The image file displays the emergency message text, while the sound from the audio file is played on the IP phone.

Information Signage Display

This chapter describes the Smart+Connected Information Signage (Smart+Connected IS) content displayed on the digital signages and includes the following sections:

- Smart+Connected IS Content, page 3-1
- Display on the Digital Signage, page 3-2

Smart+Connected IS Content

The Smart+Connected IS (building signage, floor signage, or conference room signage) at a particular location is used to disseminate news and other information considered useful for consumers. For example, content that is relevant for the entire organization, such as the annual performance, the financial results, and so on, can be displayed on all three types of signage at all the locations. The events and occurrences that concern a particular building, floor, or conference room can be selectively displayed only on the signage associated with that particular location. If the employees on a particular floor are expected to attend a gathering on the same floor, the news announcing the event and requesting their presence can be displayed only on the floor signage and the conference room signage present on that floor.

The news or information that appears on the digital signage can be created by the administrator or a content author by using the rich text editor that is available within the solution. Alternatively, the content can also reside externally (in an intranet or external website).

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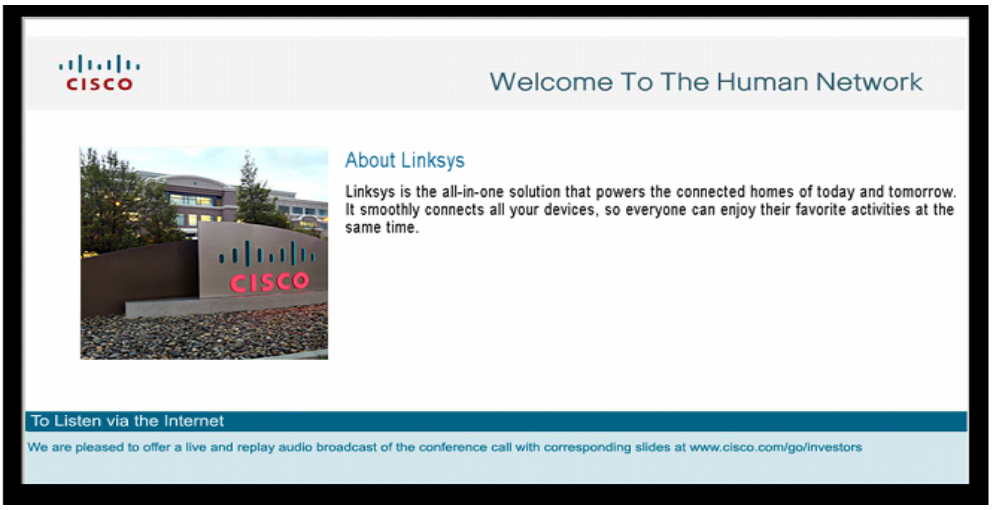
Figure 3-1 News Display



Display on the Digital Signage

The touchscreen and non-touchscreen digital signage at a location, displays the configured content only if it has been enabled for that location. The content on the digital signage changes based on the content sequence that is configured by the administrator.

If multiple news stories are enabled for a location, then the content is displayed one after the other for a specified duration. The order of the appearance of the content is based on the content creation date and time.

Green Advisor Display

This chapter describes the Cisco Smart+Connected Green Advisor (Smart+Connected GA) content displayed on digital signages and includes the following sections:

- Smart+Connected GA Content, page 4-1
- Display on the Digital Signage, page 4-2

Smart+Connected GA Content

The Smart+Connected GA is used to display the key energy usage and energy savings data for a location or building, in addition to energy performance reports,energy saving tips, green news and updates, eco-friendly practices, and so on. As an end-user accessing the data, you have increased awareness about how you can assist in reducing the overall energy usage, and hence the carbon footprint of the building.

The display can include any or all of the following main content widgets:

- Energy Consumption
- Savings
- Carbon Emission
- Gas Usage
- How can you help
- Energy Consumption by Usage Type
- Water Usage
- Telepresence
- Did You Know

If the administrator has selected more than one main widget, each of them is displayed as a separate page one after another.

The following fixed content widgets are displayed on all pages:

- Temperature
- Green Tips
- Campus Updates

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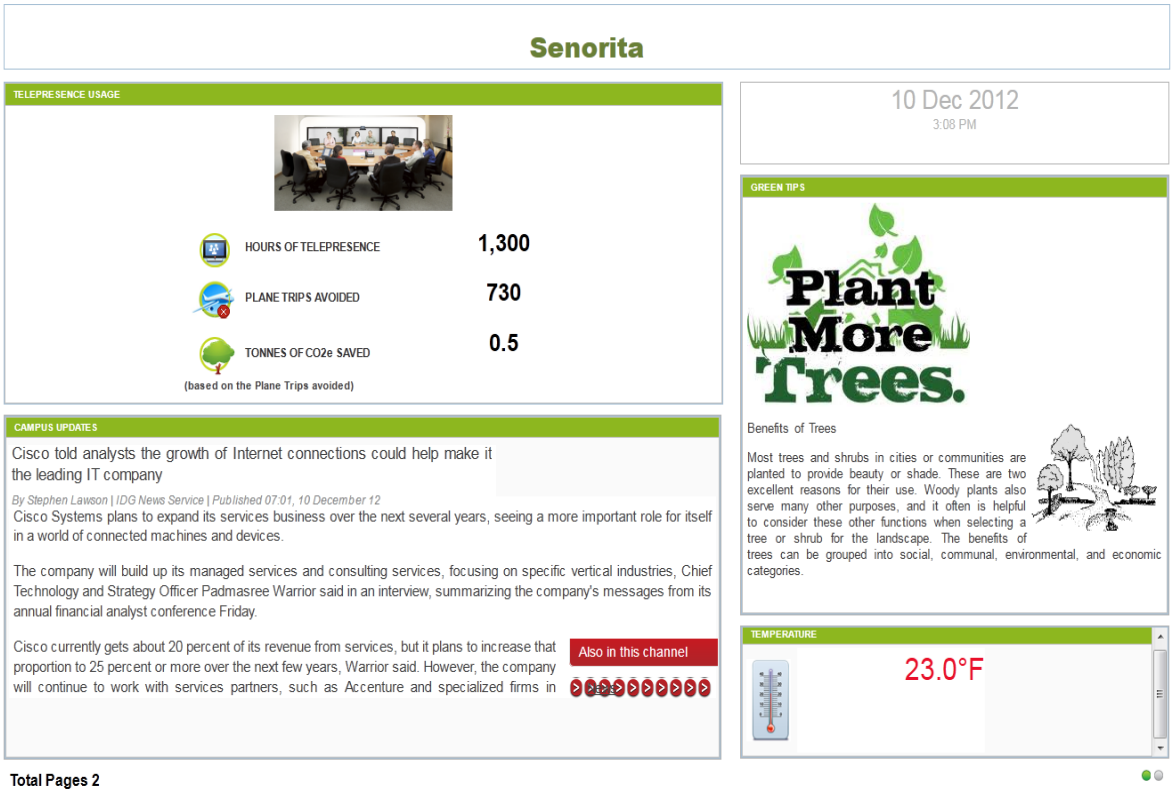
Figure 4-1 Smart+Connected GA Display



Display on the Digital Signage

The touchscreen and non-touchscreen digital signages at a location, displays the Smart+Connected GA content only if it is enabled for that location. The Smart+Connected GA content view cycles through other displays enabled for the signage by the administrator.

If the Smart+Connected GA content has multiple pages, the display cycles through all the pages in a sequence in which they have been added by the administrator before the view changes to any of the other items as configured in the content sequence.

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