

Cisco Digital Media System: Cisco Digital Media Player 4300G

The Cisco® Digital Media System (DMS) enables organizations to create, manage, publish, and access compelling digital media to easily connect customers, employees, partners, or students—anywhere, anytime. The Cisco Digital Media System is a comprehensive solution for easily and flexibly publishing dynamic content to both on-premise digital signage displays and the desktop.

The Cisco Digital Media Player (DMP) is an integrated component of the Cisco Digital Media System for Cisco Digital Signage.

Cisco Digital Media Player

The Cisco Digital Media Player (Figure 1) is a highly reliable IP-based digital media player that handles display and playback of compelling, rich digital media—including high-definition live broadcasts or on-demand video, flash animations, graphics, text tickers, and other Web content—across on-premise digital signage displays.

The Cisco Digital Media Player is fully manageable as a standalone device; however, as part of the integrated Cisco Digital Signage offering, it is a powerful, customizable digital media publishing endpoint. Using the Cisco Digital Media Manager, another integrated component of the Cisco Digital Media System, content authors can easily, flexibly, and remotely publish centralized content to networked digital signage displays. The Cisco Digital Media Player can be attached to virtually any on-premise digital signage display at any location—for example, in a retail store, a break room or lobby, or in a branch-office bank.

Figure 1. Cisco Digital Media Player 4300G



The Cisco Digital Media Player supports sophisticated functionality including a fully customizable and dynamic play list; screen zoning of multiple content types on a single digital signage display; support for high-definition (HD) content playback; and remote control of digital signage displays—on/off, volume, contrast, and brightness. The Cisco Digital Media Player has a very small form factor, weighing less than 1 pound and measuring 7 x 5 x 1.5 inches.

Key Features and Benefits

The Cisco Digital Media Player integrates with the Cisco Digital Media Manager to deliver:

- Flexible, real-time publishing—Ability to instantly publish and update content across groups of or individual digital signage displays, and control and schedule content playback across the course of a day
- Low ongoing operational costs and ease of use—Easy operation for nontechnical users, resulting in low training requirements; simple management interface
- Speed of deployment—Easy IT installations that require little additional network expense; reduces IT burden to deploy
- Reliability and power of the network—Tightly integrated with the network, and uses the reliability and security of the underlying network as a platform; appliance-based, avoiding security and maintenance issues associated with PCs

Table 1 lists the innovative features offered by the Cisco Digital Media Player 4300G.

Table 1. Features and Benefits of the Cisco Digital Media Player

Feature	Benefit
MPEG 1, 2, and 4 in standard definition (SD) and high definition (HD), graphics, Web content, and tickers	Support for industry-standard MPEG video formats and Web content for a compelling digital media experience
Local storage with SD flash card option (1 GB capacity)	Storage of failover content for greater reliability and robust operation
IP-enabled delivery of live broadcasting and on-demand video content	No drastic cut-over required for organizations moving to a complete IP environment
Remote management of display (on/off, volume, contrast, and brightness)*	Ability to control critical digital signage display functions remotely
Full-screen video or zoning of the screen*	<ul style="list-style-type: none"> • Capability to view video or graphics in full-screen mode • Capability to divide displays into separate zones for multiple content playback windows with text, graphics, and video
Customizable on-screen templates*	Customize the look and feel to reflect an organization's brand
Small form factor: 7.5 x 5 x 1.5 in. at 1 lb	Easy to mount to digital signage displays
5W power consumption	Low power consumption for higher reliability and reduced capital and operational costs
Integration with the Cisco Digital Media System and Cisco Application and Content Networking System (ACNS) Software	Ease of use and flexibility spanning the entire digital media value chain

*with the Cisco Digital Media Manager

Product Specifications

Tables 2 and 3 give specifications and other information about the Cisco Digital Media Player 4300G.

Table 2. Cisco Digital Media Player Product Specifications

Product Parameter	Specification
Supported protocols	<ul style="list-style-type: none"> • File Transfer Protocol (FTP) • Hypertext Transfer Protocol (HTTP) • Real Time Streaming Protocol (RTSP) • User Datagram Protocol (UDP)
Video codecs	<ul style="list-style-type: none"> • Video MPEG 1 • Video MPEG 2 - Main Profile @ High Level • Video MPEG 4 part 2 - Advanced Simple Profile @ Level 5 • Aspect ratio: 4:3 and 16:9 • HD (Up to 1080 at 16:9) progressive and interlace video resolution • Video data rate up to 12 Mbps • Overall delay 1–3 sec <p>Note: Please consult other Cisco documentation or your Cisco representative for exact Audio codec, Video codec, Resolution, Bit Rate, and encapsulation combinations.</p>
Audio codecs	<ul style="list-style-type: none"> • Audio MPEG 1 Layers 1 and 2 • MPEG 4 AAC Low Complexity • AC-3 • Audio data rate 64–320 kbps <p>Note: Please consult other Cisco documentation or your Cisco representative for exact Audio codec, Video codec, Resolution, Bit Rate, and encapsulation combinations.</p>
Physical connectors	Ethernet copper 10/100 BASE-T, RCA Video, S-Video, RCA Audio Left, RCA Audio Right, HDMI, and RS-232 and USB
Functional	<p>Video in:</p> <ul style="list-style-type: none"> • MPEG 1, MPEG 2, and MPEG 4 Part 2 <p>Audio in:</p> <ul style="list-style-type: none"> • Transport Stream: up to 6 audio packet ID's (PIDs) in Transport Stream • RTP split stream: up to 6 elementary audio stereo <p>Video out:</p> <ul style="list-style-type: none"> • Analog video (composite, S-Video) <p>Audio out:</p> <ul style="list-style-type: none"> • Analog unbalanced audio (mono and stereo) • MPEG 1 Layer 2: Selected – Packet ID's in Transport Stream (1 of 6) <p>MPEG 4 AAC:</p> <ul style="list-style-type: none"> • Selected elementary audio (1 of 6)
Power	<p>Input voltage/current:</p> <ul style="list-style-type: none"> • 5V/3 ADC <p>Power consumption:</p> <ul style="list-style-type: none"> • Peak: 12W; average: 5W
Flash memory	<ul style="list-style-type: none"> • 32 MB for OS • 1 GB for internal storage
Environmental	<p>Operating temperature:</p> <ul style="list-style-type: none"> • 5 to 50°C (41 to 122°F) • Passed 500-hour test of the uninterrupted video playback in 125.6°F (52°C) dry heat environment <p>Humidity:</p> <ul style="list-style-type: none"> • 20 to 80% noncondensing
Safety approvals	UL-approved AC adapters
EMC conformance	Compliance with Part 15 of the FCC Rules

Table 3. Cisco Digital Media Player Device Manager Client Requirements

Component	Requirements
Browser	Windows <ul style="list-style-type: none"> • Internet Explorer 6.0 or greater, or Firefox 1.5 or greater recommended Linux or UNIX <ul style="list-style-type: none"> • Firefox 1.5 or greater recommended Apple Macintosh <ul style="list-style-type: none"> • Firefox 1.5 or greater recommended

Ordering Information

Table 4 provides ordering information for the Cisco Digital Media Player 4300G.

Table 4. Cisco Digital Media Player Part Numbers

Product Name	Part Number
Cisco Digital Media Player 4300, Global	DMS-DMP-4300G
Digital Signage User Lic. for DMP 4300G	DMS-DMP-4300G-DS
Cisco Digital Media Player 4300, Global, Accessory Kit	DMS-DMP-4300G-KIT
Spares	
Cisco Digital Media Player 4300, Global, Accessory Kit, Spare	DMS-DMP-4300G-KIT=

Service and Support

Cisco and its partners provide a broad portfolio of end-to-end services and support that can help you improve network total cost of ownership, business agility, and network availability to increase the business value of your network and return on investment. This portfolio is based on the Cisco Lifecycle Services approach, which defines activities needed, by technology and by network complexity, throughout the six phases of the network lifecycle: prepare, plan, design, implement, operate, and optimize.

Cisco Services for the Cisco Digital Media System in the prepare, plan, design, and implement phases of the network lifecycle help you successfully deploy a reliable, high-performance Cisco Digital Media System. Specific activities include:

- User feature and functionality requirements validation
- Architecture validation
- Network and operations readiness assessment
- Detailed design and implementation schedule development
- System acceptance test plan development
- Staffing plan development
- Installation, configuration, and integration support

For the Cisco Digital Media Player and Cisco Digital Media Manager, Cisco Services for the Cisco Digital Media System in the operate phase help to ensure that Cisco products operate efficiently and benefit from the most up-to-date application software. Software Application Support (SAS) strengthens application availability, functions, and reliability with 24-hour access to technical support and software updates, and Cisco SMARTnet[®] and SMARTnet Onsite support provide registered access to Cisco.com for online technical assistance, access to the Cisco Technical Assistance Center (TAC), Cisco IOS[®] Software updates and upgrades, and Advance Replacement of failed hardware.

To learn more about Cisco Services for the Cisco Digital Media System, please contact your Cisco representative. For specific information about SAS, visit

http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2993/serv_group_home.html. For

specific information about Cisco SMARTnet and SMARTnet Onsite support, visit:

http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2978/serv_group_home.html.

For More Information

For more information about the Cisco Digital Media Player, visit <http://www.cisco.com/go/dms>, send an e-mail to digital_media_systems@cisco.com, or contact your local Cisco account representative.



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