



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.

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