

Cisco Digital Media System

Delivering High-Quality Digital Media Live and On-Demand

More than ever, IT organizations are challenged to deliver effective and efficient communications to clients, employees and partners. They must also obtain a better return on investment (ROI).



Through advances in network infrastructure, enterprise networks now support new forms of digital media, creating the need for flexible media management systems. But without an integrated digital media solution, organizations can target only small slices of the overall digital media value chain.

What's needed is an integrated solution that covers the entire digital media value chain, while also supporting industry-leading formats for live and on-demand content publishing. Most products today touch only a small portion of the digital media value chain, or they employ closed systems requiring special codecs and players.

The Solution: Cisco Digital Media System

The Cisco Digital Media System is an integrated set of software applications that enables you to manage and access live and on-demand video. The system makes it easy to deliver high-quality digital media to your critical audiences.

By deploying the Cisco Digital Media System, you can:

- Communicate effectively with targeted clients, investors, press and analysts
- Offer live and on-demand events and meetings to geographically dispersed audiences
- Deliver critical information and training to employees, suppliers and partners
- Provide educational content to students.

Three advanced products

The Digital Media System delivers the above benefits via three product lines:

- Cisco Digital Media Manager
- Cisco Video Portal
- Cisco Digital Media Encoders

These advanced solutions run on high-performance Cisco Media Convergence Server (MCS) platforms such as the Cisco MCS 7825 and MCS 7835 systems. They support and manage nearly all standard streaming media formats, from Windows Media to Flash to H.264 (MPEG4). Together, the Cisco Digital Media Manager and the Cisco Video Portal provide the core capabilities for an advanced digital media system.

Cisco Digital Media System

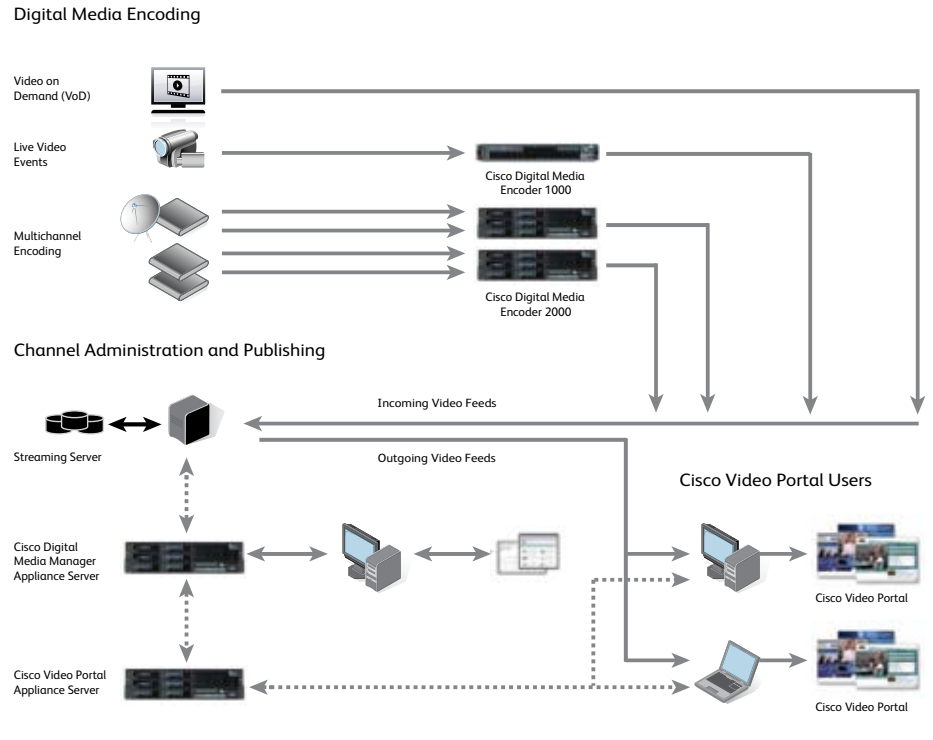
Cisco Digital Media Manager includes the following modules:

- **Category Manager** – Content offerings can be organized into custom categories that represent common content characteristics such as topic, subject matter or course offering, target audience, featured executive and business function. In the Cisco Video Portal, users can easily browse for content by category using a program guide.
- **Interface Manager** – The administrator can design and control the user interface of the Cisco Video Portal. Customizable elements include background, logos, ticker messages and features for highlighting videos or communicating messages.
- **Deployment Manager** – All content and data additions, updates and other changes must be deployed in the production environment to be reflected in the Cisco Video Portal.
- **Account Manager** – Users can have various roles and responsibilities requiring different levels of access and permissions. This module lets users create accounts and administer passwords, permissions and profiles.
- **Program Manager** – Content offerings, both live and on demand, are managed in this module.
- **Lineup Manager** – Feature different content offerings by displaying videos in the Featured Lineup list.

Cisco Video Portal includes the following features:

- **Program listings and keyword search** – Easily locate media by content category, title or keyword.
- **Customizable playlists and lineups** – Choose from a dynamic list of videos programmed by content publishers or bookmarked by individual users.
- **Supplemental content** – View packaged content with each video, such as tickers, related readings, related videos, websites and downloadable materials.
- **Advanced player controls and full-screen mode** – Optimize the viewing experience with enhanced control of video playback.
- **Simultaneous playback and thumbnail preview** – Preview other videos during main video playback
- **Tracking and reporting** – Capture, report and export content use information.

Cisco Digital Media Systems Overview



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