



# Cisco Digital Signage The Power of Engagement: Imagine New Possibilities

Imagine a new world of engaging interactive media experiences—a whole new way to create compelling customer and employee experiences.

A revolution is taking place in customer service, organizational communications, training, and many other forms of customer and employee interaction. Gone are the days of paper signs tacked to a billboard, static emails, out-of-date print advertisements, and expensive in-person training.

Today, organizations can use interactive and engaging media on a variety of devices across many channels to communicate relevant and timely information.

**Cisco® Digital Signage** is underpinning this revolution. Now you can easily deliver and manage applications to communicate, connect, and engage customers and employees in a whole new way. Imagine delivering compelling and interactive media to any store, bank, manufacturing floor, or hospital—when you need it, and when people want it.

**Cisco Digital Signage** is a complete platform for interactive media experiences that includes endpoints, management, and services, so you can select the right solution for your needs. Designed to go well beyond

static information display, Cisco Digital Signage brings new and innovative experiences to life, demonstrating the true power of engagement. Uses include:

- Executive and organizational communications
- Training
- Interaction with customers, patients, and citizens
- Way finding and transportation information
- Safety and security

## Effective Communications and Increased Revenues

With Cisco Digital Signage, you can:

- Improve corporate and executive communications—reach globally dispersed employees with consistent messaging or target specific locations with specific content
- Increase customer retention by improving customer and user experience
- Reduce costs with increased operational efficiency in customer and business processes
- Increase revenues with new and high-impact digital experiences for customers

## Engaging and Personalized Experiences

The latest addition to Cisco Digital Signage is a solution set for transforming customer experiences. **Cisco Interactive Services** delivers innovative and interactive retail and transportation experiences, combining web-based content and apps for touch-screen, interactive, and video collaboration. Plus, it offers easy-to-use remote management and cloud-based deployment.





## Compelling Interactive Solutions

**Cisco StadiumVision** is a specialized set of offerings for sports and entertainment that transform and amplify the intensity of any event. Cisco StadiumVision efficiently and cost-effectively delivers HD video and digital content to all venue displays for unique and interactive experiences to engage fans. It also provides the flexibility that venue owners and operators require to grow their businesses.

**Cisco Remote Expert** combines Cisco Digital Signage with the immersive, “in-person” experience of Cisco TelePresence® to create integrated customer experiences that have unprecedented intimacy and differentiation. At the touch of a button on a digital sign, customers can connect with an expert for a tailored service right in a store or branch bank.

## The Whole Solution

Not only does the diverse Cisco Digital Signage partner ecosystem deliver additional capabilities tailored to your needs, but Cisco offers a set of networking capabilities for the best possible experience.

The **Cisco Enterprise Content Delivery System (ECDS)** optimizes live and on-demand video content distribution out to any store, branch, or office. This means high-quality content anywhere, anytime, without affecting other business critical data applications.

**Cisco Media Transformation** products add live-streamed video, to transform a digital sign into a portal for live event coverage, employee training sessions, inter-organization communications, public safety alerts, and more.

## Why Cisco

Cisco is a market leader in digital media experiences signage, with a proven track record and thousands of customers. Cisco’s enterprise video offerings provide the best video experiences to drive your business requirements. Cisco’s world-class services and support and extensive partner ecosystem provide you the best whole solution for unique and engaging video experiences.



## For More Information

For more information on Cisco Digital Signage:  
[www.cisco.com/go/dms](http://www.cisco.com/go/dms)