

## Cisco Digital Media Suite: Cisco Digital Media Manager 5.2.3

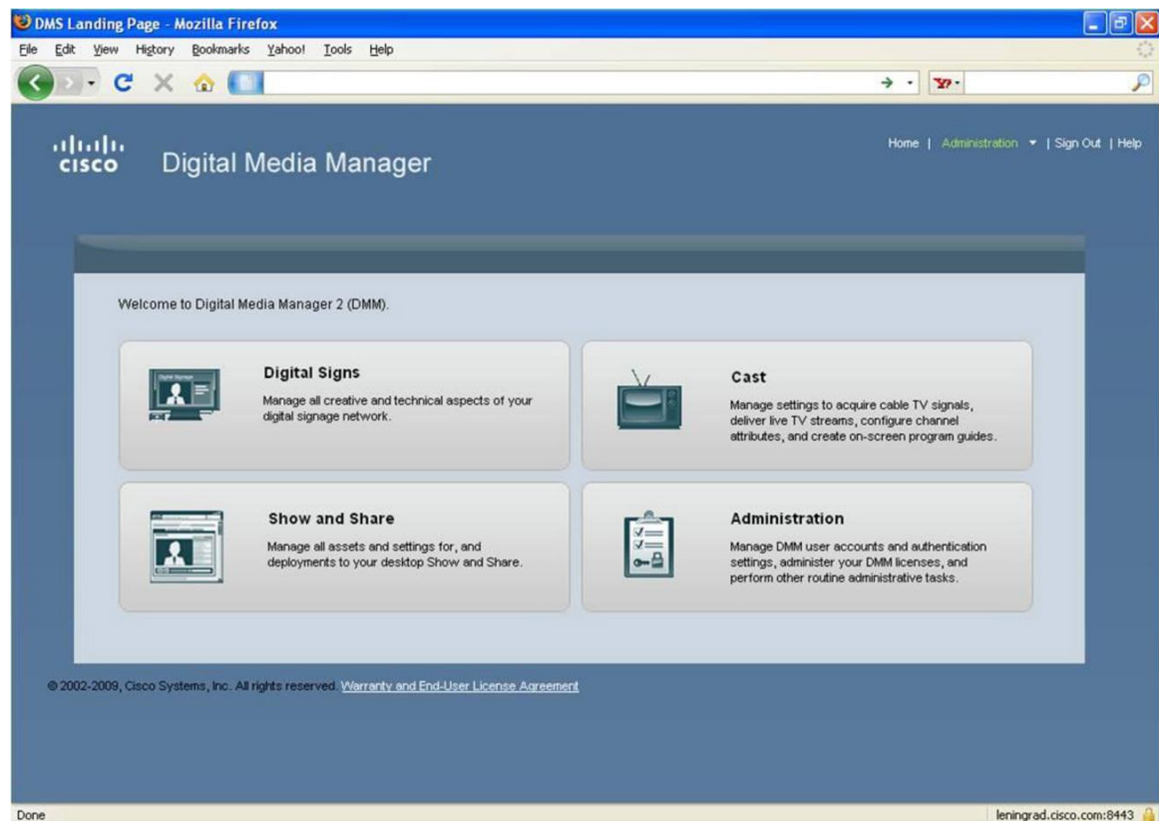
The Cisco® Digital Media Suite (DMS) is a comprehensive offering of webcasting and video sharing, digital signage, and business IP-based broadcast television (IPTV) applications that can help transform how organizations learn, grow, communicate, and collaborate. Support from the broad Cisco partner ecosystem of deployment, solution-development, and content-creation partners helps ensure a successful digital media implementation.

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

### Cisco Digital Media Manager

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 Signs and Cisco Cast) and through the web to the desktop (Cisco Show and Share).

**Figure 1.** Cisco Digital Media Manager



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

- **Cisco Digital Media Encoders (DMEs):** The studio-level Cisco Digital Media Encoder (DME) 2200 and the portable 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 across digital displays. Content includes high-definition, live broadcasts or on-demand video, Flash animations, text tickers, and other web content. This critical component of Cisco Digital Signs and Cisco Cast applications allows for the networking of digital displays and the broadcasting of live and on-demand media.
- **Cisco Show and Share:** Cisco Show and Share<sup>®</sup> is a webcasting and video sharing application that helps organizations create secure video communities to share ideas and expertise; optimize global video collaboration; and personalize the connections among customers, employees, and students with user-generated content.
- **Cisco Show and Share Reports:** This web-based reporting tool allows you to view real-time traffic reports of Cisco Show and Share content. Used by administrators and content authors, this tool is ordered with and integrated in Cisco Show and Share.

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.

## Features and Benefits

### Managing and Publishing Digital Media

The Cisco Digital Media Manager application facilitates daily operations of media management by allowing you to upload, catalog, edit, package, and publish all video content and playlists to the Cisco Digital Media Player through the pervasive, secure reach of a Cisco IP network. Cisco Digital Media Manager also provides configuration and management services for Cisco Show and Share.

### Management Modules for Cisco Digital Media Manager

Cisco Digital Media Manager provides software module options that allow you to manage content for Cisco Digital Signs, Cisco Cast, and Cisco Show and Share:

- Cisco Digital Signs module: Manages digital signage content and a network of connected Cisco Digital Media Player endpoints
- Cisco Show and Share module: Configures and manages Cisco Show and Share for desktop viewing
- Cisco Live Event module: An add-on to the Cisco Show and Share module that provides live webcasting, slide graphics synchronization, management of viewer questions, and publishing of viewer polling questions during live events
- Cisco Cast module: Manages on-demand IPTV content for a network of connected Cisco Digital Media Player endpoints
- Cisco SNMP Notification module: Provides the ability for Simple Network Management Protocol (SNMP)-based network management applications to access a variety of Cisco DMS configuration and status information, as well as accept various Cisco Digital Media Player status alert messages through the SNMP protocol

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

The Cisco Digital Signs 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 Show and Share module for webcasting and video sharing allows you to:

- Easily customize the Cisco Show and Share user interface by allowing you to define background images, logos, and text colors
- Define content storage and access locations for content published and viewed with Cisco Show and Share
- Provide user management and secure access services to Cisco Show and Share with optional login and authentication through a Microsoft Active Directory Lightweight Directory Access Protocol (LDAP) server or embedded DMM user database

The add-on Cisco Live Event module allows you to:

- Import graphics derived from Microsoft PowerPoint files as a set of JPEG images
- Synchronize these graphic images with the video and audio streams produced during a live webcast event in combination with a Cisco Digital Media Encoder
- Save the combined, live event stream as a video-on-demand (VoD) session for post-event viewing
- Allow Cisco Show and Share viewers to submit text-based questions to the event producers and presenters during a live webcast event
- Publish polling questions and results to viewers at any time during a live webcast event

The Cisco Cast module allows you to:

- Expand the use of your digital signage network to support IPTV through an on-screen program guide
- 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 or Cisco IP Phone that can navigate and select the channel or VoD content that the user wants to view

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

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## Open, Scalable Architecture

Cisco Digital Media Manager 5.2.2 provides a set of application programming interfaces (APIs) and software developer kits (SDKs) that allow independent software and IT developers to integrate the Cisco Digital Media Suite with a wide variety of other custom-developed applications and systems that extend the overall feature set of the Cisco Digital Media Suite into new application areas. These application areas include:

- Conference-room management
- Line queuing
- Radio frequency identification (RFID) and smart signage
- Call centers
- Customized content management
- Touch-screen systems and kiosks
- Video analytics
- Point-of-sale systems
- Integration with other web-based portals such as Microsoft SharePoint and learning management systems

The Cisco Digital Media Manager APIs and SDKs are available through the Cisco Developer Network at:

<http://developer.cisco.com>.

## Integration with Microsoft Active Directory

Cisco Digital Media Manager 5.2.3 provides integration with Microsoft Active Directory via the LDAP protocol to import both names and groups from Active Directory. Cisco Digital Media Manager and Show and Share users are then authenticated to the assigned directory during the login process. You can also mark content within Show and Share for viewing by selected Active Directory users and groups.

## Integration with Single Sign On via SAML Version 2.0 and Federation Services

Cisco Digital Media Manager 5.2.3 now offers support for login authentication support for a Federations Services/Single Sign On environment through the SAML 2.0 standard. Organizations with SAML 2.0 compatible Federation Services Identity Providers can now provide seamless, network-based login authentication with Cisco DMS applications like Show and Share.

## Enterprise Medianet

The medianet is an end-to-end architecture for a media-optimized network comprising advanced, intelligent technologies and devices in a platform designed to deliver interactive multimedia experiences. A medianet has the following characteristics:

- Media-aware: Capable of detecting and optimizing different media and application types (telepresence, video surveillance, desktop collaboration, streaming media) to deliver the best experience
- Endpoint-aware: Detects and configures media endpoints automatically
- Network-aware: Able to detect and respond to changes in device, connection, and service availability

Enterprise medianets are unique because they extend the boundary of networks to include the endpoints in order to scale, optimize, and enhance the performance of video. As a result, a medianet provides tight integration between intelligent network services and interactive multimedia applications delivered over a variety of endpoints.

## Enterprise Medianet Enhancements

You can enhance an enterprise medianet by adding features to reduce the IT cost and the complexity of deploying video and to improve the video experience. These capabilities include the following.

### Autoconfiguration of Video Endpoints

Adding autoconfiguration to a medianet helps to simplify the deployment and to reduce the ongoing operational costs of interactive multimedia applications and endpoints. With autoconfiguration, you can:

- Automate network configuration using Cisco Auto Smartports with user-defined or built-in recommended configurations for a variety of devices.
- Simplify access switch quality-of-service (QoS) deployment.
- Automate physical location configuration and enabled device asset tracking.
- Automate device configuration and registration to simplify management, moves, adds, and changes of the equipment.

### Simplifying the Configuration and Management of Medianet Endpoints

CiscoWorks LAN Management Solution (LMS) is an integrated suite of management functions that simplify the configuration, administration, monitoring, and troubleshooting of borderless networks.

The “plug-in” for CiscoWorks LMS that works on a medianet provides workflows for setting up auto-configuration and location settings to aid the provisioning and tracking of medianet endpoints such as digital media players and IP video surveillance cameras. The workflows enable the network operator to:

- Select the type of medianet to provision
- Automatically prepare the network for deployment
- Check to ensure the appropriate location attributes are configured for tracking and monitoring purposes
- Reduce the chance for errors and time required to set up an end-to-end video infrastructure

For more information on CiscoWorks LMS and the medianet plug-in, visit: <http://www.cisco.com/go/lms>

## Product Specifications

Table 1 gives information about product compatibility and programming interfaces. Table 2 gives client requirements for the Cisco Digital Media Manager.

**Table 1.** Cisco Digital Media Manager Product Compatibility and Programming Interfaces

Item	Description
<b>Product compatibility</b>	Compatible with Cisco Application and Content Networking System (ACNS), the Cisco Wide Area Application Services (WAAS) Network Module, the Cisco Show and Share and Cisco Show and Share Reports tool, Cisco Digital Media Players, and Cisco Digital Media Encoders
<b>Programming interface</b>	Web-based management

**Table 2.** Cisco Digital Media Manager Client Requirements

Component	Requirements
Browser	Microsoft Windows <ul style="list-style-type: none"><li>• Internet Explorer 7.0 or 8.0 recommended</li><li>• Firefox 3.6.x required</li></ul> Apple Macintosh <ul style="list-style-type: none"><li>• Safari 2.0 minimum</li><li>• Safari 2.0 or Firefox 1.5 through 3.x recommended</li></ul>

## Ordering Information

Tables 3 and 4 give ordering information for the Cisco Digital Media Manager.

**Table 3.** Cisco Digital Media Manager Ordering Information

Product Name	Part Number	Required or Optional
Cisco Digital Media Manager	DMM-BASE-52-K9	Required
Cisco UC Server Appliance	DMM-SVR-C210-K9	Required
Cisco Digital Signs Module	DMM-SIGNSM52-K9	Required for Cisco Digital Signs implementations
Cisco Show and Share Module	DMM-DVM52-K9	Required for Cisco Show and Share implementations
Cisco Cast Module	DMM-CAST52-K9	Required for Cisco Cast implementations
Cisco Show and Share Live Event Module	DMM-LEM52-K9	Optional
Cisco DMM SNMP Module	DMM-SNMP52-K9	Optional

**Table 4.** Software Upgrades and Add-Ons

Product Name	Part Number
DMM Show and Share Module V5.2 Perptl. SW Lic., Spare	DMM-DVM52-K9=
DMM Digital Signs Module V5.2 Perptl. SW Lic., Spare	DMM-SIGNSM52-K9=
DMM Show and Share Module Live Event Module V5.2 Perptl. SW Lic., Spare	DMM-LEM52-K9=
Digital Media Manager Ver. 5.2 SNMP Module Perptl. SW Lic.	DMM-SNMP52-K9=
Cisco Digital Media Manager V5.2 Upgrade from V5.1	DMM51-U52-K9
Digital Media Player V5-V5.2 Perptl. SW Upgrade	DMP-SW52-U-K9
Show and Share Module 5.2 Upgrade from V5.1-Workgroup	DV-WKGP-U52-K9
Show and Share Module 5.2 Upgrade from V5.1-Enterprise	DV-ENT-U52-K9
Cisco Digital Media Manager, Feature License for Up To 10 DMPs	DMP-FL-10=
Cisco Digital Media Manager, Feature License for Up To 50 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=

## Cisco Services

Cisco and our partners provide a broad portfolio of intelligent, personalized services and support that can help you realize the full value of your video investment, and increase business agility and network availability. This portfolio of services drives business transformation through a network-based collaboration platform that enables business to collaborate anywhere, anytime. For more information about these services, visit:

<http://www.cisco.com/go/services/digitalmedia>.

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## For More Information

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



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