



INFORMATION PRESSE

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DMS 5.0 : Cisco enrichit sa plateforme Digital Media System dédiée aux applications vidéo

- Cisco DMS est un élément clé de la stratégie vidéo professionnelle de Cisco. Elle combine systèmes et services, utilisant le réseau comme plateforme pour faciliter la capture, la gestion, la distribution et la visualisation de tout contenu, depuis n'importe où, n'importe quand et sur n'importe quel appareil. (ex : affichages dynamiques/digital signage, postes de travail)
- La nouvelle offre Cisco DMS 5.0 apporte une interface plus conviviale et un ensemble de nouvelles fonctionnalités et d'applications vidéo :
 - Cisco Entreprise TV (ETV) : intégration de la vidéo à la demande et possibilité de diffusion de chaînes de TV via le réseau IP, ce nouveau module apporte de l'interactivité aux écrans d'affichage dynamique.
 - Cisco Digital Media Player (DMP) 4400G : possibilité de diffusion élargie (haute-définition, contenu dynamique, web...)
 - Simplification de la gestion des affichages dynamiques (écrans LCD/Plasma etc)
 - Portail Video : intégration de nouvelles options de sécurité, possibilité de partager du contenu vidéo entre collaborateurs et d'avoir accès au contenu directement depuis son ordinateur de bureau (Live Webcast, e-learning etc.)...
- Lancée il y a 18 mois, la plateforme Cisco « Digital Media System » (DMS) a déjà permis à plus de 600 entreprises de tirer profit de l'usage de la vidéo en leur apportant optimisation des communications entre salariés, réactivité, amélioration de la productivité, réduction des coûts.

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Cisco Introduces New Innovations in Digital Media

Advancements Create Industry's First Integrated Platform for Digital Signage, Enterprise TV, and Desktop Video Applications

SAN JOSE, Calif., June 10, 2008 – Cisco today introduced technology advancements for the Cisco® Digital Media System (DMS) that will help organizations increase sales, enhance their customers' experiences, and facilitate learning. As part of its industry-leading suite of digital media products and services, Cisco unveiled an interactive application, called [Enterprise TV](#), a number of major advancements, including a new [Cisco Digital Media Player 4400G](#) and increased functionality for the company's existing digital signage and desktop video applications

In the 18 months since it was launched, the Cisco Digital Media System has gained significant market traction, seeing strong success across financial services, retail, education, sports, entertainment, and other industries. It now supports the delivery of high-quality, dynamic digital media communications for more than 600 customers around the world.

The Cisco Digital Media System is a key component of Cisco's business video strategy, which combines systems and services, using the network as the platform, to enable end-to-end, any-to-any video solutions that create powerful visual networking experiences.

“As the leading promoter of motorsports activities in the United States, we're in the business of creating compelling experiences for thousands of racing fans,” said Bob Shafto, director of information technology for International Speedway Corp. “With Cisco's digital signage, our ability to reach those fans with more targeted visual communications is a significant opportunity. Utilizing digital media in a sports environment will provide us with more effective ways to increase revenues and have more intimate experiences with our fans.”

The latest Cisco DMS 5.0 release includes the following new technologies, along with interface and usability advancements:

- **[Cisco Enterprise TV \(ETV\)](#)**: A new interactive digital media application that allows organizations to deliver on-demand video and broadcast live TV channels over an Internet Protocol (IP) network to digital displays. With a remote control, users can access content through simple, intuitive on-screen menus and program guides; and organizations can create and customize lineups and content libraries. Enterprise TV uses the same hardware and management platform as Cisco Digital Signage.
- **[Cisco Digital Media Player \(DMP\) 4400G](#)**: A highly reliable, IP-based hardware endpoint that enables digital signage and Enterprise TV through the ability to play high-definition live and on-demand video, motion graphics, web, and dynamic content on digital displays. Powered for advanced digital signage, the DMP 4400G includes new

hardware options of up to 4 gigabytes of local storage and support for MPEG-4/H.264 and Adobe Flash 9; this builds on the support for standard-definition and high-definition MPEG-2, RSS, and other web formats and dynamic data of the DMP 4305G model.

- **For [Digital Signage](#):** Cisco DMS 5.0 delivers support for advanced digital signage content, including Flash 9 video, scrolling tickers and emergency notifications. This application uses the same hardware and management platform as Cisco Enterprise TV.
- **For [Desktop Video](#):** Cisco DMS 5.0 includes new content-level viewing security options, detailed usage reporting, the ability to share content and embed videos into web pages or other applications, closed captioning, and video portal support for non-English languages. Cisco Desktop Video gives users access to on-demand videos and live webcasts at the desktop.

In addition, Cisco Wide-Area Application Services (WAAS) customers can use their existing wide-area network (WAN) optimization solution with DMS 5.0 to efficiently deliver digital media to branches, stores and other remote locations worldwide without making additional infrastructure investments.

“As businesses rapidly expand the use of video in key business processes, they are looking to simplify its management, consolidate the deployment of video applications, increase sales and reduce operating costs,” said Thomas Wyatt, senior director and general manager, Cisco’s Digital Media Systems business unit. “With the innovative advancements we’re introducing today, the Cisco Digital Media System is the first solution in the industry to deliver a comprehensive suite of digital signage, Enterprise TV and desktop video applications, all managed from a single platform for the creation, management and access of compelling digital media over the network.”

With the Cisco Digital Media System, complemented by Cisco’s broad partner ecosystem of deployment, solution-development and content-creation partners, Cisco provides customers with all of the key elements for a successful digital media implementation.

Find More Information Online:

Web Site Links:

[Cisco Web Site](#)
[The Cisco Digital Media System](#)

Related Releases

[Cisco to Host Webcast on Business Video Innovation
01SJ Global Festival of Art Enabled by Cisco](#)
[Cisco Establishes the Academy of Digital Signage](#)

Technorati Tags: Cisco, Digital Media, Digital Signage, Desktop Video, Enterprise TV, DMS

About Cisco Systems

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