

Cisco Digital Media System: Cisco Digital Media Manager 5.1

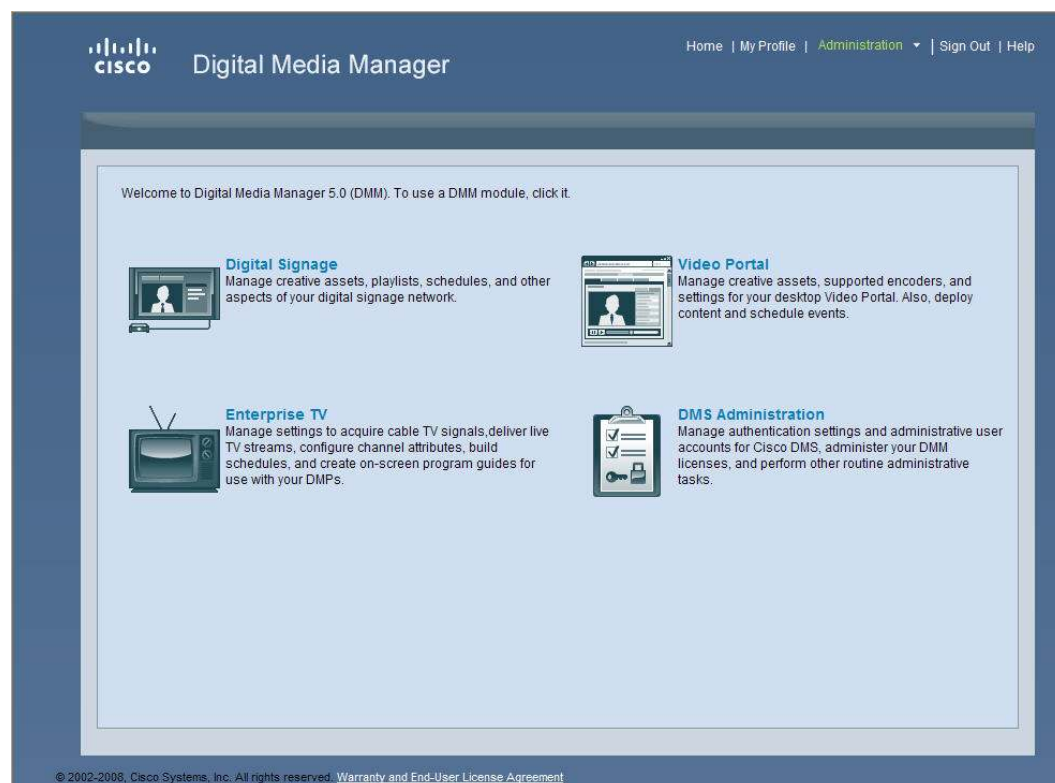
The Cisco® Digital Media System (DMS) is a comprehensive suite of digital signage, enterprise TV, and desktop video applications that allows companies to use digital media to increase sales, enhance customer experience, and facilitate learning. Support from the broad Cisco partner ecosystem of deployment, solution development, and content-creation partners ensures a successful digital media implementation.

The Cisco Digital Media Manager (DMM) is an integrated component of the Cisco Digital Media System.

Cisco Digital Media Manager

The Cisco Digital Media Manager (Figure 1) is a web-based media management application that helps you easily manage, schedule, and publish digital media to displays (Cisco Digital Signage and Enterprise TV) and through the web to the desktop (Cisco Desktop Video).

Figure 1. Cisco Digital Media Manager



The Cisco Digital Media Manager is the central management application for all Cisco Digital Media System products:

- Cisco Digital Media Encoders (DMEs): The studio-level (Cisco DME 2200) and portable (Cisco DME 1100) encoders provide live and on-demand streaming digital media across an IP network with a variety of encoding formats, inputs, and monitoring functions.
- Cisco Digital Media Player (DMP): The Cisco DMP is a highly reliable IP-based hardware endpoint for video decoding and playback of digital media content - including high-definition live broadcasts or on-demand video, Flash animations, text tickers, and other web content - across digital displays; this critical component of the Cisco Digital Signage and Enterprise TV applications allows for the networking of digital displays and the broadcasting of live and on-demand media.
- Cisco Video Portal: This web-based video portal allows you to easily browse, search, and view digital media interactively at your desktop.
- Cisco Video Portal Reports: This web-based reporting tool allows you to view real-time traffic reports of Cisco Video Portal content. Used by administrators and content authors, this tool ships on the Cisco Video Portal server appliance.

Together, these products span the entire digital media value chain, allowing organizations to reach customers, partners, employees, and students over IP networks with real-time, compelling digital media content and communications.

Applications

The simplicity of the Cisco Digital Media Manager allows nontechnical departments - such as sales and marketing, human resources, education, safety and security, or public relations - to reach their audiences without relying on network or IT groups for support, thereby accelerating the delivery of information while at the same time decreasing overall cost of distributing communications and relieving the burden on IT. Functional groups can make robust and compelling digital media communications such as training, executive communications, or marketing information available to remote teams - activities that may have been cost-prohibitive or impractical before.

You can deploy the Cisco Digital Media Manager as one of many collaboration applications on a Cisco Service-Oriented Network Architecture (SONA) network, a flexible, feature-rich framework that can help you achieve your business and technology goals. By making the network more capable and intelligent, it improves the efficiency of everything the network touches, freeing funds for new, strategic investments and innovation.

The Cisco Digital Media Manager allows you to:

- Manage rich and effective communications with customers, investors, partners, students, media relations, and more
- Publish live and on-demand events and content to geographically dispersed audiences
- With a single and centralized management platform, offer consumers tailored content through IP-enabled devices, such as the Cisco Digital Media Player, for playback on digital displays; you can also publish content through the web for desktop viewing on the Cisco Video Portal
- Maintain a consistent branding experience through PCs and through on-premises digital signage and Cisco Enterprise TV displays in branch-office banks, retail stores, or break rooms or lobbies

Key Features and Benefits

Cisco Digital Media Manager: Managing and Publishing Digital Media

The Cisco Digital Media Manager facilitates daily operations of media management by allowing you to upload, catalogue, edit, package, and publish all video content and playlists to the Cisco Digital Media Player and the Cisco Video Portal for live or on-demand playback - all through the pervasive, secure reach of a Cisco SONA network.

Cisco Digital Media Manager: Management Modules

Cisco Digital Media Manager provides software module options that allow you to manage content for both digital signage and desktop video:

- Cisco Digital Signage Module: For managing digital signage content and a network of connected Cisco Digital Media Player endpoints
- Cisco Video Portal Module: For managing and publishing media to the Cisco Video Portal for desktop viewing
- Cisco Live Event Module: An add-on to the Cisco Video Portal Module for slide synchronization and management of viewer questions during live events
- Cisco Enterprise TV Module: For managing enterprise TV content and a network of connected Cisco Digital Media Player endpoints

For each management module, the Cisco Digital Media Manager interface reflects the available features for the relevant endpoint.

The Cisco Digital Signage Module for digital signage allows you to:

- Discover, configure, manage, categorize and group, and monitor Cisco Digital Media Players on the network
- Control playback of content and playlists on digital signage displays, including instant updates or scheduling of content frequency and duration (day-parting)
- Create and design screen layouts, divide screen real estate into regions, and populate content into these regions using a drag-and-drop web interface
- Create and manage playlists and configure on-screen Really Simple Syndication (RSS) or static text tickers
- Remotely control and manage digital display properties such as on/off, contrast, brightness, and volume
- Add and archive digital signage content and assign metadata to assets
- View reports for content scheduled for playback on digital signage displays

The Cisco Video Portal Module for desktop video allows you to:

- Easily customize the Cisco Video Portal user interface for specific end-user environments
- Add and archive content and assign metadata and keywords for easy location and categorizing through the Cisco Video Portal
- Create and manage playlists, ticker alerts, messages, and supplemental information such as downloadable files and related links on the Cisco Video Portal
- Preview content and manage approval workflow for streamlined delivery of rich media directly to end users at their desktops

- Secure access to the Cisco Video Portal with optional login and authentication through a Microsoft Active Directory Lightweight Directory Access Protocol (LDAP) server
- The add-on Cisco Live Event Module allows you to:
 - Import graphics derived from Microsoft PowerPoint either as a set of JPEG images or as an Adobe Flash animation (.swf) file
 - Synchronize these graphics with the video and audio streams produced during a live webcast event
 - Save the combined, live event stream as a video-on-demand (VoD) session for postevent viewing
 - Allow Cisco Video Portal viewers to submit text-based questions to the event producers and presenters during a live webcast event

The Cisco Enterprise TV Module allows you to:

- Expand the use of your digital signage network to support IP-based broadcast television through an on-screen program guide
- Add the Cisco Enterprise TV Manager to your existing Cisco Digital Media System deployments or deploy it as a standalone application to enable the Cisco Digital Media Player units to become receivers of live and on-demand broadcast video content
- Provide additional functions to viewers through a remote control that can navigate and select the channel or VoD that the user wants to view

The option to add another management module is simple: the flexible architecture of the Cisco Digital Media Manager allows for the addition and activation of each module without requiring new hardware or a complete equipment upgrade.

Product Specifications

Table 1 gives features and Table 2 gives client requirements for the Cisco Digital Media Manager.

Table 1. Cisco Digital Media Manager Features

Item	Feature
Product compatibility	Compatible with Cisco Application and Content Networking System (ACNS), the Cisco Wide Area Application Services (WAAS) Network Module, the Cisco Video Portal and Cisco Video Portal Reports tool, Cisco Digital Media Players, and Cisco Digital Media Encoders
Programming interface	Web-based management

Table 2. Cisco Digital Media Manager Client Requirements

Component	Requirements
Browser	Microsoft Windows <ul style="list-style-type: none"> • Internet Explorer 6.0 or later, Mozilla 1.8 or later, or Firefox 1.5 or later recommended Linux or UNIX <ul style="list-style-type: none"> • Mozilla 1.0 or Firefox 1.0 minimum • Mozilla 1.8 or later or Firefox 1.5 or later recommended Apple Macintosh <ul style="list-style-type: none"> • Safari 2.0 minimum • Safari 2.0 or Firefox 1.5 or later recommended

Cisco Live Event Module Browser	Microsoft Windows <ul style="list-style-type: none"> • Internet Explorer 6.0 or later Apple Macintosh <ul style="list-style-type: none"> • Mac OS X • VMWare Fusion • Windows XP or Vista • Internet Explorer, v.6.0 or later
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Ordering Information

Table 3 provides ordering information for the Cisco Digital Media Manager.

Table 3. Cisco Digital Media Manager Ordering Information

Product—Software on Server Appliance	Part Numbers
Cisco Digital Media Manager Base V5.1 Perpetual Software License	DMM5.1-BASE-K9
Cisco Digital Media Manager Video Portal Manager V5.1 Perpetual Software License	DMM-VPM5.1-K9
Cisco Digital Media Manager Digital Signage Module V5,0 Perpetual Software License	DMM-DSM5.1-K9
Cisco Digital Media Manager, Digital Signage Feature License for Up To 10 DMPs	DMP-FL-10
Cisco Digital Media Manager, Digital Signage Feature License for Up To 50 DMPs	DMP-FL-50
Cisco Digital Media Manager, Digital Signage Feature License for Up To 500 DMPs	DMP-FL-500
Cisco Digital Media Manager, Digital Signage Feature License for Up To 1000 DMPs	DMP-FL-1000
Cisco Digital Media Manager Video Portal Module Live Event Module V5.1 Perpetual Software License	DMM-LEM5.1-K9
DMM Enterprise TV Module V5.1 Perpetual Software Licence	DMM-ETVM5.1-K9
Digital Media Manager Ver. 5.1 SNMP Module Perptl. SW Lic.	DMM-SNMP5.1-K9
HW Only MCS-7835-H2 w/ 2048MB RAM and Two 146GB SAS HD	MCS7835H2-DMM51K9
Software Upgrades and Add-Ons	
DMM Video Portal Module V5.1 Perptl. SW Lic., Spare	DMM-VPM5.1-K9=
DMM Digital Signage Module V5.1 Perptl. SW Lic., Spare	DMM-DSM5.1-K9=
DMM Video Portal Module Live Event Module V5.1 Perptl. SW Lic., Spare	DMM-LEM5.1-K9=
Digital Media Manager Ver. 5.1 SNMP Module Perptl. SW Lic.	DMM-SNMP5.1-K9=
Cisco Digital Media Manager V5.1 Upgrade from V5.0 for MCS-7835	DMM5-U5.1-K9
Digital Media Player V5-V5.1 Perptl. SW Upgrade	DMP-SW5.1-U-K9
Video Portal Module 5.1 Upgrade from V5.0 - 500	VP5-500-U5.1-K9
Video Portal Module 5.1 Upgrade from V5.0-1000	VP5-1000-U5.1-K9
Cisco Digital Media Manager, Feature License for Up To 10 DMPs	DMP-FL-10=
Cisco Digital Media Manager, Feature License for Up To 500 DMPs	DMP-FL-50=
Cisco Digital Media Manager, Feature License for Up To 500 DMPs	DMP-FL-500=
Cisco Digital Media Manager, Feature License for Up To 1000 DMPs	DMP-FL-1000=
Hardware Spares	
HW Only MCS-7835-H2 w/ 2GB RAM, Two 146GB SAS HD, Spare	MCS-7835H2-DMS2=

Service and Support

Cisco and our partners provide a broad portfolio of end-to-end services and support that can help you improve network total cost of ownership, business agility, and network availability to increase the business value of your network and return on investment. This portfolio is based on the Cisco Lifecycle Services approach, which defines activities needed, by technology and by network complexity, throughout the six phases of the network lifecycle: prepare, plan, design, implement, operate, and optimize.

Cisco Services in the prepare, plan, design, and implement phases of the network lifecycle help you successfully deploy a reliable, high-performance Cisco Digital Media System. Specific activities include:

- User feature and function requirements validation
- Architecture validation
- Network and operations readiness assessment
- Detailed design and implementation schedule development
- System acceptance test plan development
- Staffing plan development
- Installation, configuration, and integration support

For the Cisco Digital Media Manager, Cisco Services in the operate phase help ensure that Cisco products operate efficiently and benefit from the most up-to-date hardware and software maintenance. Software Application Support (SAS) strengthens application availability, functions, and reliability with 24-hour access to technical support and software updates, and Cisco SMARTnet[®] and SMARTnet Onsite support provide registered access to Cisco.com for online technical assistance, access to the Cisco Technical Assistance Center (TAC), Cisco IOS[®] Software updates and upgrades, and Advance Replacement of failed hardware.

To learn more about Cisco Services for the Cisco Digital Media System, please contact your Cisco representative. For specific information about SAS and Cisco SMARTnet and Cisco SMARTnet Onsite support, visit:

http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2993/serv_group_home.html and http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2978/serv_group_home.html.

For More Information

For more information about the Cisco Digital Media Manager, please visit <http://www.cisco.com/go/dms> or contact your local Cisco account representative.

For more information about Cisco SONA, please visit <http://www.cisco.com/go/sona> or contact your local Cisco account representative.



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