



Creating 21st Century Schools



Creating the Video-Enabled School
June 30, 2009

Agenda



- Introductions
- Digital Media In Education
- Trends and Case Study
- Digital Media Solutions and Demos
- Q&A
- 2 Raffles – Flip and ADS Class

Video is an Enabler for 21st Century Schools



Students



Faculty



Staff

Any to Any Communication

First Responders



Subject Matter Experts



Distance Learning



Mobile County Public Schools Improved Learning with Desktop Video

■ Background

Mobile, Alabama

63,000 students, 9100 faculty and staff

■ Business Drivers

Improve communication

Enhance educational excellence

Reduce costs

■ Benefits

Improved information sharing with teachers, staff, parents and the community

Reinforce classroom instruction with video

Extend learning outside of the classroom



Insight Networking Fast Facts

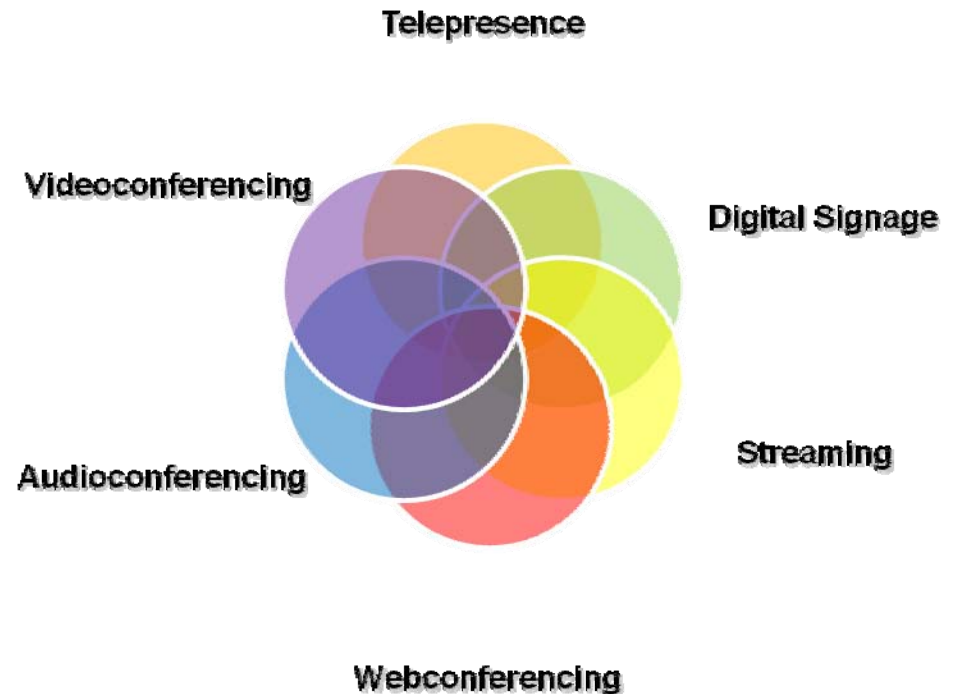


- Leading provider of networking solutions in the U.S.
 - Consulting & Professional Services
 - Management Services
 - Products
- Multi-Vendor Certified
- Education Practice
 - Dedicated Sales and Delivery Teams



Collaboration Technologies

- Telepresence
 - Cisco Telepresence (CTS)
- Videoconferencing
- Audio and Webconferencing
 - Cisco Meetingplace
 - Cisco Webex
- Desktop Streaming
 - Cisco Digital Media System
- Digital Signage
 - Scientific Atlanta
 - Content Creation



Current Applications

- Simplified Digital Media Platform
- Live Event Broadcasting
Stadiums, Sporting Events and Graduations
- CATV replacement with IPTV
Scientific Atlanta+ Digital Signage+ Enterprise TV+ Video Portal
- TelePresence/Videoconferencing Integration
Extended reach using Video Portal

Future Application Trends

- Unified Communications Integration
IP phone + Digital Signage
- Video Surveillance + Emergency Alert System

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

Desktop Video Solution

- Lectures on demand (time shifting)
- Student Driven Content
- Important live broadcasts
 - PowerPoint graphics synchronized with video
- On/Off campus content delivery
- <http://www.mckinneyisd.net/>



McKinney ISD



Business Drivers: Improve Communication, Enhance Educational Excellence, Reduce Costs



Results: Improved teacher communication, community involvement

MCKINNEY



Students can Access Knowledge Anytime

Allows schools to reach students anywhere, anytime, on any device

Students in lecture hall or classroom



Extended student participation



Digital Signage Solution

- Emergency notification
- Event announcements
- Community
- Live Broadcasts
- Room scheduling
- Student/Staff group training
- Advertising



Lonestar Community College



Business Drivers: Communicate to remote offices, provide training, update students on events and schedules

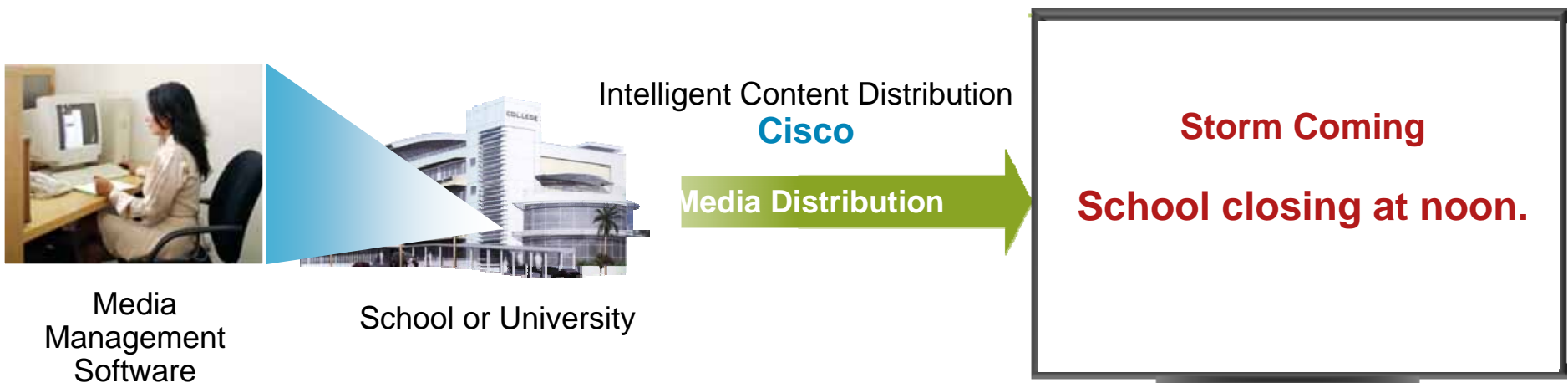


Results: Cornerstone of safety and security strategy, lowered printing costs, improved collaboration



Digital Signage Enables Broadcast Capabilities

Enables schools, colleges and universities to provide emergency messaging and relevant safety information on digital signage around campus



Enterprise TV and Media Processing Solutions

Enterprise TV

- Video programs on demand
- Video live broadcasts
- Program Guide—like broadcast TV

Media Experience Engine

- Media Adaptation
- Media Processing
- Media Production/Editing
- Any-to-Any



North Carolina State University



Business Drivers: Extend the reach of video content, create one video source, playable any time



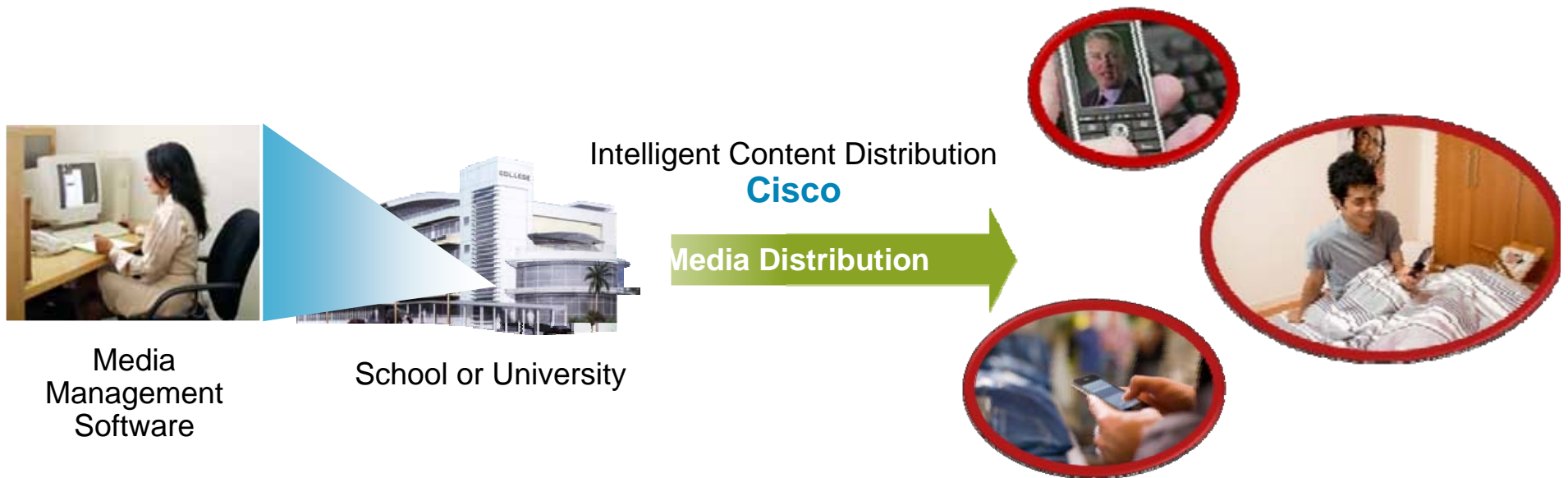
Results: Reduced costs, enhanced learning



NC STATE UNIVERSITY

Students can Access Knowledge on Any Device

Enables schools to extend the learning environment to reach students on mobile phones



Q&A

Empower Your Organization

Cisco Academy of Digital Signage

Global qualification program for media professionals to create and optimize media content for digital signage



- Hands-on training allows you to immediately produce trusted, compelling digital signage content
- Earn the Cisco Qualified Digital Signage Media Professional (CQDSMP) credential and become part of the next generation of digital media professionals
- Available to marketing and advertising professionals, media and content developers, and Cisco partners
- www.cisco.com/go/dms/ads

“The Cisco Academy of Digital Signage gave me and my colleagues the hands-on experience we needed... We can now start building and scheduling digital signage content with the Cisco Digital Media System.” – Suzanne Cronin, Director, Brand and Creative, Oracle

Summary

Cisco Digital Media solutions will enable the sharing of content and information anytime, anywhere on any device



- Improve efficiency and reduce costs
- Increase faculty impact and flexibility
- Create a safer campus
- Empower the next generation of learners, by reaching them beyond the classroom