



Digital Media System Media Processing

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Business Video

Enabling business process optimization – while minimizing costs



Change & Collaboration

Accelerated business decisions



Safety and Security

Protecting people and assets



Customer Intimacy

Attract, maintain, improve customer base



Operational Excellence

Manage complexity and scale

Medianet

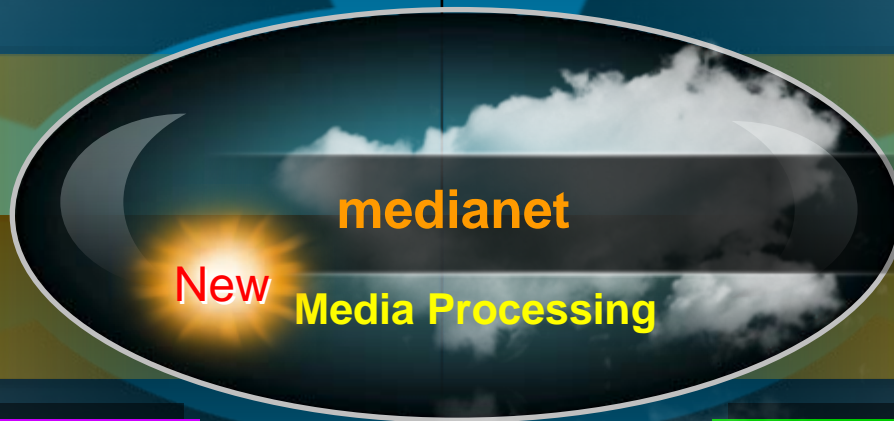
Cisco Business Video Systems

TelePresence

- TelePresence Meeting Solution
- TelePresence as a Service
- Consumer TelePresence

Physical Security

- Video Surveillance
- Access Control
- HD and SD Cameras



Digital Media

- Digital Signage
- Desktop Video
- Enterprise TV

Unified Communications

- Video calling
- WebEx
- Interoperability

Digital Media: Now More Important Than Ever!

Business Challenges

Solution with DMS

Communicate critical information



- Inform both employees and customers with real-time, targeted information
- Communicate change management
- Bridge globally dispersed organizations

Reduce operational costs



- Reduce travel expense
- Leverage an energy efficient architecture
- Reduce shipping, printing costs and labor costs

Drive revenue



- Quicker time to revenue
- Promote, cross-sell, up-sell
- Communicate targeted, localized, and relevant offers and programs

Customer intimacy



- Personalize experience for customers
- More knowledgeable employees responding to customer needs
- Enhance in store experience

Digital Media: Now More Important Than Ever!

Business Challenges

Solution with DMS

Fragmented communications



Cisco Desktop Video **delivers CEO's strategic vision to >50,000 employees** and **increases employee confidence**

High Printing Costs



Cisco Digital Signage **reduces traditional printing costs by 30%**

Increase Revenue



City Stars **sold out advertising space in 2 hours**

Scale Training



Cisco Desktop Video provides **live and on-demand training** content to **onsite and remote employees across three base airport locations**: Dublin, London and Paris.

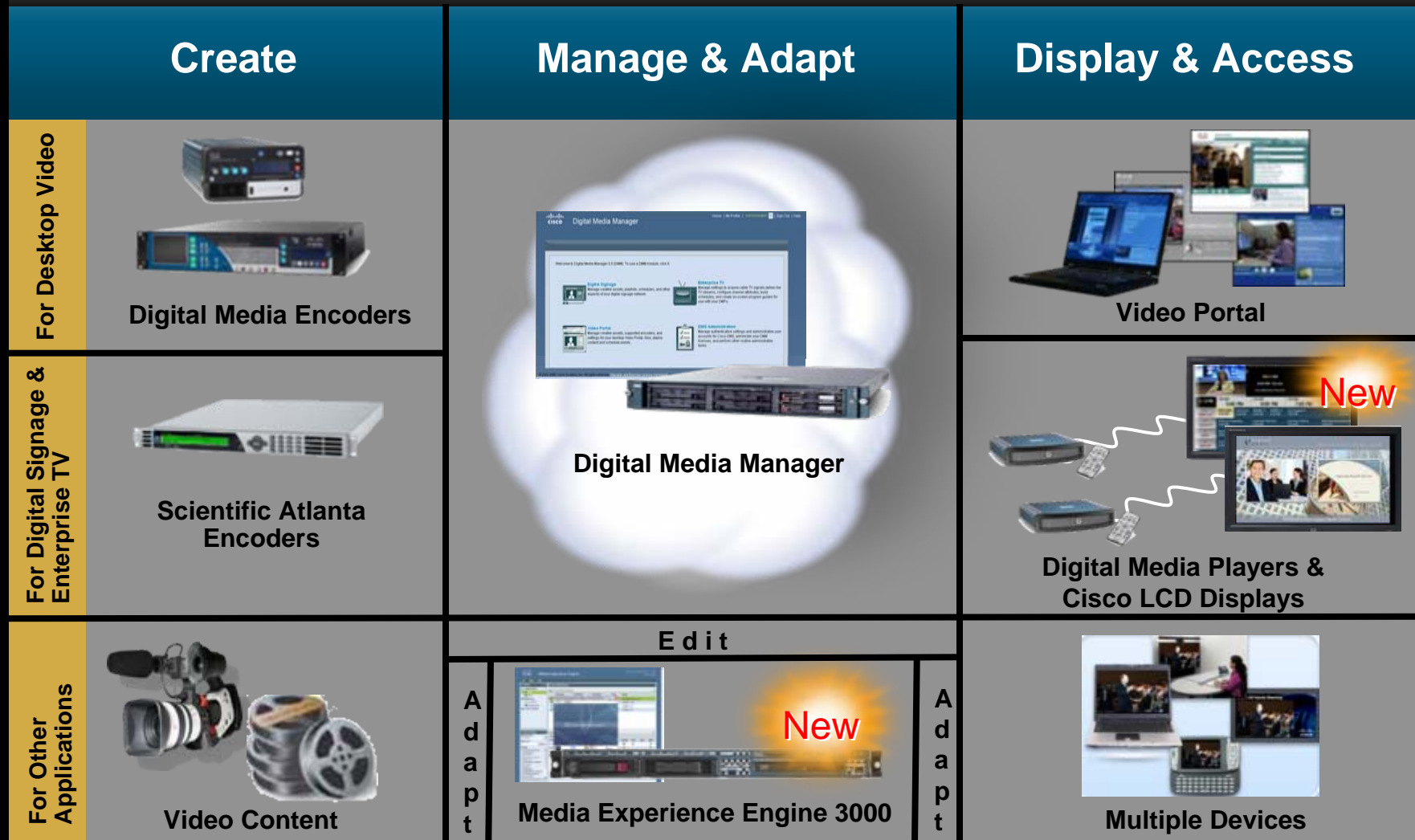
Cisco Digital Media System: Overview

A Comprehensive Suite of Digital Signage, Enterprise TV and Desktop Video Applications



- **Comprehensive:** Suite of digital signage, Enterprise TV and desktop video, managed from a single platform
- **Scalable:** To thousands of users and digital displays
- **Network-Centric:** For optimal, intelligent media content delivery

Cisco DMS Solution Suite



Network as the Platform

Cisco Desktop Video

- Create, manage and access video over the Web
- Capture and digitize digital media
- Browse, search, and view training VoDs or live executive communication Webcasts over the network through the video portal—anywhere, anytime
- Deliver executive and internal communications to employees and external marketing to customers
- Provide cost effective training that's accessible at any time



Coca-Cola Enterprises Continuous Communications

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products
- Challenge:
 - Fragmented communications at CCE
- Implemented Desktop Video to:
 - Scale the messaging of CEO John Brock's strategic announcements to employees
 - Deliver a live Webcast to 50,000 employees
- Business Benefits:
 - Deliver a consistent message** of CCE's story, vision, and strategy to key employees worldwide
 - Increase employee productivity and proficiency**



“What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work.”

– John Brock, CEO, Coca-Cola Enterprises



Cisco Digital Signage

- Promote, upsell and cross-sell products and services directly to customers in the store
- Enhance customer experience and deliver entertaining information to customers to reduce perceived wait time
- Broadcast real-time executive and internal communications
- Offer cost effective, flexible training options when computers are not available
- Share up-to-date schedules, news and emergency messaging right where people need it most



Stars Centre

Attracting Millions with Compelling Content

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt
- Challenges:
 - Needed a simple and flexible way to attract customers
 - Needed a new way to drive revenue from advertising
- Implemented Cisco Digital Signage:
 - About 500 DMPs across the mall to entertain and attract customers
 - Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain
- Business Benefits:
 - Increase customer satisfaction** and draw crowds
 - Higher sales** as a result of larger crowds
 - Generate revenue** from selling advertising space
 - ROI:** conservative study estimated payback time < 2 years

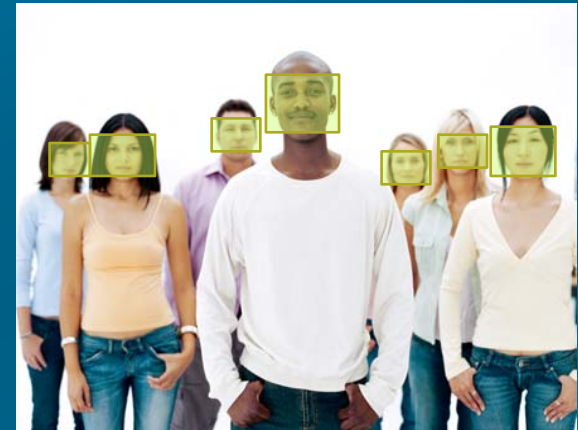


Open Platform Unlocks Applications

Application developer community building on DMS

Open, standards based architecture enables customization and integration

- Conference Room Management
- Line Queuing
- RFID & Smart Signage
- Call Center
- Customized Content Management
- Touchscreen & Kiosks
- Video Analytics
- Point of Sale

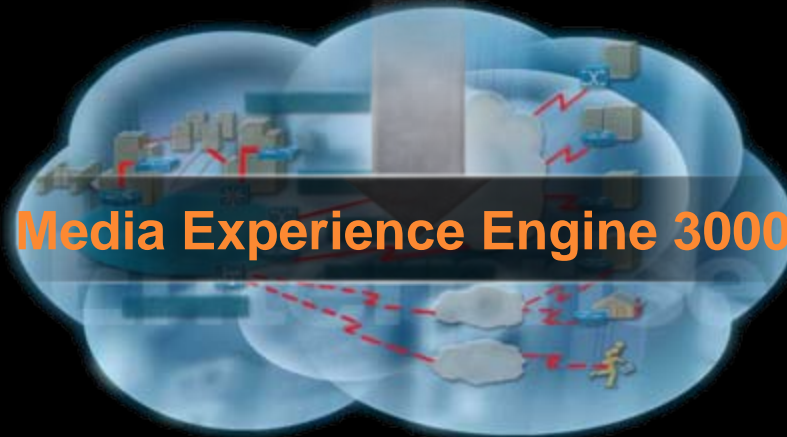


Enterprise TV

- Deliver on-demand video and broadcast TV channels over an IP network
- Customize lineups and create content libraries
- Search the interactive on-screen menus and program guides with the remote control, Cisco IP phone or mobile devices
- Enhance customer experience and provide product/service information on demand
- Offer cost effective, flexible training options when computers are not available



Any to Any Media Processing



Media Experience Engine 3000

Desktop Video



Graphic overlay
Watermarking

Mobile Device



Clip to shorter length
Format Optimization

Digital Signage



Color enhancement
Aspect ratio 16:9

Cisco Media Experience Engine 3000

Media processing platform that allows users to adapt and customize content for different viewing experiences



- **Media Adaptation**

Any-to-any media sharing between Digital Signage, Desktop Video and Mobile Devices

- **Media Processing**

Enhance your video quality

- **Media Production/Editing**

Customize your video content

- **Workflow Automation**

Auto-detection of files for job initiation

Cyprus University of Technology

Extending the Reach of Video Content to Students



- Offers degrees in undergraduate and post graduate levels that are not offered by the University of Cypress
- Implemented Cisco Digital Media System and Media Experience Engine 3000 to:
 - Extend the reach of video content to students
 - Create one video source playable anytime, anywhere on any device
 - Customize the viewing experience
- Benefits:
 - Increase the value of the University's digital assets
 - Reduce costs – manage from a central management system
 - Enhance learning
 - Competitive edge



"Cyprus University of Technology is excited about MXE 3000's capabilities to extend the reach of our video content to our students. We can create the video source once and use this new solution to adapt the content seamlessly for digital signage, PCs, and even mobile devices."

– Filippou Filippou, director of information systems and technology, Cyprus University of Technology

Digital Media System & TelePresence All in One

In the Office...

Cisco TelePresence combined with Cisco Digital Media System for All-in-One Solution

Provides Cisco Enterprise TV for live broadcast of business/news channels over IP to the large screen

In the Branch....

Customer-facing virtual concierge for engagements with remote experts/assistance

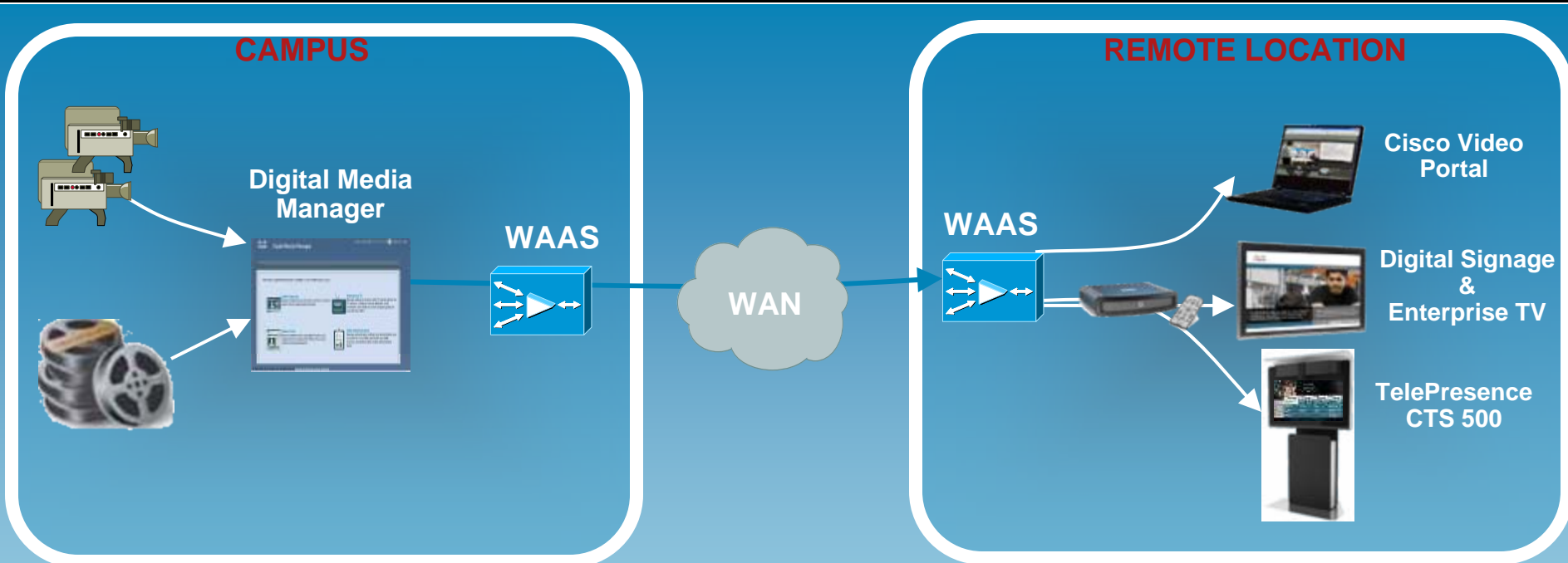
Provides Digital Signage for targeted sales and marketing of products and services when not in use for Cisco TelePresence calls



**Cisco TelePresence + Digital Media System =
Winning Solution for Face To Face
Communications and Compelling Digital Media**

Optimized Digital Media Delivery with WAAS

- Traditionally used to optimize business applications in remote locations
- Complete solution leverages existing infrastructure investments for global digital media delivery



**Cisco WAAS + Digital Media System =
Expanded Reach of Digital Media Deployments**

Cisco Services for Digital Media Systems

Network Planning,
Design, Implementation

DMS PDI Services

Successful Network
Deployment

Solutions for Business
Applications

DMS Integration Services

Integrate DMS with other
Business Applications

Industry-leading
Operations and Support

Cisco Technical Services

Maintain Network Health

Digital Signage
Media Readiness

Digital Media Creative Services

Develop the Creative Brief,
Content Strategy,
Content Design

Planning
and Deployment

Application
and Integration

Operate
and Optimize

Digital Signage
Content

Accelerate Business Transformation

Industry
Segment-specific
Consulting Services

Cisco Advisory Services

Business Process-based
Network Architecture

Scaling Media Network
for Managed/Hosted
Services Solutions

DMS Managed Services

Enable Success of Managed
DMS Network

Assuring Network
Operations

DMS Remote Management Services

Proactive Remote Network
Management

Training the
Next Wave of Media
Professionals

Academy of Digital Signage

Produce Compelling,
Optimized Digital Signage

Global Momentum with Cisco Digital Media System

- 1000+ customers in 2 years, majority purchasing the DMS Suite
- Global momentum across industries
 - 50% of top 50 financial institutions use DMS
 - 200+ education customers
 - 25% of customers are repeat
- Growth rates
 - 200% growth Y/Y
 - 3x faster growth than the market in CY'09
- Businesses being transformed with DMS
 - New York Yankees deploying Stadium Vision
 - Heineken Brandstore Amsterdam
 - Lloyds of London



Cisco Digital Media System Business Benefits

Facilitate Learning

- Increase internal productivity
- Deliver training/lessons through Desktop Video Digital Signage and/or Enterprise TV

Increase Sales

- Advertising, promotion, cross-sell/up-sell
- Accelerate time to market

Enhance Customer Experience

- Entertain/ decrease perceived wait time
- Provide directional information

Scalable Solution

- Allows for deployment growth over time
- Broad Partner Ecosystem to scale your digital media deployment

Cisco is a Trusted Source

- Established leader in video applications and infrastructure
- 24 hour access to technical support

Green Solution

- Reduce printing, shipping and documentation costs
- Reduce travel emissions
- Energy efficient products

