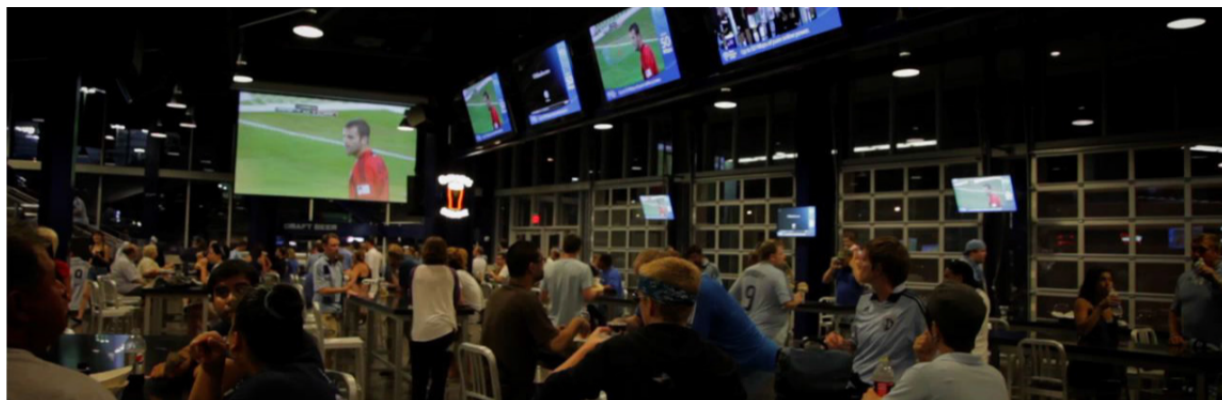




Cisco StadiumVision Director



Cisco® StadiumVision™ Director is a core component of a fully deployed Cisco StadiumVision solution. Director provides the ability to coordinate, manage, and orchestrate video interactivity in all areas of the venue, including concourses, concession stands, luxury suites, press boxes, bars, clubs, restaurants, locker rooms, and back offices.

CISCO STADIUMVISION DIRECTOR BENEFITS

Using StadiumVision Director, venues can integrate live streaming video, broadcast video, targeted and coordinated advertisements, sponsor promotions, digital menus, directional signage, and news feeds and provide different combinations of all of these sources to the TVs located in different areas of the venue.

Some notable capabilities of the StadiumVision Director include:

- Digital content repository for both static and dynamic content
- Centralized control of all video endpoints (Digital Media Players [DMPs]) with ability to segment attached displays into groups independent of location
- Flexible content presentation including support for multiple transparent overlays
- Automated display of content based on scripting or ad hoc (for emergencies or celebratory messages)
- Proof of play collection (for advertisers)
- Operational efficiency with and single button power off for all TVs in the venue
- Role based access for delegation of roles and responsibilities across the venue, i.e. stadium operators, administrators, and content suppliers

Using an integration feature of StadiumVision Director, content can be also be pushed to systems that drive stadium “big screens”. This enables a compelling “moment of exclusivity” for sponsors. For example, a congratulatory message with a sponsor’s name can be displayed across every TV in the venue – including the big screen – when a goal is made. Additionally, StadiumVision Director supports data sharing and control with Cisco StadiumVision Mobile, allowing you to push the same content to both the mounted displays and the mobile devices of fans in your venue¹.

¹ Requires Cisco StadiumVision Mobile solution.

CISCO STADIUMVISION DIRECTOR FUNCTIONS

The following functions are integrated into Cisco StadiumVision Director:

- Control Panel
- Management Dashboard
- Dynamic Menu Boards
- Scheduler
- Turn TVs Off
- System State Reporting
- Manage Software

CONTROL PANEL

The StadiumVision Director Control Panel is a web-based portal that is the management interface for planning and scripting prior to the event and the central point of operation during the event. It utilizes standard Web technologies to allow you to build and deliver a continually changing experience for your audience.

The Control Panel provides an easy-to-use interface for importing and managing content, creating event scripts, scheduling events, and editing screen templates. The Control Panel also provides a simple interface for performing administrative tasks such as configuring channels for luxury suites, configuring devices (DMPs, Cisco IP Phones, third-party remotes, video displays), staging content, and collecting proof of play data.

MANAGEMENT DASHBOARD

The StadiumVision Director Management Dashboard provides an easy-to-use interface for managing and monitoring the services and status of the DMPs, attached displays, the StadiumVision Director server, and DMP-to-switch connections for your StadiumVision deployment. Using the Management Dashboard, you can view status, configure settings, and send commands to devices to keep your StadiumVision network up and running smoothly. Alert icons provide at-a-glance device status to help you quickly identify issues that need your attention. Additionally, detailed status for devices and monitored services is easily accessible from the Management Dashboard interface to help you pinpoint and troubleshoot issues occurring on the network.

DYNAMIC MENU BOARDS

The StadiumVision Dynamic Menu Board feature provides the ability create dynamic menu boards which can be quickly changed to reflect changes in price or availability. In addition to the prices, these menu boards can incorporate eye-catching animation and enticing video of the food and beverage offerings.

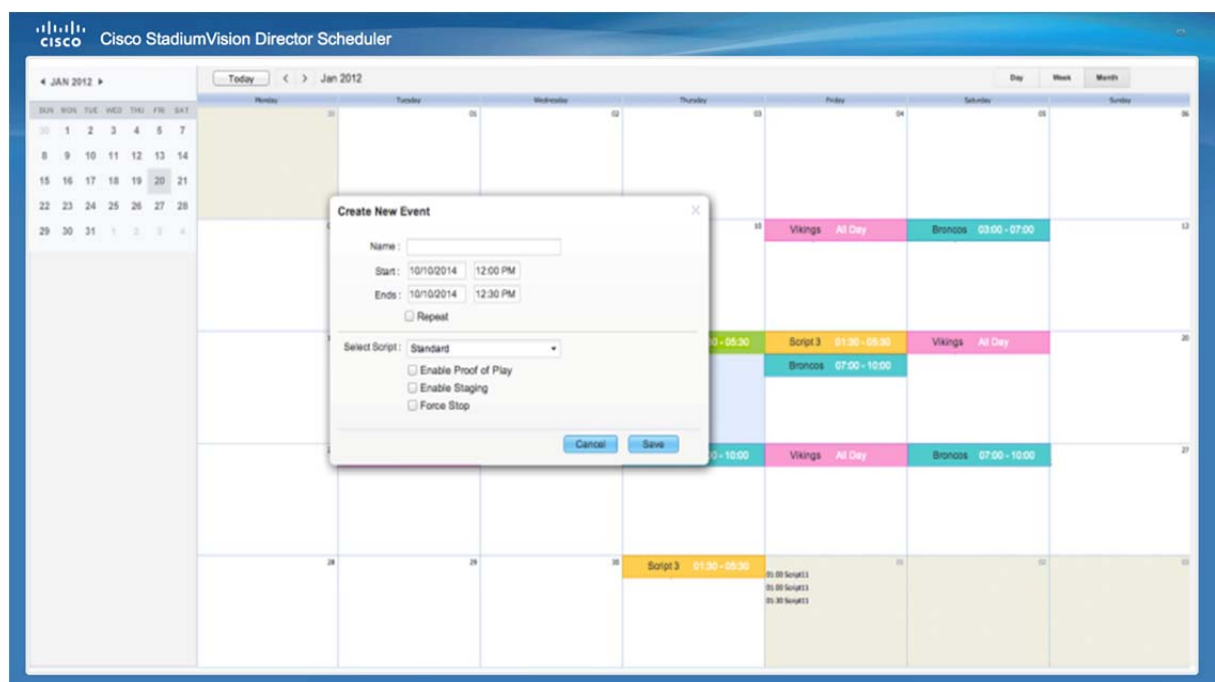
If desired, StadiumVision can be integrated with a point of sale (PoS) application so that any changes made in the PoS database will automatically be reflected on the menu boards.



SCHEDULER

The Scheduler feature is new in Release 4.0 to provide a calendar-based script scheduling function. The application allows you to perform the following tasks:

- Schedule a single occurrence or recurring event series in advance.
- Modify or cancel a single occurrence, a recurring event series, or an occurrence within a recurring event series.
- Automate the start and stop of an event script.
- Define event script parameters when scheduling an event script.
- View scheduled event scripts by day, week, and month.



SYSTEM STATUS REPORTING

The System Status Report feature enables you to easily capture and export of system state data for the StadiumVision Director server. This information can be sent to a remote support engineer to help troubleshoot any issues that may occur with the system.

TV OFF FEATURE

With so many TVs in each StadiumVision deployment, it is important to many venues that all TVs are turned off when not in use. The StadiumVision Turn TVs Off feature allows an operator or administrator to control the power to all TVs within one or more zones, or across the entire venue. Using the Turn TVs Off feature:

- Administrators can define which TVs (which zones) are to be controlled by the Turn TVs Off feature.
- Administrators can exclude select TVs, for example those in the back offices, from being controlled by the Turn TVs Off feature.
- A non-IT person, for example the security guard, can access the portal to turn off the TVs (as defined by the administrator).

MANAGE SOFTWARE

The Manage Software feature provides a single interface to manage the StadiumVision Director software. It allows you to:

- Easily upgrade the StadiumVision Director software to new releases.
- Install language packs for localization. The Software Manager provides increased flexibility to upload and install only the specific language(s) that you want to support through the independent installation of Language Packs as they become available for the release.
- Install additional fonts for use in system generated content, such as Dynamic Menu Boards created with widgets.

ROLE-BASED ACCESS CONTROL

Behind every successful StadiumVision deployment are teams of people that have specific responsibilities pertaining to content and event management. For example, in addition to a system administrator, you may have an event operator, a content manager, and a technical support person. These roles are typically performed by a mix of Cisco personnel, partners and the customer's staff.

StadiumVision Director supports Role Based Access Control (RBAC), which limits the screens and applications that are accessible to different groups. With RBAC, StadiumVision administrators can assign login credentials to different "roles" and users. This ensures that each person has access to only the portions of the system for which they are trained and authorized to handle.

LOCAL AREA CONTROL

Typically, TVs that are placed throughout the concourses and in "public" spaces are controlled centrally through StadiumVision Director. However, TVs that are placed elsewhere, such as luxury suites, restaurants, clubs and bars, back office, and press boxes, require the ability for local control. With StadiumVision, owners and guests can centrally control channel, volume, input, power, and closed captioning of each display in the suite. Additionally, they can use the Cisco IP Phone to change the input on a particular video display to a locally attached DVD player or PC.

PROOF OF PLAY REPORTING

As you create playlists, you have the option to enable them for playout tracking, or Proof of Play (PoP). When playlists are PoP enabled, details regarding the playout of the individual content in the playlist are captured. Each DMP sends reporting information for accuracy.



StadiumVision Director generates two Proof of Play files, one summarized and the other transaction by transaction, for use in play reports. StadiumVision Director provides the data for these reports in the form of comma separated value (CSV) files. For simple reporting, the data can be represented in an Excel Pivot table. For additional reporting features and analysis, software from KORE Interactive can be used with StadiumVision Director.

EXTERNAL CONTENT INGESTION

StadiumVision Director supports integration with external data sources for content ingestion and presentation. The following external content sources are supported:

- National Football League (NFL) Game Statistics and Information System (GSIS) Cumulative Statistics
- NFL GSIS Game Clock
- Daktronics All Sport 5000 Scoreboard Controller (basketball and hockey only)
- OES ISC9000 Intelligent Scoreboard Controller (basketball and hockey only)

PRODUCT SPECIFICATIONS

Table 1. Cisco StadiumVision Director 4.0 Product Specifications

Specification	Description
Features and Functions	<ul style="list-style-type: none"> • Event Scripting and Operation During the Event • Content Management with Proof of Play • Ticker Feeds • Targeted Content / Self Promotion Areas • Channel Guide and IR Remote Support • Luxury Suite Display and Media Control (also via User Control API) • Point of Sale Integration for Luxury Suites² • Merchandise / Concession Ordering from Luxury Suites • Cisco IP Phone and Third Party Touch Panel Integration • Dynamic Menu Boards with Point of Sale Integration • Building Management Alarm System Integration • Local Language Support • Self -Service Content² Loading and Local Control • Generic External Content ingestion, including database sources, POS, XML, RSS feeds, Scoreboard and League Statistics Integration • Cisco POS API to support multi-vendor menu board content ingestion • External Playlist Importing of Ad Payout Information (Media Planner Import API) • Content Updates During a Live Event • Outbound Triggering for StadiumVision Mobile and other 3rd party systems control (also via an Event Trigger API) • Widgets Layout Tool with Font Selection
Supported Platforms	<ul style="list-style-type: none"> • SV-PLATFORM2 and 3 (for software upgrades only) • Cisco UCS or third-party server that meets the following requirements: <ul style="list-style-type: none"> ◦ 2 processors, each equivalent to an Intel Xeon Processor E5-2460 (15 MB cache, 2.50 GHz clock, 7.20 GT/s Intel® QPI) ◦ 10,000 Forward write (fwrite) operations per second ◦ 24 Virtual CPUs ◦ 900 GB Virtual Disk Space ◦ 32 GB Virtual RAM (VRAM) <p>Cisco StadiumVision Director has been tested with VMware vSphere version 5.1 and 5.5. Other VMware vSphere versions cannot be guaranteed to work with Cisco StadiumVision Director.</p>
Video Endpoints	Designed for operation with the StadiumVision SV-4K (SV-DMP-4K-xx-K9) or Cisco Digital Media Player (DMP-4310-xx-K9) at each display location.
Language Support	<p>Cisco StadiumVision Director allows fan-facing elements of the system to support all left to right languages, including languages that use double-byte character sets.</p> <p>Check with your local Cisco account manager for a list of currently available language packs.</p>

² Requires Cisco DMP 4310G.

Table 2. Cisco Unified Communications Requirements

	Tested Versions
Unified Communications (UC) Environment	Tested with Cisco StadiumVision Director <ul style="list-style-type: none"> • Cisco Unified CallManager (CUCM) 8.6(2a) & 9.1(2) • Cisco 7975 IP Phone for Suite Applications • Cisco 9971 IP Phone for Suite Applications

Table 3. Cisco StadiumVision Supported Third-Party Equipment

Function	Supported
Point of Sale	Suite ordering requires a compatible Point of Sales solution: <ul style="list-style-type: none"> • Quest Venue Manager and Suite Catering Module • MICROS 9700
Touch Panel³	Panel hardware and embedded software are available from these providers: <ul style="list-style-type: none"> • AccuView Model PT220RUE-NT-ZS • ELO TouchSystems 1529L
Traffic Management	Scheduling of all media types (radio, print, etc) and associated reporting: <ul style="list-style-type: none"> • KORE Interactive
Building Management	Alarm interface hardware and embedded software are available from: <ul style="list-style-type: none"> • Crestron
Video Insertion and Acquisition	Video hardware and embedded software are available from: <ul style="list-style-type: none"> • Grass Valley • Crispin • Exterity

ORDERING INFORMATION

The following table lists the product IDs to be used when ordering the Cisco StadiumVision Director.

Table 4. Cisco StadiumVision Product Identification

License Name	Product ID
Cisco StadiumVision Director Software License Only	R-SV-DR-DIR-SW-K9
Localization License per Non-English Language Support	L-SV-DR-LOCAL
IP Phone Control License for Cisco StadiumVision Director <ul style="list-style-type: none"> • One license required per IP Phone using IPPS for local control 	L-SV-DR-LCTRL-IPPS
Commerce License for Cisco StadiumVision Director <ul style="list-style-type: none"> • One license required per Display used for DMB with Commerce Integration 	L-SV-DR-COMRC
Web Control License for Cisco StadiumVision Director <ul style="list-style-type: none"> • One license required per third-party or web-based device used for local control 	L-SV-DR-LCTRL-WEB
Display Licenses for Cisco StadiumVision Director – One license per Display	
Full SV Display License for Cisco DMP 4310G	L-SV-DR-DISP-4310
Full SV Display License for SV-4K DMP	L-SV-DR-DISP-FSV
Signage Only Display License for SV-4K DMP (no multicast video or video walls)	L-SV-DR-DISP-SGN
Display License Upgrade from SGN to FSV for SV-4K	L-SV-DR-DISP-UPGRD

³ Requires Cisco DMP 4310G.

FOR MORE INFORMATION

For more information about Cisco StadiumVision and the fan interactivity it provides, please visit <http://www.cisco.com/web/strategy/sports/> or contact your local account representative.



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