

# Cisco Show and Share

## Product Overview

The Cisco® Digital Media Suite (DMS) is a comprehensive offering of webcasting and video sharing, digital signage, and business IPTV applications 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 helps ensure a successful digital media implementation.

Cisco Show and Share® is a webcasting and video sharing application 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.

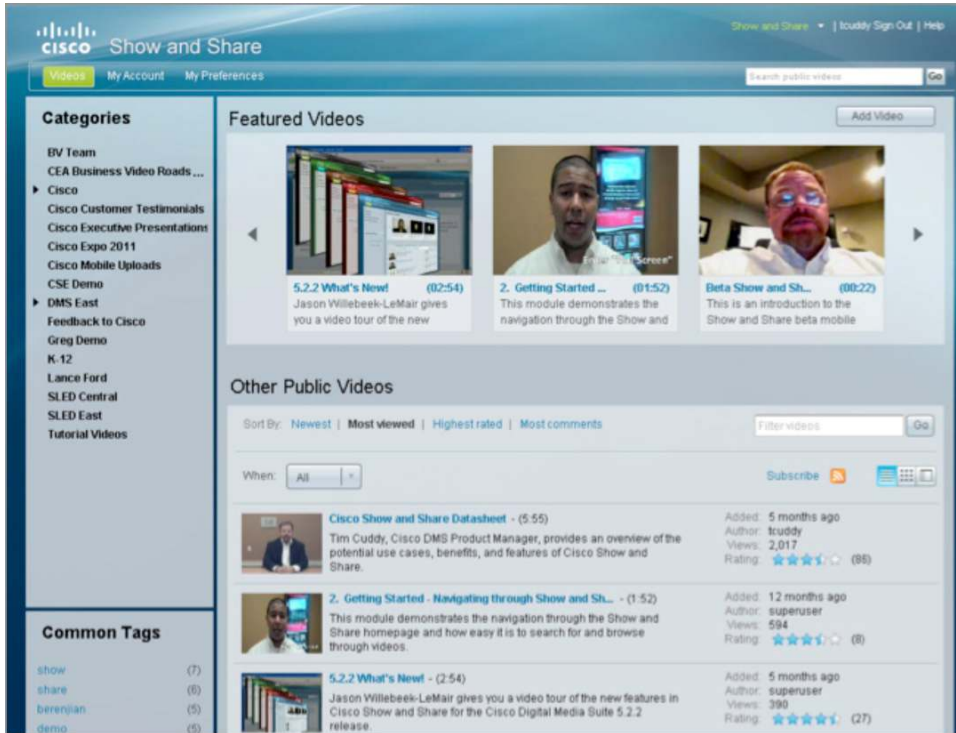
Cisco Show and Share fits into your organization's existing IP network and helps ensure that your video content is stored securely within your IT infrastructure. It supports established video formats including Windows Media, Flash, and the MPEG-4/H.264 standard for video-on-demand (VOD) files. The Windows Media format is supported for PC playback for live streams, and the MPEG-4/H.264 format is supported for both PC and Macintosh for live streams. When a Cisco MXE 3500 (Media Exchange Experience) is available on the network, Show and Share will provide the ability to have all files that are uploaded by Show and Share to be automatically transcoded to an optimal window-size and bit rate using the Flash format. These files are automatically sent from the Show and Share server to the Cisco MXE 3500, where they are transcoded and then retrieved by Show and Share for editing and publishing.

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 of digital media across an IP network using 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 Enterprise Content Delivery System (ECDS):** 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).

Figure 1 shows the Cisco Show and Share user interface.

Figure 1. Cisco Show and Share



## Organization Usage

As the platform for digital media creation, publishing, and access, Cisco Show and Share 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 to review business updates 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 nonbusiness-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 Communications 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 communications, employees, partners, customers, and students can communicate and collaborate, regardless of geographic location.

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

- **Reach your global audience:** With Cisco Show and Share, organizations can reach their remote teams with instant communications. Time zones are no longer 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
<b>Creating video</b>	
<b>Direct video capture with Cisco Show and Share</b>	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.
<b>Built-in video editor</b>	Cisco Show and Share has a built-in, server-based video editor that enables you to perform basic video editing functions such as trimming and splitting, and also to 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.
<b>Upload of video files</b>	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. An optional Cisco MXE 3500 (Media Experience Engine) in combination with Show and Share can accept a wide variety of video files and produce a single version that is easily deployed and viewable.
<b>Assigned authors</b>	Cisco Show and Share system 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.
<b>Publishing video</b>	
<b>Optional publishing approvals</b>	Cisco Show and Share allows system administrators to determine by username who can publish captured and uploaded content submitted by the authors. This basic publishing workflow allows organizations to implement prepublishing content reviews.
<b>Content viewing security</b>	Publishers can define "who can watch what" for each video for secure content viewing needs.
<b>Text transcripts</b>	You can publish searchable text transcripts along with each video to find pertinent content.
<b>Downloadable files</b>	You can publish associated materials such as documents and downloadable versions of videos to offer viewers additional information.
<b>Related videos</b>	Authors can associate additional videos with each title to direct viewers to related material.
<b>Scheduled publishing and archiving</b>	You can schedule each title to appear and indicate when it should be archived through a publisher-selectable date function.
<b>Optional viewer collaboration; commenting, rating, and tagging</b>	Publishers can choose per title what types of viewer collaboration functions are available, such as commenting, rating, and tagging.
<b>Cisco TelePresence™ support</b>	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.
<b>Browsing and searching video</b>	
<b>Public and private Content</b>	Viewers can browse both private and public content based on their login credentials.
<b>Keyword tags</b>	Viewers can use popular keyword tags that are displayed to help them find content.
<b>Basic and advanced search</b>	Viewers can type in words or phrases to search for content and access advanced search options to further refine content searches.
<b>Multiple content listing options</b>	Viewers can sort through categories by different filters and views, including Most Viewed and Highest Rated content filters.

Feature	Benefit
<b>Really Simple Syndication (RSS) new content subscription notices</b>	Viewers can elect to receive RSS-based new content notifications when new content is published for a selected category or author.
<b>Search via application program interface (API) for external access</b>	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.
<b>Viewing and sharing video</b>	
<b>Video playback controls</b>	Viewers have complete playback controls for on-demand content, including start and stop controls.
<b>Automatic slide graphics synchronization</b>	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.
<b>Commenting options</b>	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.
<b>Searchable transcripts</b>	Viewers who are not familiar with the native language of the video presenter can use author-provided text transcripts, which are also searchable.
<b>Video sharing</b>	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.
<b>Full-screen viewing option</b>	Viewers can view video within the predefined viewing area or elect to display the video in full-screen mode.
<b>File downloads</b>	Viewers can download and save documents provided by the authors.
<b>Multilanguage support</b>	Cisco Show and Share is currently available in English, French, and Spanish. Viewers can select their personal language preference.
<b>Live webcasting</b>	
<b>Managed webcast</b>	Live webcast authors can set up and produce real-time streaming webcasts for events such as executive presentations, conferences, teacher lectures, and more.
<b>Synchronized slide graphics</b>	You can synchronize slide graphics during a live webcast; the graphics are automatically displayed and updated on each viewer's screen.
<b>Viewer questions</b>	Viewers can optionally post text-based questions to the live webcast authors at any time during an event.
<b>Polling</b>	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.
<b>Save to VoD</b>	You can save the live webcast along with synchronized slide graphics and republish it after the event is over for viewer temporary access.
<b>Live stream access</b>	Other types of live video streams such as encoded TV signals can be published and accessed through Cisco Show and Share.
<b>Reporting on content usage</b>	
<b>System wide reporting</b>	Systems administrators have access to a wide variety of activity and content usage reports across the entire Cisco Show and Share content catalog, including: <ul style="list-style-type: none"> <li>• Sitewide Traffic</li> <li>• Page Views</li> <li>• Unique Visitors</li> <li>• Video Content Viewing Activity</li> </ul> Report options include date ranges, viewers, authors, and content titles.
<b>Author and publisher</b>	Authors can select various usage reports for their published content by date range, including: <ul style="list-style-type: none"> <li>• What videos were watched by whom</li> <li>• Average play length of content by all viewers</li> </ul>

## Support and Compatibility

Cisco Show and Share is shipped with the software preloaded on select Cisco server appliances and models. Upgrade and server support information is available at <http://www.cisco.com> in the Cisco Show and Share Upgrade Guides.

## 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 who is 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
- Cisco Show and Share Feature License for up to 10,000 Authors
- Cisco Show and Share Feature License for up to 25,000 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
<b>Browser software</b>	Windows <ul style="list-style-type: none"><li>• Internet Explorer 7.0 or 8.0</li><li>• Mozilla Firefox 3.6.3</li><li>• Apple Macintosh - Support only for Flash and MPEG4/Part 10 VoD files only. Windows Media format not currently supported with the Apple Macintosh.</li><li>• Safari 3.1.2 minimum</li><li>• Safari 3.1.2 or Firefox 3.5.3 or later recommended</li></ul>
<b>Adobe Flash plug-in</b>	Adobe Flash v.9, upgrade 3 plug-in or later required, v.10 recommended
<b>Windows Media plug-in</b>	Windows Media 9 or later (required if Windows Media content is offered)
<b>Java Client</b>	v. J1.6.0_13 or later
<b>Minimum supported resolution</b>	1024 x 768

**Table 3.** Content Format Support

Content Format	Notes
<b>Windows Media</b>	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.
<b>Adobe Flash (.flv)</b>	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.
<b>MPEG4/Part 10 (also known as MPEG4/H.264)</b>	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 <a href="http://www.adobe.com">http://www.adobe.com</a> . 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 appliances. All of the required operating system software, required configuration, and Cisco Show and Share applications are shipped to customers preinstalled on the server appliance they choose. Cisco Show and Share is not available for purchase as a standalone application.

Each server appliance provides 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
<b>Show and Share-Workgroup</b>	The Cisco Show and Share-Workgroup server appliance supports up to 50 simultaneous authors and is ideal for a variety of use cases that feature smaller workgroups within an organization.
<b>Show and Share-Enterprise</b>	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 component when purchasing Cisco Show and Share.

The Cisco 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 Digital Media Encoder (DME) 1100 or Cisco DME 2200, 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 Simple Network Management Protocol (SNMP) module is also an optional software module you should consider when purchasing the Cisco Digital Media Manager. The SNMP module enables 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	Required or Optional
<b>Cisco Digital Media Manager</b>	Required
<b>Cisco UCS C210 M2 Server Appliance (DMS-specific model)</b>	Required
<b>Cisco Live Event module</b>	Optional
<b>Cisco SNMP module</b>	Optional

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To order Cisco Show and Share-Workgroup or Show and Share-Enterprise, use the ordering information listed in Tables 6 and 7.

**Table 6.** Cisco Show and Share Workgroup Ordering Information

Product Name	Required or Optional
Cisco Show and Share Workgroup	Required
Cisco UCS C-200 Server Appliance (Specific DMS model)	Required
Cisco Show and Share Reports	Required

**Table 7.** Cisco Show and Share Enterprise Ordering Information

Product Name	Required or Optional
Cisco Show and Share Enterprise	Required
Cisco UCS C-210 Server Appliance (Specific DMS model)	Required
Cisco Show and Share Reports	Required

## Cisco Services

Cisco and our partners provide a broad portfolio of smart, personalized services and support that can help you realize the full value of your video investment, and 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 Cisco Show and Share, visit <http://www.cisco.com/web/solutions/dms/index.html> or contact your local Cisco account representative.



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