



Cisco Expo
2008

Experience Power of Digital Media

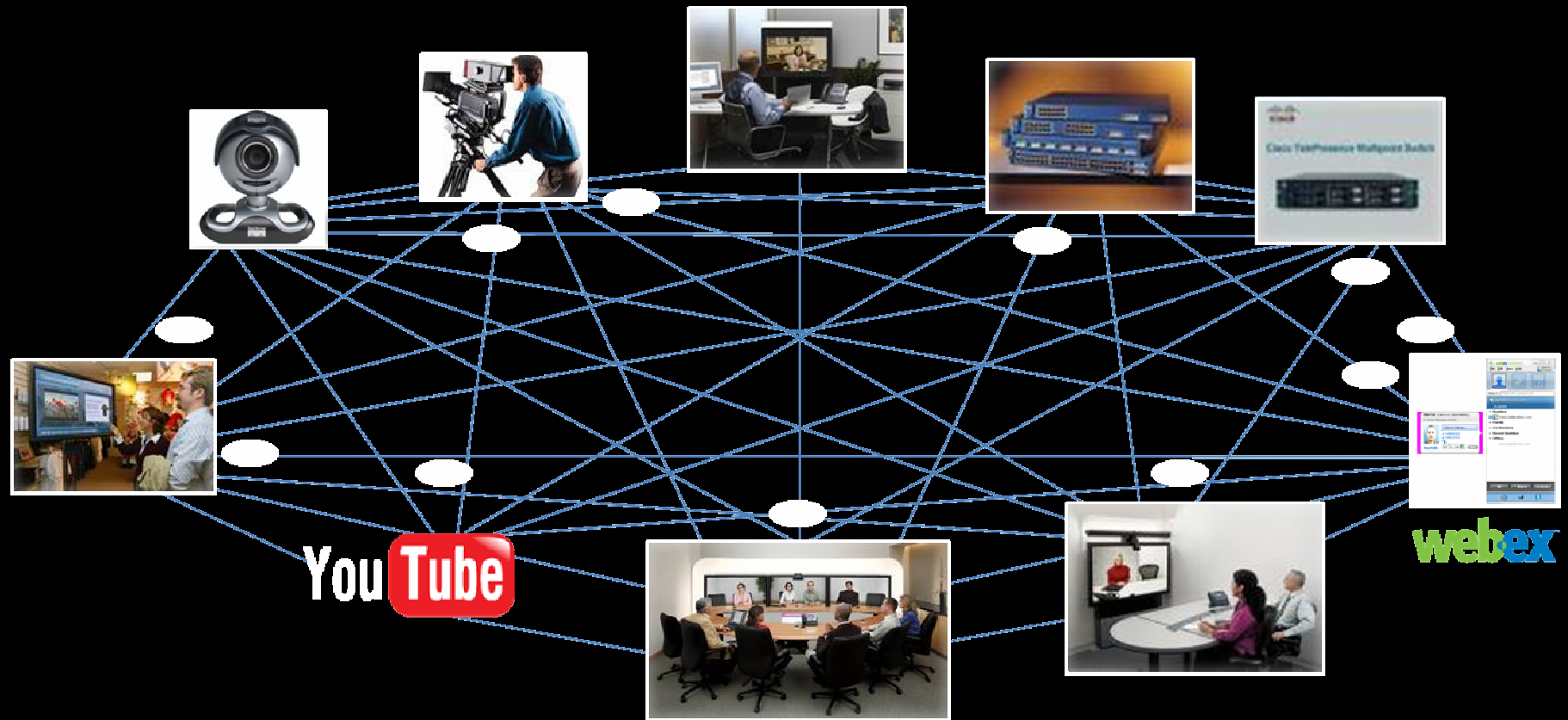


Visnja Milovanovic, Systems Engineer

vmilovan@cisco.com

The World is Changing

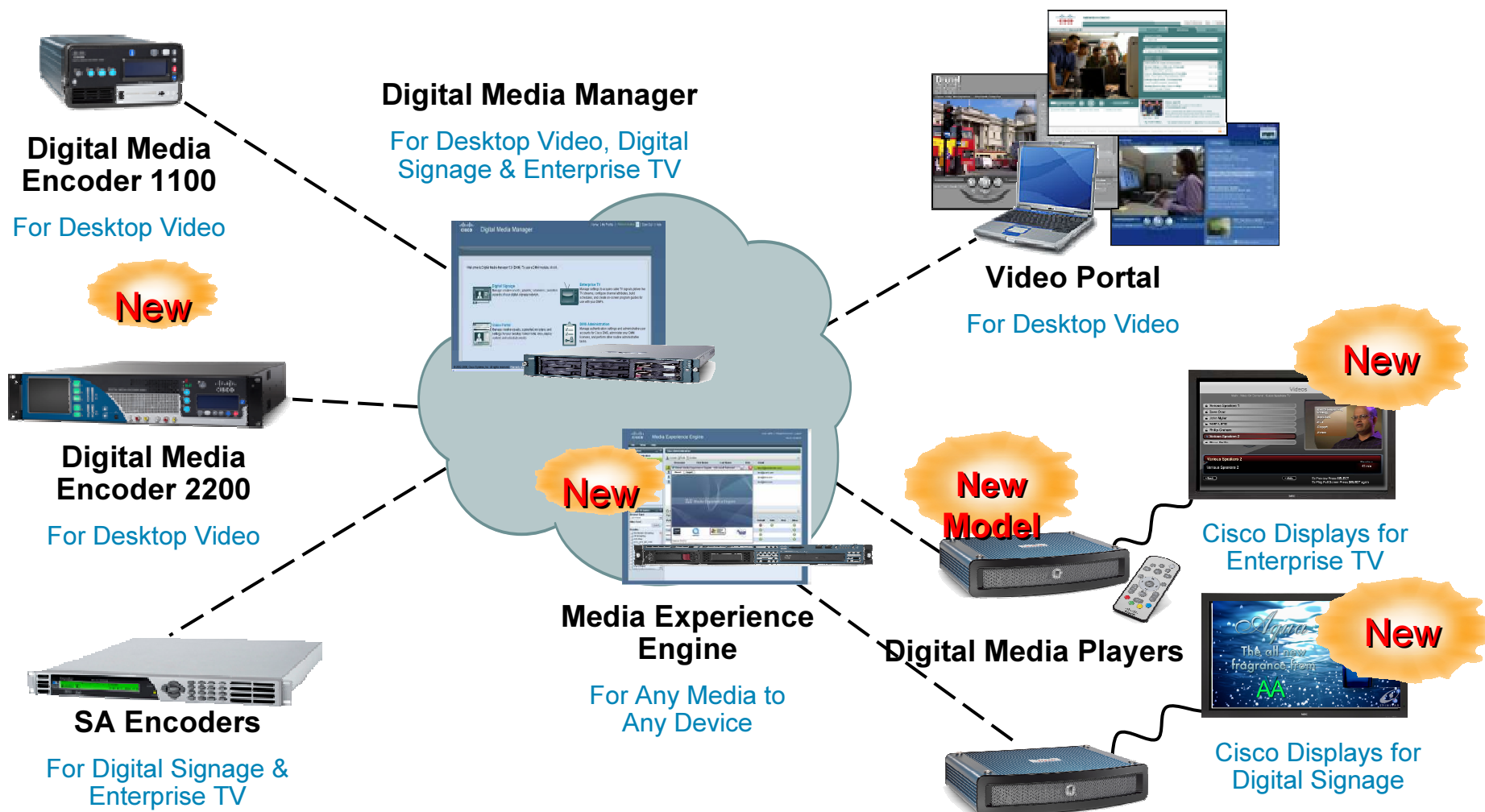
Preparing, leading, and supporting our customers



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DMS: Extensive Product Portfolio!



Business Driver Applications

Sales and Marketing



1. Promote, cross-sell/up-sell
2. Marketing videos that grab viewer attention
3. Compelling product and service information
4. Provide a human face on content
5. Reduce perceived wait time

Corporate Communications



1. Direct line of communications to employees or customers
2. Global corporate messaging consistency
3. Immediate executive communications
4. Live broadcast of company events

Training



- Cost-efficient training to remote employees
- Information consistency across channels
- Power of video—users retain more information
- Increased ability to absorb information in searchable segments

Information Sharing



1. Instant communications for rapid response
2. Directional signage (way-finding)
3. Informational videos available on-demand
4. Breaking news relevant to employees/Emergency communications

Cisco Digital Signage



Cisco Digital Signage: Overview

A comprehensive solution for flexible and centralized management and publishing of digital media to networked, on-premise digital signage displays



Cisco Digital Media Manager for Digital Signage

Centralized Digital Media Management and Publishing

1. Web-based media management and publishing
2. Granular access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate

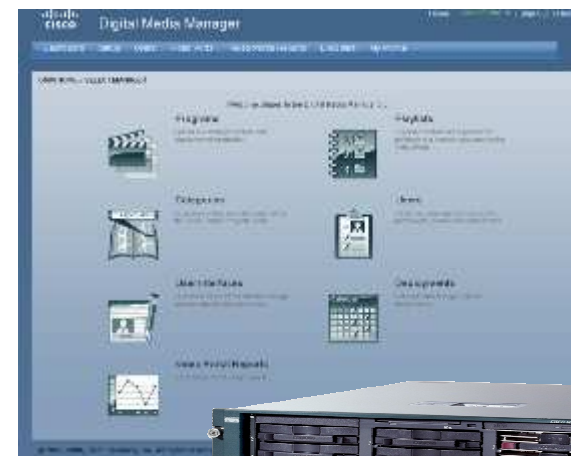
Sales and Marketing – create playlists, scheduling and daypart

Content creators/designers – manage assets, design screen layout and zones

IT admins – can configure, remotely manage, group and run reports on DMPs

Control physical properties of the display via connected DMP

3. Integrates with Cisco ACNS for optimized WAN delivery



**Same Application for
Managing and Publishing
Cisco Desktop Video Content**

A problem has been detected and windows has been shut down to prevent damage to your computer.

The problem seems to be caused by the following file: SPCMDCON.SYS

PAGE_FAULT_IN_NONPAGED_AREA

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any windows updates you might need.

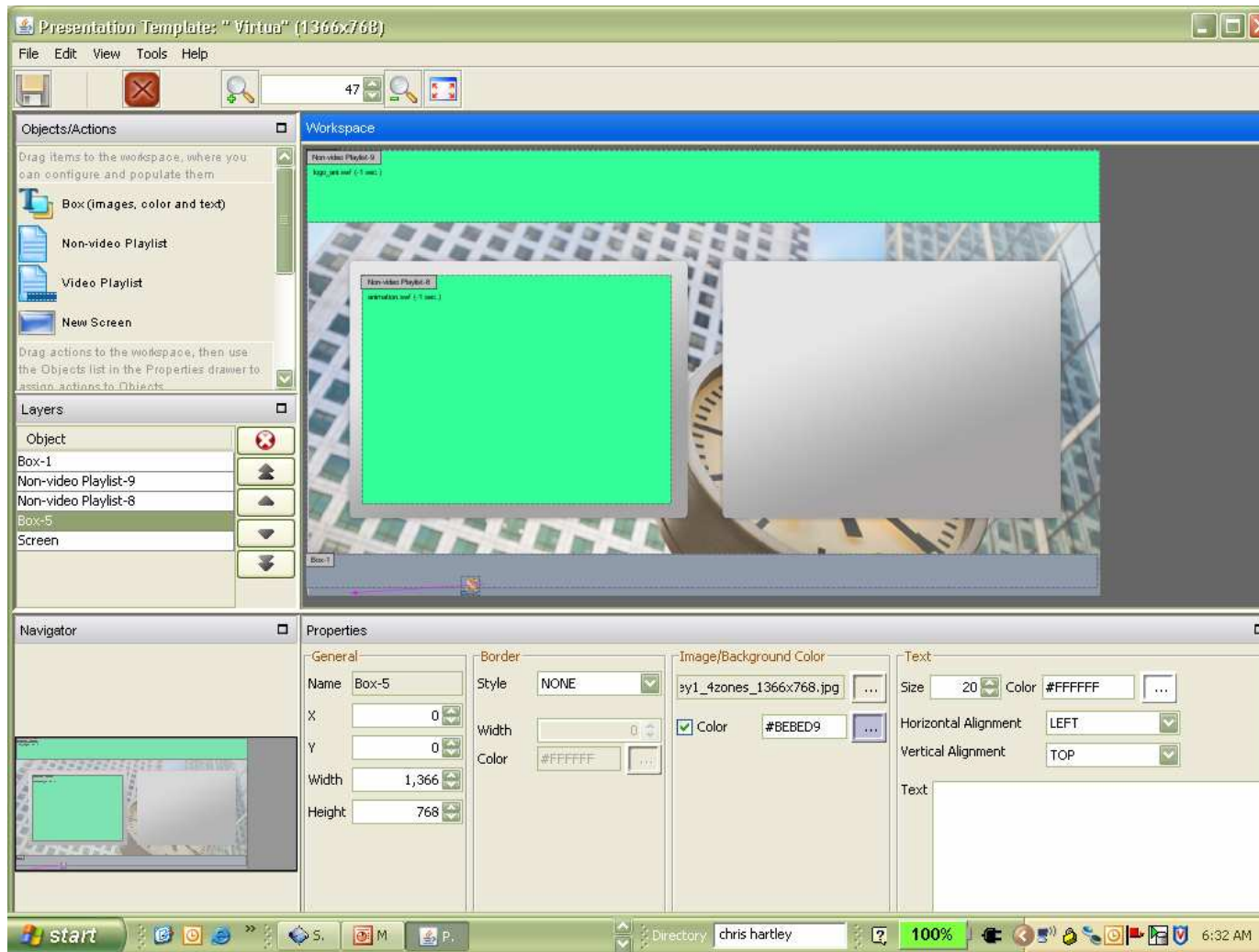
If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup options, and then select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

*** SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, DateStamp 3d6dd67c

DMM: Designer for Digital Signage



Digital Media Designer Workflow

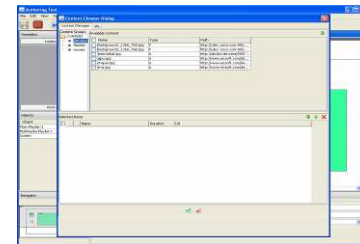
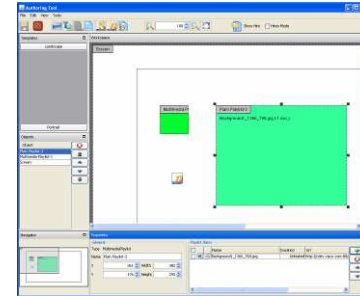
Step 1: Drag objects to be placed onto a screen canvas.

Step 2: Define object as video, text, ticker, or animation, etc.

Step 3: Apply styles, background images, colors, etc.

Step 4: Define files that will play in each area (individual files or playlists).

Step 5: Publish.



Digital Signage Technology Evolution

Yesterday:

High Operational Costs,
Low Flexibility

Today:

High Reliability and
Flexibility, Easy Deployment
and Operations

Tomorrow:

Video Surveillance, RFID,
Cisco TelePresence, etc.

Technology Evolution

New Opportunities

Phase 1:

Standalone
PC-Based



Phase 2:

Networked
PC-Based



Phase 3:

Networked Media
Player-Based



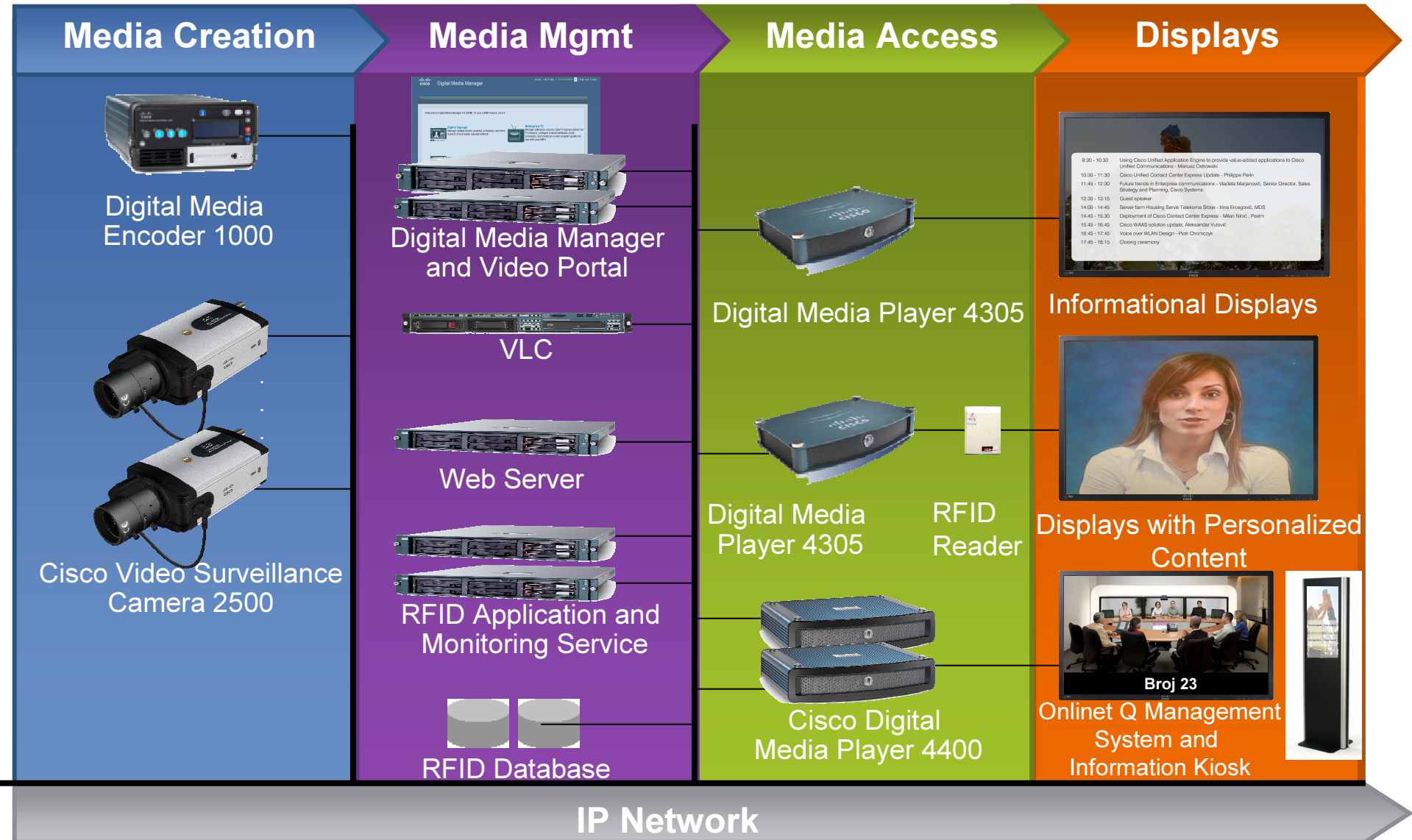
Phase 4:

"Smart" Signage

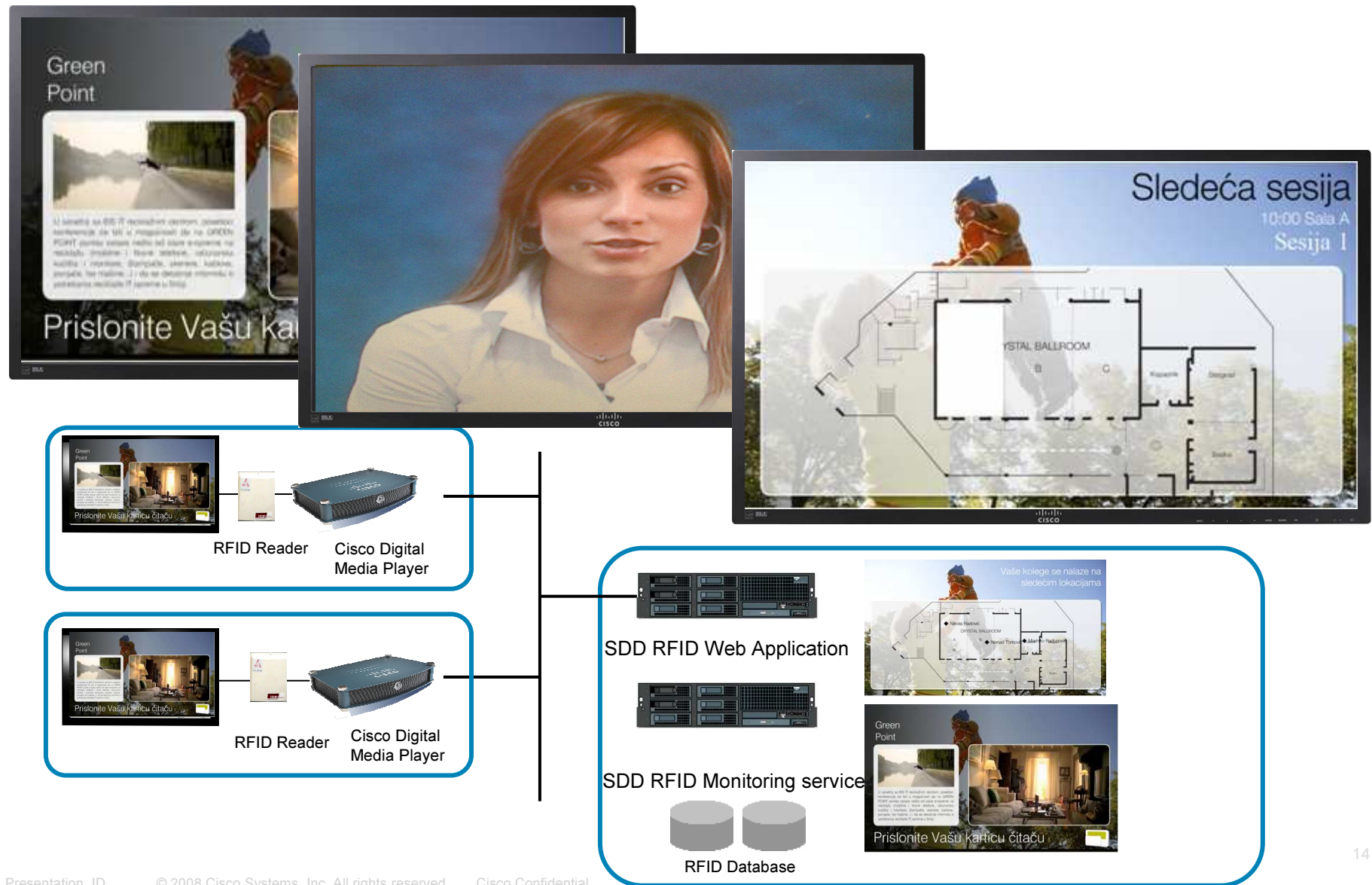


Digital Signage Market

Digital Media System on Cisco Expo in Serbia



Personalized content and integration with RFID – SDD ITG



Onlinet Touch Screen Integration



Shop window solution



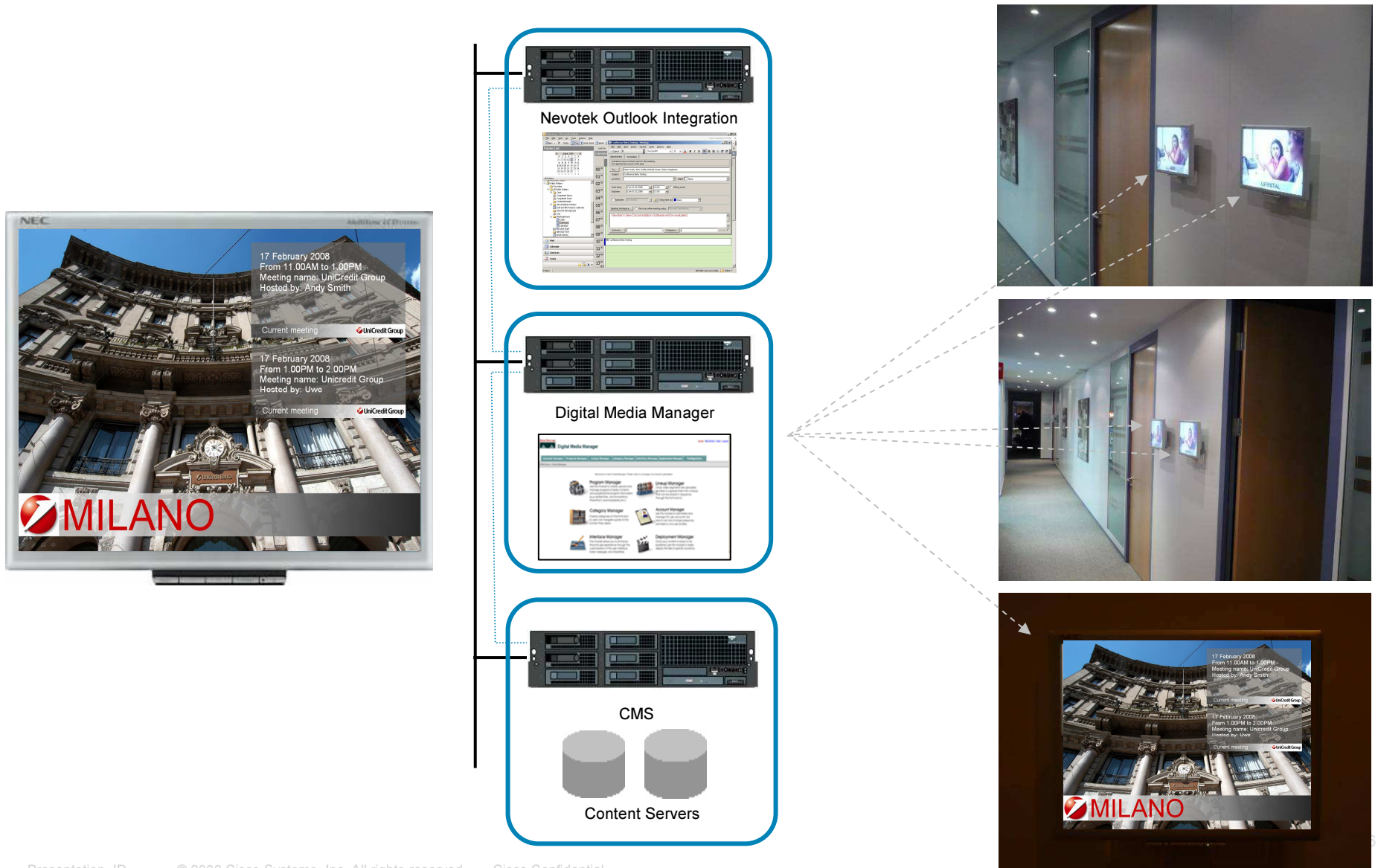
DMS - DMM



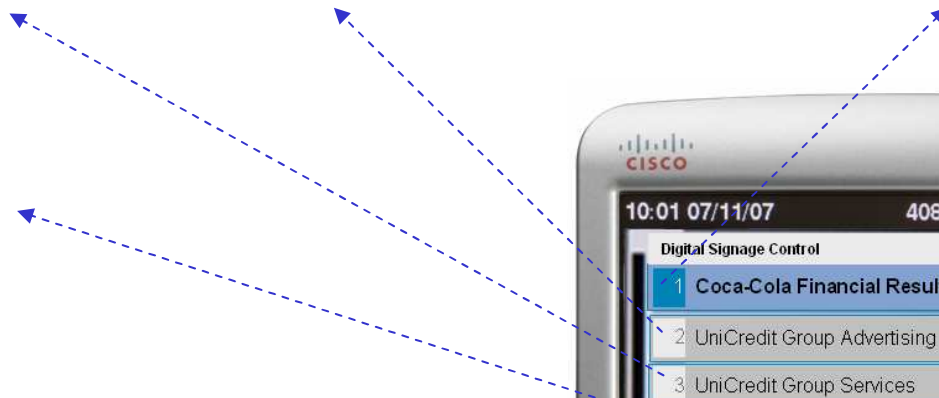
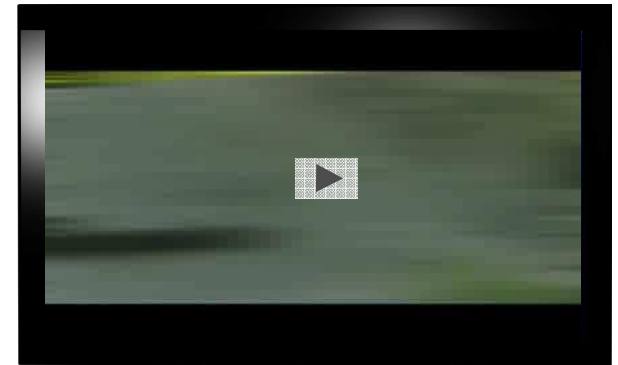
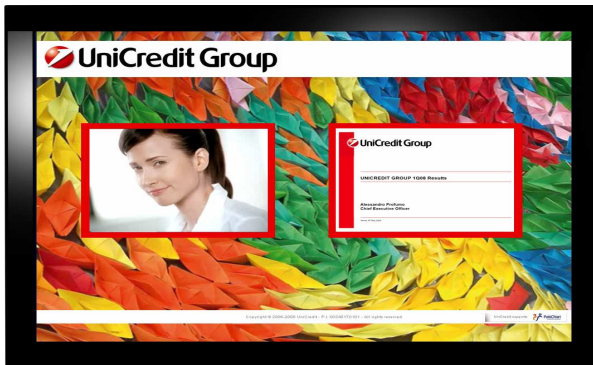
Kiosk solution



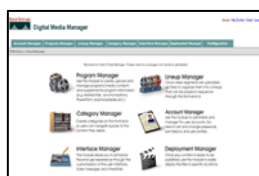
Converging Technologies



Manage Content Display from the IP Phone



Queuing Integration

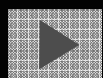




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KASIKORNBANK 泰华农民银行

WE BUY AT



ธนาคารกสิกรไทย
KASIKORNBANK 泰华农民银行

WE SELL AT



United States Dollar

0.64488

0.64492



British Pound

1.25794

1.25818



Canadian Dollar

0.64143

0.64167



South African Rand

0.08489

0.08509



Japanese Yen

0.00619

0.00620



Swiss Franc

0.61581

0.61589



Czech Koruna

0.29525

0.29588



Polish Zloty

0.04012

0.04017



Romanian Lei

0.29525

0.29588



Russian Rouble

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0.27437



Albanian Lek

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0.00835



Bulgarian Lev

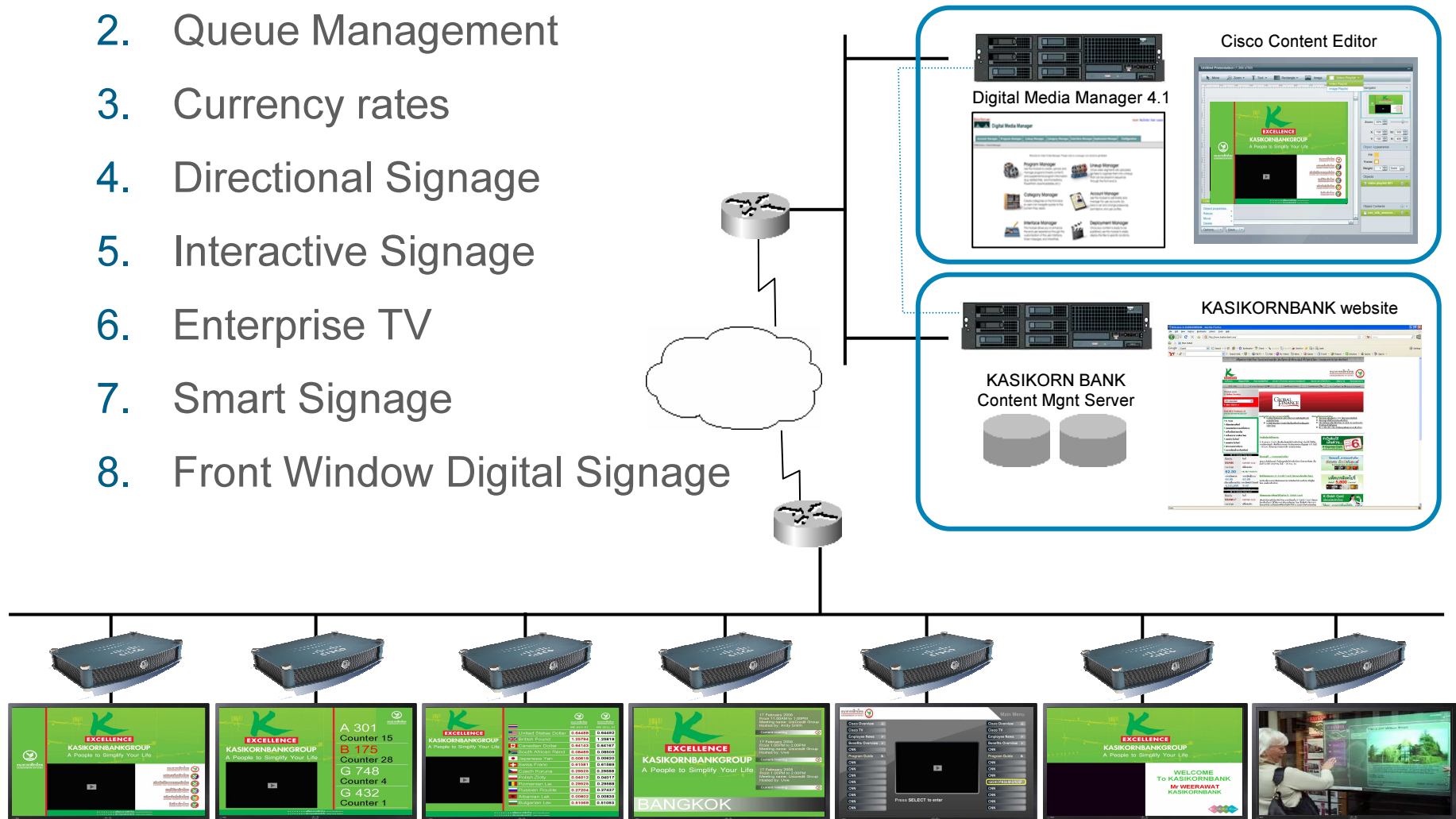
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Largest Digital Signage Network in the World

1. Traditional Digital Signage
2. Queue Management
3. Currency rates
4. Directional Signage
5. Interactive Signage
6. Enterprise TV
7. Smart Signage
8. Front Window Digital Signage

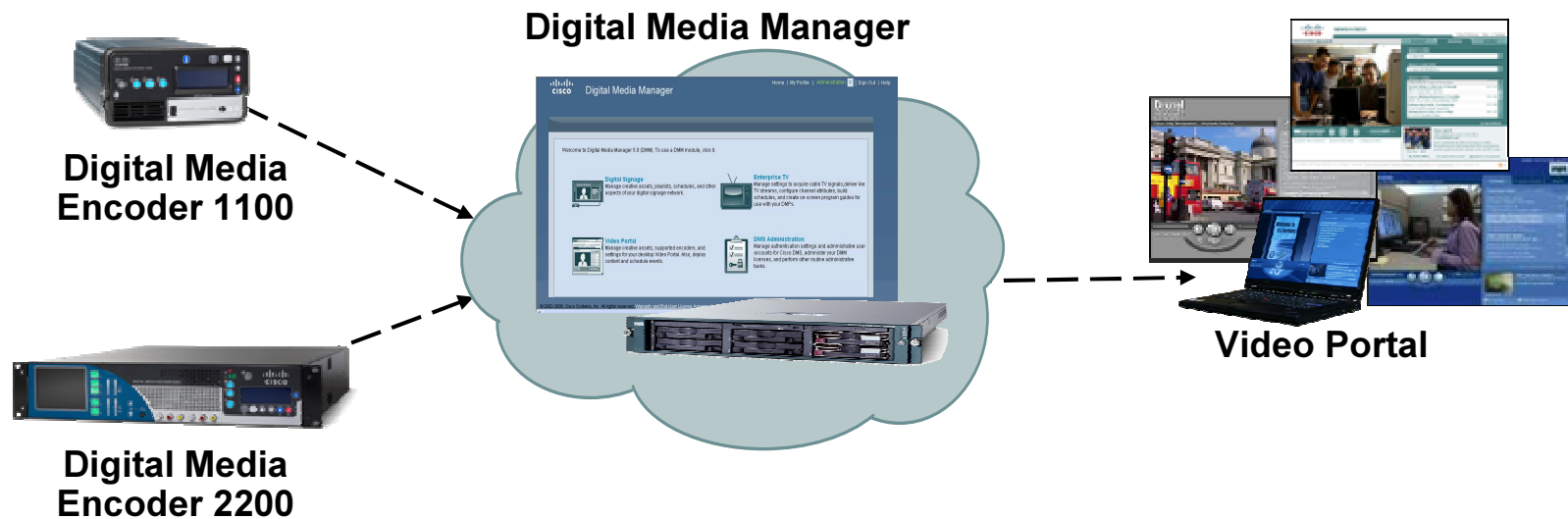


Cisco Desktop Video



Cisco Desktop Video: Overview

Enables digital media creation, management, and access for relevant, direct communications over the Web to users—anywhere, anytime



Cisco Desktop Video Portal

Browse, Search and Access Digital Media

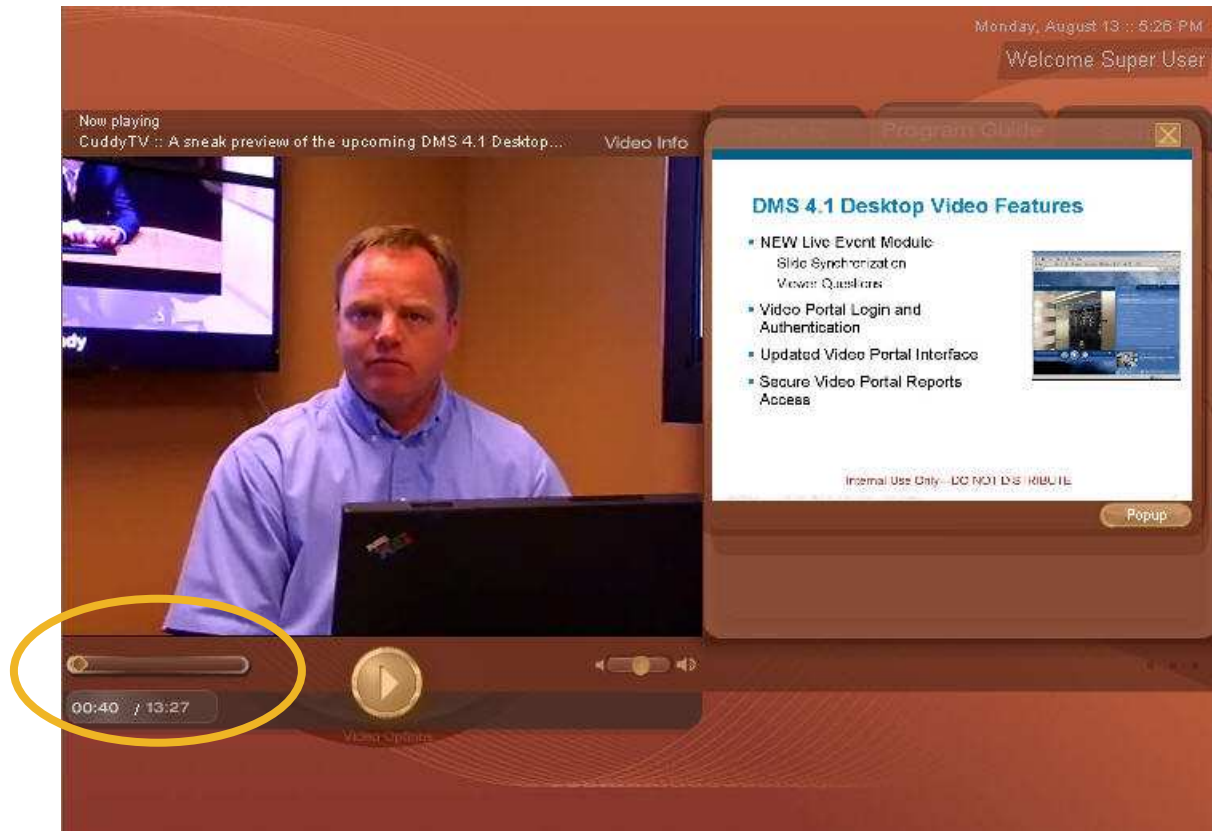
1. Customizable interface, program guide and search
2. Personalized and featured playlists
3. Advanced player controls
Full screen, Fast Forward, Rewind
4. View synchronized slides
5. Submit questions during live events
6. User restricted content access based on Active Directory/LDAP
7. Supports major formats: Windows Media, Flash, H.264, QuickTime



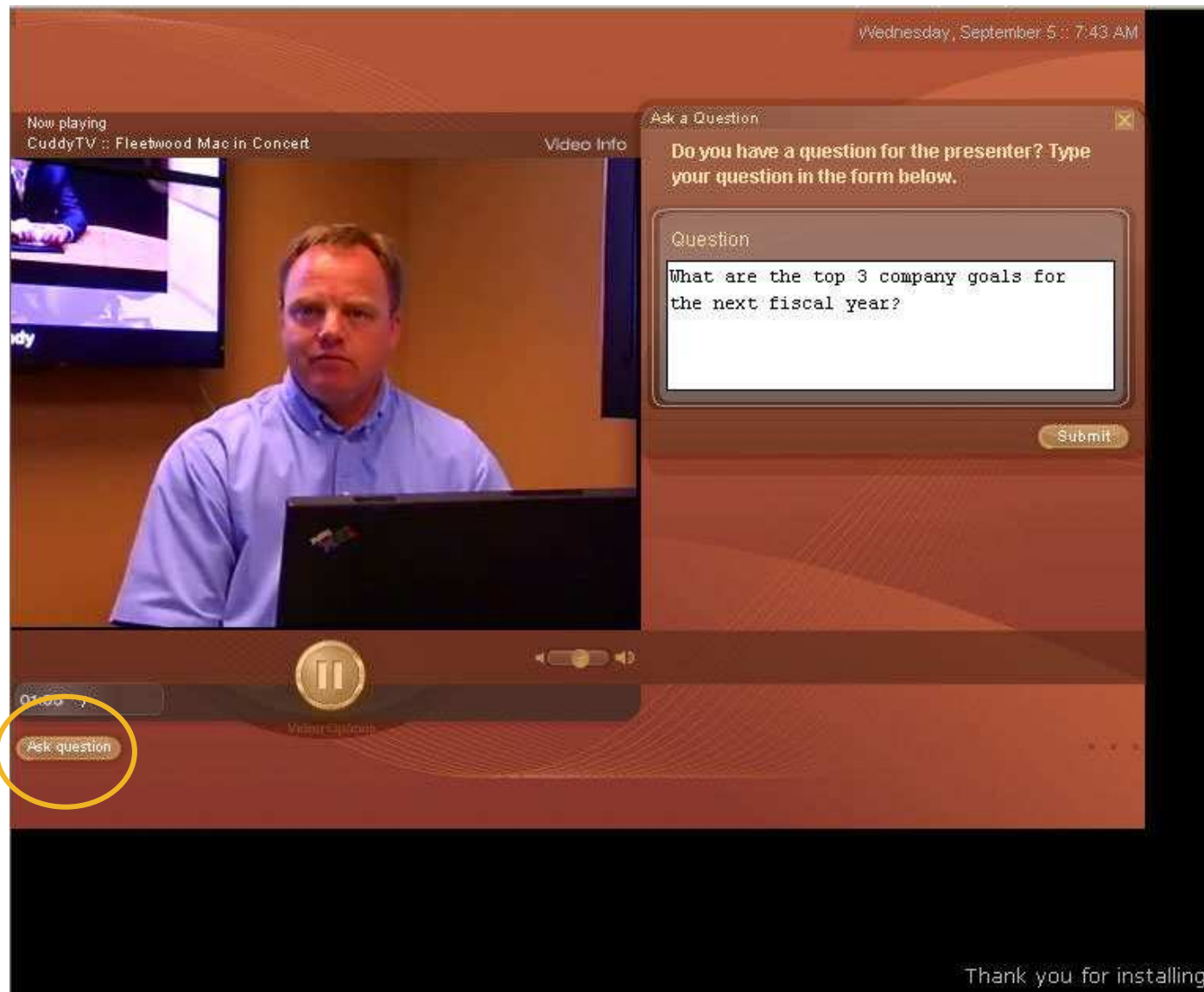
Customize the Look and Feel to Reflect the Organization Brand with the Digital Media Manager

VOD Playback Controls

1. Added the ability to move forward and backward within a VOD for all supported formats
2. Slider interface for visual or time-based selection



Viewer Submits a Question



Cisco Desktop Video Portal Reports

Real-Time Reporting to Measure Content Effectiveness

1. Web-based reporting system
2. Reporting on who watched what, when, and how often
3. Easily see content viewing trends and click-throughs in the Cisco Video Portal
 - Real-time reports and traffic metrics
4. Based on administrative rights



Cisco Enterprise TV



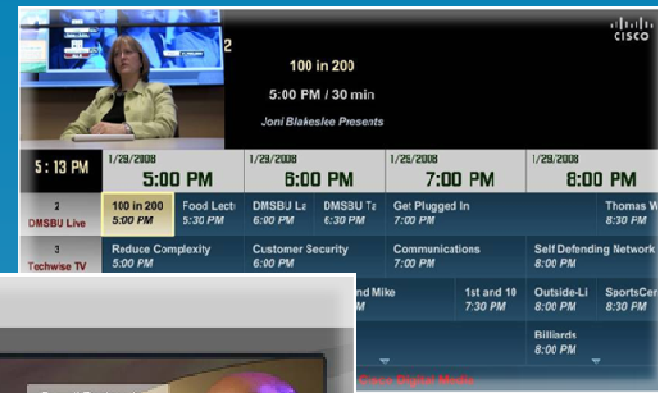
Cisco Enterprise TV: Overview

An interactive application enabling organizations to deliver on-demand video and broadcast live TV channels over an IP network to digital displays

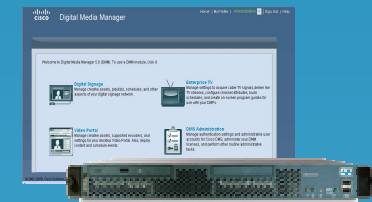


Enterprise TV leverages the same hardware platform as Digital Signage

Components of Cisco Enterprise TV



Digital Media
Player



Digital Media
Manager

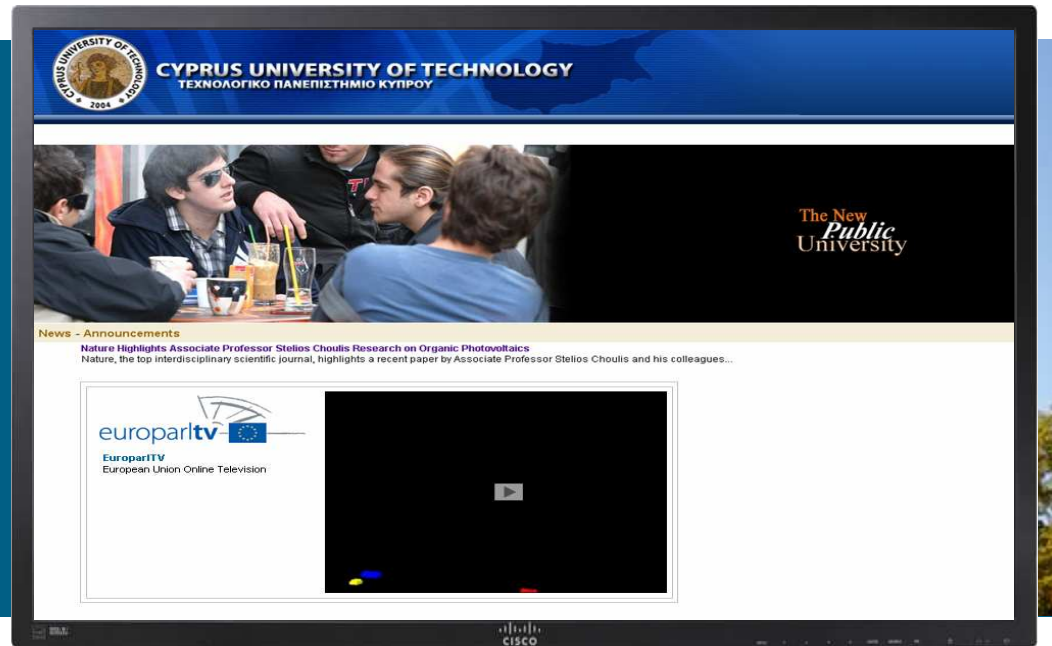
Network as the Platform



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2008

Digital Media System

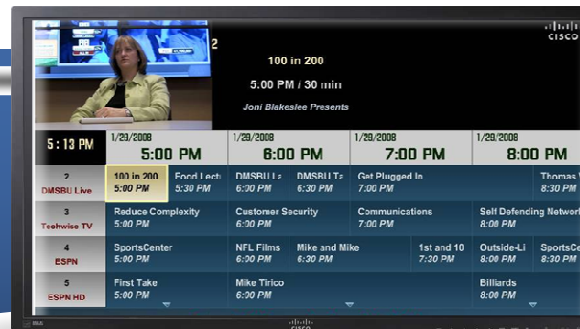
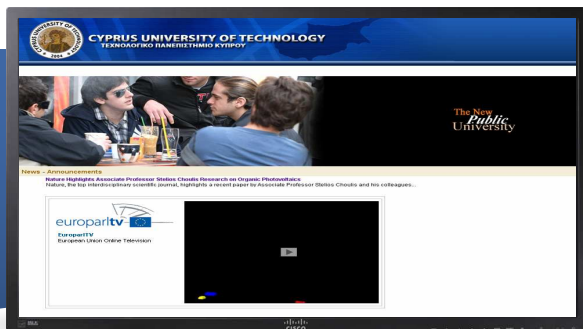
CYPRUS UNIVERSITY OF TECHNOLOGY



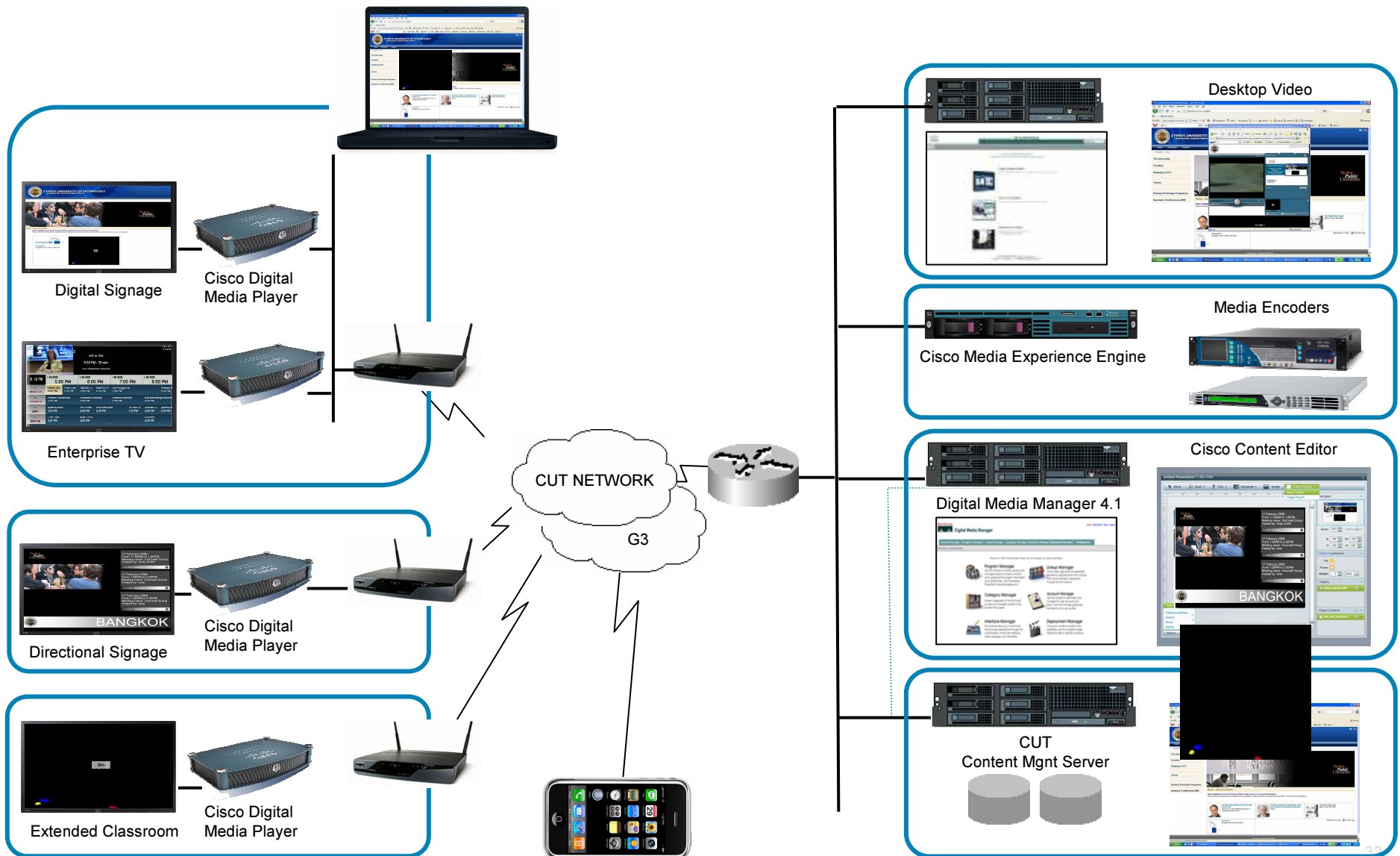
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Vision: To become the first End-to-End video enabled university in Greece

1. **Desktop Video:**
Provide a VoD platform to 1000 students.
Enable the virtual classroom.
2. **Digital Signage:**
Deploy Directional Signage across the University Campus through 30 Displays.
Enable 30 Extended Classroom
3. **Enterprise TV:**
Provide access to Education Channels to students across the Campus



CUT End-to-End Digital Media System



Cisco Digital Media System

Summary



Business Video Collaboration Vision



INTELLIGENT VIDEO NETWORK

