



Welcome

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Concepts

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About This Guide

This guide describes Cisco software called *Digital Media Player Device Manager (DMPDM)*. DMPDM is preinstalled on every *Digital Media Player (DMP)* that supports Cisco DMS 5.3. This guide assumes that you already completed setup procedures for your DMP, and therefore:

- **Your DMP is already connected to:**
 - A network that includes a DHCP server.
 - Its public presentation system.
 - Its AC power source.
- **You already:**
 - Checked the LEDs to confirm that your DMP has power and has obtained an IP address.
 - Learned what dynamic IP address the DHCP server assigned to your DMP.
 - Used your browser to log in to the DMPDM administrative account.
 - Changed the factory-default passwords.
 - Used DMPDM to configure video output to the presentation system.
 - Used DMPDM to identify its trusted DMM appliance.



Caution

Are any of the preceding statements not yet true for you? If so, you must set up your DMP before you use this guide. See http://cisco.com/en/US/products/ps7220/prod_installation_guides_list.html.

DMP Overview

Cisco Digital Media Players (DMPs) are highly reliable, compact, solid-state devices for IP networks. DMPs process High definition and Standard Definition video, multimedia and animations, web pages, and other supported content types for playback. You expose targeted audiences to this programming when you schedule its availability—live or on demand—on a public presentation system that is attached to a DMP. The presentation system might be a display (monitor), touchscreen, video projector, or video wall.



DMPs consume very little power and are designed for fast deployment throughout IP networks of any size, without the burden of high ongoing operational cost. DMPs are compatible with popular systems for networked content distribution, including *Cisco Application and Content Networking System* (ACNS) and *Cisco Wide Area Application Services* (WAAS).

Any two DMP models might differ in their features, attributes, strengths, limitations, and general availability. Some DMPs differ from others, for example, in their support for interactivity through touch. To learn what your DMP supports, see its datasheet at <http://cisco.com/go/dms/dmp/datasheets>.

DMPs are a major component of *Cisco Digital Media Suite* (Cisco DMS) and *Cisco StadiumVision*, both of which we describe elsewhere in this guide.

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DMPDM



Tip

We optimize and certify DMPs for use with centralized management solutions that we sell and license separately. See the “[Consider How You Will Use and Manage Your DMP](#)” section on page 3-5.

A lightweight webserver on every DMP runs a web-based “craft interface” called *Digital Media Player Device Manager*, or DMPDM. Because DMPDM is limited to the simplest functions and does not scale beyond its own host DMP, we recommend that you manage all DMPs centrally.

DMPDM has two main purposes. With it, you can:

- Configure one DMP during its initial setup.
- Manage one DMP and one presentation system in isolation. Or, when you use signal splitters or daisy chaining, your DMP can deliver media to multiple presentation systems that are close to it—with a video wall. Popular uses include:

- Marketing—Describe products and services directly to your in-store customers.
- Customer experience—Deliver entertainment and information to reduce perceived wait times.
- Messaging—Broadcast executive and internal communications in real time.
- Training—Deliver cost-effective, flexible training.
- Information—Deliver real-time schedules, news, and way-faring information where people need it.
- Advertising—Sell advertising time and space to third parties.
- Branding—Communicate about your brand consistently.



Note *StadiumVision* deployments should avoid DMPDM, except to check the firmware’s “build date” or release version number. For other tasks, please use the management dashboard software and documentation that came with your *StadiumVision* purchase.

TVzilla

A Cisco-customized web browser is sometimes preinstalled on DMPs. We call this browser *TVzilla*.



Note **Does your DMP model run TVzilla in this release?** Some might not. See <http://cisco.com/go/dms/dmp/datasheets>.

TVzilla uses code from the open source Mozilla project and supports JavaScript. TVzilla supports the following file types.

- HTML and TXT
- GIF, JPEG, and PNG
- SWF (Shockwave Flash)—for supported versions, see your DMP datasheet at <http://cisco.com/go/dms/dmp/datasheets>.

You cannot install browser plug-ins or any other software in TVzilla, whether to support additional file types or for any other purpose. No Java Runtime Environment is installed.

Cisco Hinter

A technique called *interleaved RTP* makes it possible for some centrally managed DMPs to play delay-insensitive unicast MPEG streams through RTSP connections. A streaming server can then transmit this “hinted” video to DMPs on demand. The key advantages of interleaved RTP are that data loss is impossible inside the hinted program stream, and yet synchronization of audio to video never suffers, even in high-definition.

Cisco Hinter is software to prepare and stage MPEG files for interleaved RTP transmission through the open source Darwin Streaming Server component on a *Cisco Digital Media Manager* (DMM) appliance.



Note **Thus, this utility and this feature are not available in deployments that use Cisco *StadiumVision*.** There is no DMM appliance in *StadiumVision*.

Cisco Hinter versions for Windows and Linux users are freely downloadable from any DMM appliance that is fully licensed for *Cisco Digital Signs*. To understand *Cisco Hinter* and *Cisco Digital Signs* fully, see the DMM user guide on Cisco.com.

Optional DMP Accessories

**Note**

We reserve the right to introduce, redesign, or discontinue any accessory as needed.

We have designed optional accessories to enhance your DMP experience. For example, you might order handheld remote control units or VESA-compliant mount kits.

Remote Controls



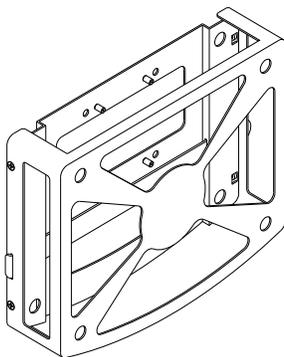
Cisco sells handheld remote control units that you can use to operate DMPs. We sell these optional remote control units separately to conserve natural resources and prevent needless waste.

- Consult the remote control datasheet to learn exactly the maximum distance from which your remote control can control your DMP.
- To order remote controls, contact your Cisco sales partner.
- Remote control documentation is available on Cisco.com.

**Tip**

Cisco Unified Communications Manager administrators can configure a service through which Cisco IP Phones and mobile phones can emulate a remote control. Phone users can then operate the IPTV features of *Cisco Cast*. To learn how to configure this service and use it, see the *Cisco Cast* documentation on Cisco.com.

Mount Kits



Cisco sells fabricated sheet metal cases to stabilize and protect Cisco DMPs in any supported mounting scenario. With these cases, you can mount DMPs securely to walls, pillars, suspended-grid ceiling T-joints, metal poles, or VESA-compliant flat-panel displays. DMP mount kits are a versatile and cost-effective alternative to complex cabinet-making and construction projects.

- To order DMP mount kits, contact your Cisco sales partner.
- Mount kit documentation is available on Cisco.com.

Consider How You Will Use and Manage Your DMP

An organization might buy and use one DMP in isolation but this is rarely the case. Almost every DMP is part of a network that includes many other DMPs. The ideal DMP management system (or combination of systems) for any particular organization depends on how many DMPs it has and how it plans to use them. Beyond this, a management system might impose its own installation and setup requirements for DMPs. To understand any such requirements, see the documentation on Cisco.com.

Topics in this section describe Cisco products to manage DMPs in various settings.

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- [Manage One DMP in Isolation, page 3-5](#)
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- [Centrally Manage Sports and Entertainment Venue Services, page 3-6](#)

Understand DMP Modes

You can use a DMP in isolation, so that it operates independently of every other DMP. When you deploy one DMP in isolation, you use DMPDM to configure it and control its daily operation.

Or, you can deploy multiple DMPs throughout a LAN or WAN. In this case, you use *Cisco Digital Media Manager* or *Cisco StadiumVision* to configure and manage your DMPs centrally.

Manage One DMP in Isolation

This guide teaches you how. See [DMPDM, page 3-2](#).

Centrally Manage Digital Signage Services

Cisco Digital Signs provides a flexible environment in which to create and centrally manage a local, regional, or global IP network of DMPs and their attached presentation systems, such as Cisco-branded displays in our *LCD Professional* series.

- Simple but powerful design and publishing features in *Digital Signs* help you to create media libraries, employ networked content distribution, schedule playback for programming, and prepare reports to prove that playback occurred.
- Life-saving features support public emergency preparedness and response.
- Purely administrative features include those to:
 - Define and issue remote commands to DMPs and their attached presentation systems.
 - Poll the current and historical status of DMPs and their attached presentation systems.
 - Adjust the resolution, brightness, contrast, and related settings for presentation systems.

Commonly popular DMP deployment sites under *Digital Signs* include lobbies, classrooms, showrooms, service counters, exhibit halls, dining halls, waiting rooms, and offices. Used well, *Digital Signs* can help your organization to enhance customer experience, educate students, and entertain patrons.

Centrally Manage IPTV Services

Cisco Cast features help your organization to deliver video-on-demand and live broadcast TV channels over a local, regional, or global IP network of DMPs and their attached presentation systems, such as Cisco-branded displays in our *LCD Professional* series.

- Search the interactive on-screen menus and program guides.
- Show live or on-demand:
 - news
 - financial information
 - sales and marketing messages
 - educational or instructional media
 - corporate communications
 - entertainment
 - any other video asset that is suitable for your purpose
- Alternatively, hospitality and healthcare providers might use *Cisco Cast* features to support in-room IPTV.

Centrally Manage Sports and Entertainment Venue Services

Cisco StadiumVision is an advanced solution for centralized IPTV video content management and delivery. It integrates video from multiple sources—in Standard Definition (SD), High Definition (HD), or both—to automate video delivery in stadiums, arenas, and similar venues.

Platform services software and control panels help you to manage a network of DMPs. Combined with Cisco video acquisition infrastructure at the head-end, these DMPs use new and existing video displays in your venue to enhance patron enjoyment of live events and deliver in-house advertising. Your deployment can leverage the displays in bleachers (terraces), restaurants, clubs, and luxury suites to deliver a range of uniquely interactive messages automatically to patrons in various areas.

With *StadiumVision*, you can add, organize, combine, and deliver any supported combination of in-house programming and external network channels for playback to your patrons.