

Cisco Show and Share

Product Overview

The Cisco® Digital Media Suite (DMS) is a comprehensive offering of social video, digital signage, and IPTV systems 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 help ensure a successful digital media implementation.

Cisco® Show and Share is a social video system that helps organizations create secure video communities to share ideas and expertise, optimize global video collaboration, and personalize the connection between customers, employees, and students with user-generated content.

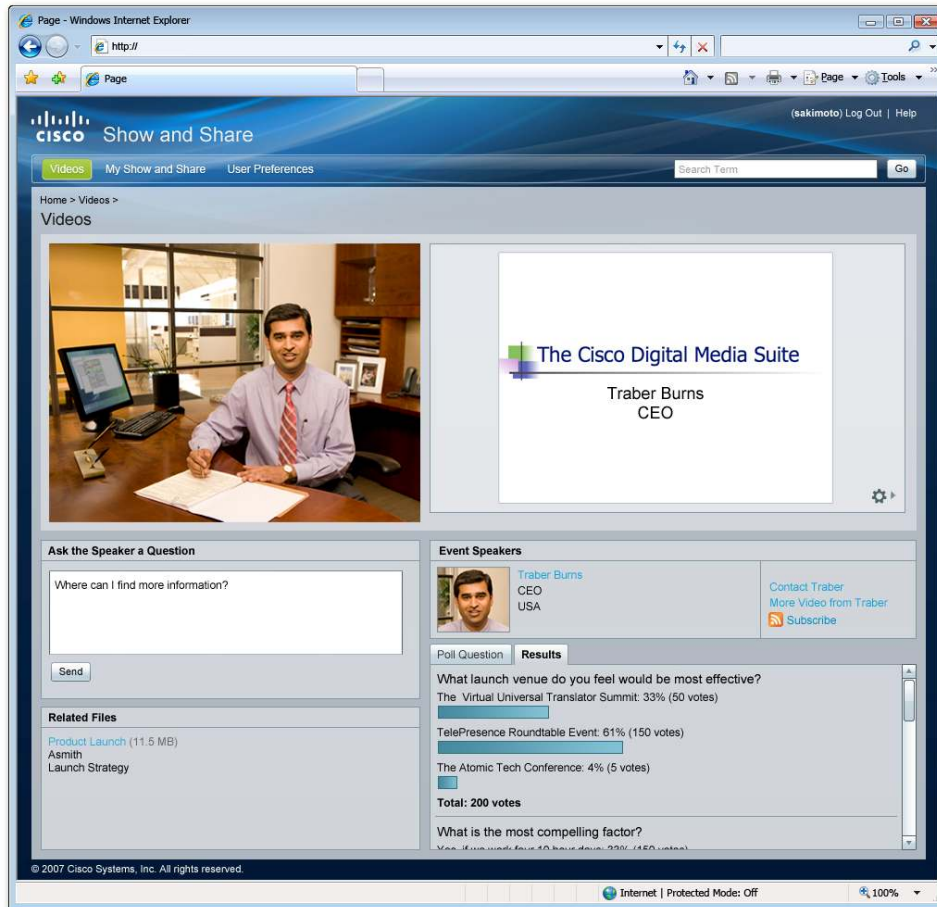
Cisco Show and Share provides the ability to create live and on-demand video content and define who can watch specific content, it offers viewer collaboration tools such as commenting, rating, and word tagging, and it provides comprehensive access reporting.

Cisco Show and Share fits into your organization's existing IP network and helps ensure that your video content is stored securely within your IT infrastructure. It supports established video formats including Windows Media, Flash, and the MPEG-4/H.264 standard.

Cisco Show and Share integrates with a wide variety of Cisco products and network technologies, including:

- Cisco Digital Media Manager (DMM): This web-based media-management application allows you to easily manage, schedule, and publish digital media through the web to the desktop and to digital signage and Cisco Enterprise TV displays.
- Cisco Digital Media Encoders (DMEs): The studio-level (Cisco Digital Media Encoder 2200 [DME 2200]) and portable (Cisco DME 1100) encoders provide live and on-demand streaming digital media across an IP network in a variety of encoding formats, inputs, and monitoring functions.
- Cisco Media Experience Engine: The Cisco MXE provides media conversion, real-time postproduction, editing, formatting, and network distribution capabilities in a single networked solution.
- Cisco Wide Area Application Services (WAAS): This application accelerates the delivery of centralized applications to branch offices and remote users while providing application hosting for such applications as Windows Server 2008.
- Cisco Content Delivery System (CDS): This integrated system with a network-based architecture transcends existing video solutions to deliver a broad range of next-generation video services, including video on demand (VoD), time-shift TV, and targeted ad insertion.

Figure 1. Cisco Show and Share



Organization Usage

Cisco Show and Share as the platform for digital media creation, publishing, and access offers organizations in many different industries innovative tools for internal and external communications, marketing, sales, education, and training.

Meeting Optimizer: Reduce Time Spent in Meetings

- Save time and money: With Cisco Show and Share, organizations can communicate with video versus hours spent with in-person meetings. Meeting time is often spent reviewing business updates.
- Workforce optimization: Through video updates using Cisco Show and Share, employees can intelligently view non-business critical updates on their desktops and increase their productivity. In addition, with transcription capabilities, viewers can scan video segments for relevant information instead of watching an entire clip, thus further optimizing their productivity.

Video Is Everywhere: Extend Communication and Collaboration

- Video is mainstream: As video production becomes more cost-effective and easy, video usage is becoming a mainstream tool. It is now easier to create, search, and share video than ever before.
- Secure communication: With advanced content-viewing security, content authors can control who has access to view content.
- Reach stakeholders at any place at any time: With asynchronous video communication, employees, partners, customers, and students can communicate and collaborate, regardless of geographic location.

Video Is Personal: Get Closer with Your Employees, Partners, Customers, and Students

- Reach your global audience: With Cisco Show and Share, organizations can reach their remote teams with instant communication. No longer are time zones a factor.
- Personalize video experiences: With Cisco Show and Share, you can watch video when you want, how you want, and for how long you want. With video transcription capabilities, you can skim for relevant points for efficient video viewing.
- Increase customer intimacy: Video is a form of personal communication that is effective, building trust and communities.

Features and Benefits

Table 1 lists the features and benefits of Cisco Show and Share.

Table 1. Features and Benefits of Cisco Show and Share

Feature	Benefit
Creating	
Capture of video directly with Cisco Show and Share	You do not need to install any special video capture software on your PC or Macintosh. Cisco Show and Share works with the Adobe Flash player to support a wide variety of built-in and USB-based cameras and microphones that you can use to capture video.
Built-in video editor	Cisco Show and Share has a built-in, network-based video editor that enables you to perform basic video editing functions such as trimming and splitting and also add additional information such as chapter markers and synchronized slide graphics. You do not have to buy additional video editors for common editing functions performed on Flash files captured or uploaded within Cisco Show and Share.
Uploading of video files	Cisco Show and Share supports the upload and publishing of Windows Media, Flash (.flv), and MPEG-4/H.264 files. You can edit uploaded Flash files with the Cisco Show and Share video editor. This function offers you a wide variety of potential content that you can publish and share within Cisco Show and Share.
Assigned authors	Cisco Show and Share systems administrators can define by username those who can capture and upload content. Organizations can provide initial access to a small set of content authors and add additional authors as needed.
Publishing	
Optional publishing approvals	Cisco Show and Share allows systems administrators to determine by username who can publish captured and uploaded content submitted by the authors. This basic publishing workflow allows organizations to implement pre-publishing content reviews.
Content viewing security	Publishers can define “who can watch what” for each video for secure content viewing needs.
Text transcripts	You can publish searchable text transcripts along with each video to find pertinent content.
Downloadable files	You can publish associated materials such as documents and downloadable versions of videos to offer viewers additional information.
Related videos	Authors can associate additional videos with each title to direct viewers to related material.
Scheduled publishing and archiving	You can schedule each title to appear and indicate when it should be archived through a publisher-selectable date function.
Optional viewer collaboration; commenting, rating, and tagging	Publishers can choose per title what type of viewer collaboration functions are available, such as commenting, rating, and tagging.
Cisco TelePresence™ support	You can publish recorded Cisco TelePresence meetings and share them with select Cisco Show and Share users, providing another source of content that you can use with the Cisco Show and Share system.
Browsing and Search	
Public and private categories	Viewers can browse both private and public categories based on their login credentials.
Keyword tags	Viewers can use popular keyword tags that are displayed to help them find content.
Basic and advanced search	Viewers can type in words or phrases to search for content and access advanced search options to further refine content searches.
Multiple content listing options	Viewers can sort through categories by different filters and views, including Most Viewed and Highest Rated content filters.
Really Simple Syndication (RSS) new content subscription notices	Viewers can elect to receive RSS-based new content notifications when new content is published for a selected category or author.
Search of application program interface (API) for external access	Software developers can use the Cisco Show and Share APIs to integrate other applications with Cisco Show and Share to search and publish Cisco Show and Share content within other applications such as an executive or organization web portal.

Viewing and Sharing	
Video playback controls	Viewers have complete playback controls for on-demand content, including start and stop controls.
Automatic slide graphics synchronization	Slide graphics that are synchronized during a live event or during video editing are automatically synchronized and played with the video. Viewers can resize the slide graphics windows and select a particular slide graphic and jump to the associated point in on-demand videos.
Commenting options	Authors can optionally provide the ability for viewers to leave multiparty comments and collaborate with other viewers with two levels of commentary; page comments can be created for general commentary and timeline comments can be placed at any point in the video timeline for topical discussions. Viewers can report abusive comment language, and systems administrators can search for and delete offensive comments.
Searchable transcripts	Viewers who are not familiar with the native language of the video presenter can use author-provided text transcripts, which are also searchable.
Video sharing	Viewers can share content titles with other viewers by email or by copying and pasting the Cisco Show and Share provided URLs. Authors can optionally publish information that allows viewers to share videos within other web pages and documents.
Full-screen viewing option	Viewers can view video within the predefined viewing area or elect to display the video in full-screen mode.
File downloads	Viewers can download and save documents provided by the authors.
Multilanguage support	Cisco Show and Share will be available in multiple languages starting with U.S. English. Viewers can select their personal language preference.
Live Webcasting	
Managed webcast	Live webcast authors can set up and produce real-time streaming webcasts for events such as executive presentations, conferences, teacher lectures, etc.
Synchronized slide graphics	You can synchronize slide graphics during a live webcast; the graphics are automatically displayed and updated on each viewer's screen.
Viewer questions	Viewers can optionally post text-based questions to the live webcast authors at any time during an event.
Polling	Live webcast authors can create and publish both predefined and impromptu viewer polling questions and optionally display results at any time during a live webcast.
Save to VoD	You can save the live webcast along with synchronized slide graphics and republish it after the event is over for viewer temporary access.
Live stream access	Other types of live video streams such as encoded TV signals can be published and accessed through Cisco Show and Share.
Reporting	
Systemwide reporting	Systems administrators have access to a wide variety of activity and content usage reports across the entire Cisco Show and Share content catalog, including: Sitewide Traffic Page Views Unique Visitors Video Content Viewing Activity Report options include date ranges, viewers, authors, and content titles.
Author and publisher	Authors can select various usage reports for their published content by date range, including: What videos were watched by whom Average play length of content by all viewers

Support and Compatibility

Cisco Show and Share will be available as an upgrade to current Cisco Video Portal customers. Cisco Show and Share is supported on the following Cisco server appliances:

- Cisco MCS 7835-H1
- Cisco MCS 7835-H2
- Cisco MCS 7825-H2
- Cisco MCS 7825-H3

Licensing

Cisco Show and Share is purchased as a perpetual license with no restrictions on the number of potential viewers. The application introduces new authoring capabilities that require enabling licenses for each system user

defined as an author. The base Cisco Show and Share system has five preinstalled Author licenses. You can purchase additional licenses with various options, including:

- Cisco Show and Share Feature License for up to 10 Authors
- Cisco Show and Share Feature License for up to 50 Authors
- Cisco Show and Share Feature License for up to 500 Authors
- Cisco Show and Share Feature License for up to 1000 Authors

You can purchase additional licenses and install them after the initial implementation.

Product Specifications

Tables 2 and 3 provide various requirements and standards supported by Cisco Show and Share.

Table 2. Viewer Requirements

Component	Requirements
Browser software	Windows <ul style="list-style-type: none"> • Internet Explorer 7.0 or 8.0 • Mozilla Firefox 3.5.3 required Apple Macintosh (support only for Flash and MPEG4/Part 10 VOD files only. Windows Media format not currently supported with the Apple Macintosh). <ul style="list-style-type: none"> • Safari 3.1.2 minimum • Safari 3.1.2 or Firefox 3.5.3 or later recommended
Adobe Flash plug-in	Adobe Flash v.9, upgrade 3 plug-in or later required, v.10 recommended
Windows Media plug-in	Windows Media 9 or later (required if Windows Media content is offered)
Java Client	v. J1.6.0_13 or later
Minimum supported resolution	1024 x 768

Table 3. Content Format Support

Content Format	Notes
Windows Media	Content encoded in the Windows Media format through the Cisco Live Event Module or other third-party applications can be uploaded and viewed with Cisco Show and Share. This content is decoded and played by the Windows Media plug-in. Third-party applications are required to edit content encoded with the Windows Media format. Windows Media content is not currently supported with the Apple Macintosh.
Adobe Flash (.flv)	Content encoded in the Adobe Flash (.flv) format can be uploaded and viewed with Cisco Show and Share. This content is decoded and played by the Adobe Flash plug-in. The integrated Cisco Show and Share Video Editor can be used to edit uploaded Adobe Flash (.flv) content. Content created with the Cisco Show and Share Record a Video function is encoded in the Adobe Flash (.flv) format and is also editable with the Cisco Show and Share Video Editor.
MPEG4/Part 10 (also known as MPEG4/H.264)	Content encoded in the MPEG4/Part 10 format can be uploaded and viewed with Cisco Show and Share. This content is decoded and played by the Adobe Flash plug-in. Additional MPEG4 file support playable by the Adobe Flash player can be obtained at http://www.adobe.com . Third-party applications are required to edit content encoded with the MPEG4/Part 10. File types supported include .mp4, .m4v, and .mp4v.

Note: Additional content formats not supported by Cisco Show and Share may be transcoded into a supportable format through the optional Cisco Media Experience Engine. More information about the Cisco Media Experience Engine is available at <http://www.cisco.com/go/mediaprocessing>.

System Requirements

Cisco Show and Share is available for purchase on two different supporting server appliance options. All of the required operating system software, required configuration, and Cisco Show and Share application are shipped to customers preinstalled on their server appliance option. Cisco Show and Share is not available for purchase as a standalone application. Each server appliance will provide approximately 500 GB of content storage that authors can

use for publishing storage for general viewership. Customers requiring additional content storage can configure Cisco Show and Share to deploy and store published content on customer-provided storage servers.

Table 4 shows the Cisco Show and Share server appliance options for both workgroups and enterprise.

Table 4. Cisco Show and Share Server Appliance Options

Option	Description
Workgroup	The Cisco Show and Share Workgroup server appliance supports up to 200 authors and is ideal for a variety of use cases that feature smaller workgroups within an organization.
Enterprise	The Cisco Show and Share Enterprise server appliance supports organizations that want to enable large numbers of authors to create and publish a variety of a content that will be accessed organization wide.

Warranty Information

Warranty information is available at Cisco.com on the [Product Warranties](#) page.

Ordering Information

The Cisco Show and Share system is implemented along with the Cisco Digital Media Manager. The Cisco Digital Media Manager, hosted on a separate Cisco server appliance, provides configuration and operations management for Cisco Show and Share and other Cisco Digital Media Suite (DMS) applications and products. The Cisco Digital Media Manager is a required option when purchasing Cisco Show and Share.

The Cisco DMM Show and Share Live Event Module is an optional software module configured and purchased with the Cisco Digital Media Manager. The Live Event Module, along with a Cisco DME 1100 or DME 2200 encoder, allows you to host and produce live webcasts featuring live Windows Media audio and video streams, synchronized slide graphics, viewer text questions, and polling questions. You can purchase this optional module along with the Cisco Digital Media Manager or add it at a later date.

The Cisco DMM SNMP Module is also an optional software module you should consider when purchasing the Cisco Digital Media Manager. The Simple Network Management Protocol (SNMP) module provides the ability for network management applications to request and receive various Cisco DMS application notifications and alerts through the SNMP protocol. You can purchase the SNMP module along with the Cisco Digital Media Manager or add it at a later date.

To place an order, please visit the [Cisco Ordering Home Page](#) and refer to Table 5.

Table 5. Cisco Digital Media Manager Ordering Information

Product Name	Part Number	Required or Optional
Cisco Digital Media Manager	SVR-DMM52K9	Required
Cisco MCS 7835-H3 Server Appliance	MCS-7835H3-DMS	Required
Cisco Show and Share Live Event Module	DMM-LEM52-K9	Optional
Cisco DMM SNMP Module	DMM-SNMP52-K9	Optional

Per the information provided in Table 3, choose one of the Cisco Show and Share server appliance options listed in Tables 6 and 7.

Table 6. Cisco Show and Share Workgroup Ordering Information

Product Name	Part Number	Required or Optional
Cisco Show and Share Workgroup	SVR-DMM52K9	Required
Cisco WAVE 574 Server Appliance	WAVE-574-DMS	Required
Cisco Show and Share Reports	DVR52-K9	Required

Table 7. Cisco Show and Share Enterprise Ordering Information

Product Name	Part Number	Required or Optional
Cisco Show and Share Enterprise	SVR-ENT-DV52K9	Required
Cisco MCS 7835-H3 Server Appliance	MCS-7835H3-DMS	Required
Cisco Show and Share Reports	DVR52-K9	Required

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, 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>.

For More Information

For more information about the Cisco Show and Share system, visit

<http://www.cisco.com/web/solutions/dms/index.html> or contact your local Cisco account representative.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, CCSI, Cisco Eos, Cisco Explorer, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco TrustSec, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco:Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLYNX, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1002R)