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About This Guide

This document serves as the main reference guide for creating content for the Cisco Vision Director solution. It is intended for our customers, the Cisco Vision technical marketing engineers, product managers, and creative services delivery team to prepare the graphics and content they want to deploy with Cisco Vision Dynamic Signage Director.

This section includes the following topics:

In the documentation for Cisco Vision Dynamic Signage Director, we changed the terms "master" to "lead, leader, or primary," the term "slave" to "secondary," the term "whitelist" to "allowlist," and the term "blacklist" to "blocklist." There are currently no changes to the product's syntax, so these terms are still present in the documentation where the current code requires their use. Where an industry standard exists, such as IEEE terminology, we cannot alter the term until the standards change.

Cisco Creative Services for Cisco Vision

The Cisco Vision solution combines high-definition video delivery with state-of-the art digital signage to deliver distinctive in-venue experiences. To help venues ensure the quality of their content and to achieve a high level of return on their investment, Cisco Systems offers Creative Services. This service provides a comprehensive content strategy designed to address the goals of both sponsors and advertisers and of the venue, with top-quality digital content created by our team of award-wining creative experts.

Several crucial factors contribute to the success of any digital signage deployment—not the least of which is the quality of the content. To sponsors and advertisers, the quality of the displayed content can significantly contribute to the effectiveness of their advertising campaign. To a venue, the quality of the displayed content can make an even greater contribution to their ability to generate incremental sponsorship revenue.

For more information, please contact the Cisco Creative Services team or your local Cisco Systems account representative.

Cisco Vision Dynamic Signage Director Documentation Go URL

For more information about Cisco Vision Dynamic Signage Director hardware and software installation, configuration, and operation, see the documentation available on Cisco.com at:

www.cisco.com/go/ciscovisiondocs

Cisco Systems, Inc.   www.cisco.com

Document Revision History

Table 1 lists the technical changes made to this document since it was first published.

Table 1   Document Revision History

Date	Change Summary
2020-11-18	Added video offset control information and DMP register keys to enhance video wall performance and display. See Best Practices for Video Walls, page 44.
2020-10-28	Initial publication of Release 6.3.
2020-07-09	Made corrections to portrait rotation. See Flexible DMP Content Rotation, page 60. Added clarification on using Inbox to manage and control sites. See Automated Content Import to Library Inbox, page 61.
2019-07-26	Initial publication of Release 6.2.
2018-11-16	Updated information concerning X-frame options, memory utilization, and virtual memory and optimizations.
2018-09-06	Added notes to section Portrait Mode Auto-Rotation, page 67 to declare that when using video in portrait mode, scale the content only within the HD resolution limits. See Content Guidelines and Specifications for Cisco Vision Dynamic Signage Director, page 67.
2018-07-10	Initial publication of the Release 6.1. The following updates were made since Release 6.0: ■ Daktronics Scoreboard Controller Integration now supports NFL™ football

Document Organization

This guide includes the following modules:

Chapter	Description
Overview of Content Support	Defines content such as images, videos, external content (URL) and widgets that are supported by Cisco Vision Dynamic Signage Director Release 6.3 software.
Overview of Content Deployment	Describes various pieces of the display and how to organize content for the best experience based on limitations of the venue.
Video Wall Planning	Describes how to deploy video content smoothly so each DMP has interesting, unique and engaging content.
Screen Template Specifications	Describes various types of screen template specifications such as full-screen video, full-screen graphics, 3-region L-wrapper, and full-screen dual video. Use a template or customize your own.
Content Guidelines and Specifications	Describes the guidelines on how to format, locate, design, and size your content exactly so it will display optimally.
HMTL Content Creation Guidelines	Describes general guidelines for creating HTML5 content for playback on the media players in Cisco Vision Dynamic Signage Director.

Related Documentation and Resources

Release-Specific Documents

- Release Notes for Cisco Vision Dynamic Signage Director Release 6.3

- For the listing page of all Cisco Vision documentation, go to:

  http://www.cisco.com/c/en/us/support/video/stadiumvision/tsd-products-support-series-home.html

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Related Documentation and Resources