

Cisco Digital Media System: Cisco Digital Media Player 4400G

The Cisco® Digital Media System (DMS) is a comprehensive suite of digital signage, enterprise TV, and desktop video applications that allow companies to use digital media to increase sales, enhance customer experience, and facilitate learning. Support from the broad Cisco partner ecosystem of deployment, solution development, and content creation partners helps ensure a successful digital media implementation.

The Cisco Digital Media Player 4400G (DMP 4400G) is an integrated component of the Cisco Digital Media System for Cisco Digital Signage and Cisco Enterprise TV.

Cisco Digital Media Player

The Cisco Digital Media Player 4400G (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 a network of digital signs.

The Cisco Digital Media Player 4400G is fully manageable as a standalone device; however, as part of the integrated Cisco Digital Signage and Enterprise TV offerings, it is a powerful, customizable digital media publishing endpoint. Using the Cisco Digital Media Manager (DMM), the centralized management system component of the Cisco Digital Media System, you can easily, flexibly, and remotely publish centralized content to networked digital displays. You can attach the Cisco Digital Media Player 4400G to virtually any on-premises digital display at any location - for example, in a branch-office bank, retail store, or a break room or lobby - across any geography.

Figure 1. Cisco Digital Media Player 4400G



The Cisco Digital Media Player 4400G supports sophisticated functions, including fully customizable and dynamic playlists; the Cisco EnterpriseTV program guide; division of screen real estate into multiple addressable regions; high-definition (HD) media playback; and remote management of digital displays -- on/off, volume, contrast, and brightness. The Cisco Digital Media Player 4400G has a small form factor, weighing less than 4.5 pounds (2 kg) and measuring 10 x 8 x 2 inches (254 x 203 x 51 mm).

Key Features and Benefits

The Cisco Digital Media Player 4400G integrates with the Cisco Digital Media Manager to deliver:

- Standards-based video codec support with MPEG1, MPEG2, and MPEG-4 Part 10, all delivered within MPEG-2 TS over User Datagram Protocol (UDP) in both standard- and high-definition formats.
- Flexible, real-time publishing: You can instantly publish and update content across individual or groups of digital displays, and control and schedule the frequency and duration of content playback (day-parting).
- Broadcast enterpriseTV: You can control IP-based broadcast television through the Cisco Digital Media Player Remote Control and on-screen program guide.
- Low ongoing operational costs and ease of use: The management interface was designed with the nontechnical user in mind to keep the required level of training low.
- Speed of deployment: Simplified IT installations that require little additional network expense reduce the burdens of deployment and maintenance commonly placed on IT.
- Reliability and power of the network: Tightly integrated with the network, the Cisco Digital Media Player uses the reliability and security of the underlying network as a platform; this appliance-based solution has no moving parts, avoiding security and maintenance concerns associated with PCs.

Cisco Digital Media Player Remote Control

The Cisco Digital Media Player Remote Control (Figure 2) is a small-form-factor, highly functional device optimized to support interactivity with the Cisco Digital Media Player 4305G and 4400G systems. This remote allows you to navigate and select the channels and on-demand videos through the Cisco Enterprise TV on-screen program guide.

Figure 2. Cisco Digital Media Player 4400G Remote Control



Table 1 lists the innovative features and benefits the Cisco Digital Media Player 4400G offers.

Table 1. Features and Benefits of Cisco Digital Media Player 4400G

Feature	Benefit
MPEG 1, 2, and 4 Part 10 in standard definition (SD) and HD, graphics, web content, Adobe Flash 9 animation, and tickers	<ul style="list-style-type: none"> Support for industry-standard MPEG video formats and web content for a compelling digital media experience
Local storage of 4-GB capacity	<ul style="list-style-type: none"> Storage of OS images and content for local playback or failover for greater reliability and robust operation
IP-enabled delivery of live broadcasting and on-demand video content	<ul style="list-style-type: none"> Quick and immediate content changes to react to business needs; no drastic cutover required for organizations moving to a complete IP environment
Remote management of display (on/off, volume, contrast, and brightness)*	<ul style="list-style-type: none"> Ability to control critical digital signage display functions remotely, reducing the need for local operations resources
Full-screen video or division 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 regions for multiple content playback windows with text, tickers, graphics, and video
Customizable on-screen presentations	<ul style="list-style-type: none"> Customized interface to reflect an organization's brand
Small form factor: 10 x 8 x 2 in. (254 x 203 x 51 mm); weighs 4.5 lb (2 kg)	<ul style="list-style-type: none"> Easy to mount to digital displays
15W power consumption (average)	<ul style="list-style-type: none"> Low power consumption for higher reliability and reduced capital expenditures (CapEx) and operating expenses (OpEx); environmentally friendly
Integration with Cisco Digital Media System and Cisco Application and Content Networking System (ACNS) products	<ul style="list-style-type: none"> Flexibility spanning the entire digital media value chain: easily layer on other video applications such as Cisco Desktop Video (video on demand [VoD] and live webcasting to the desktop user)

* With the Cisco Digital Media Manager; dependent on chosen display technology.

Product Specifications

Tables 2 and 3 give specifications and device manager client requirements, respectively, for the Cisco Digital Media Player 4400G.

Table 2. Cisco Digital Media Player 4400G Product Specifications

Product Parameter	Specification
Supported protocols	<ul style="list-style-type: none"> FTP HTTP MPEG2 - Transport Stream UDP
Video codecs	<ul style="list-style-type: none"> Video MPEG1 Video MPEG2: Main Profile at High Level Video MPEG4 Part 10 Baseline and Main profiles Aspect ratio: 4:3 and 16:9 HD (up to 1080p 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 local Cisco representative for exact audio codec, video codec, resolution, bit rate, and encapsulation combinations.</p>
Audio codecs	<ul style="list-style-type: none"> Audio MPEG1 Layers 1 and 2 MPEG4 AAC Low Complexity AC-3 Audio data rate: 64–320 kbps <p>Note: Please consult other Cisco documentation or your local Cisco representative for exact audio codec, video codec, resolution, bit rate, and encapsulation combinations.</p>

Physical connectors	Ethernet copper 10/100/1000BASE-T, RCA Video, S-Video, Mini 3.5-mm Stereo Audio Jack, SPDIF, HDMI, and RS-232 and USB	
	Cable Type*	Maximum Supported Cable Length
	Composite or RCA cable	10 ft (2m)
	HDMI 1.1**	16 ft (5m)
	S-Video	10 ft (2m)
	USB 2.0 (2)	15 ft (5m)
	SPDIF	10 ft (2m)
Remote control	Transmitter Type	Maximum Supported Distance
	Infrared (IR)	15 ft (4.57m)
Functional	<p>Video in:</p> <ul style="list-style-type: none"> • MPEG1, MPEG2, and MPEG4 Part 10 <p>Audio in:</p> <ul style="list-style-type: none"> • Transport stream: Up to 6 audio packet IDs (part numbers) in transport stream <p>Video out:</p> <ul style="list-style-type: none"> • Analog video (composite, S-Video) • Digital video (HDMI 1.1) <p>Audio out:</p> <ul style="list-style-type: none"> • Analog unbalanced audio (mono and stereo) • MPEG1 Layer 2: Selected; packet IDs in transport stream (1 of 6) <p>MPEG4 AAC and AC-3</p> <ul style="list-style-type: none"> • Selected elementary audio (1 of 6) 	
Power	<p>Input voltage:</p> <ul style="list-style-type: none"> • 12V <p>Input current:</p> <ul style="list-style-type: none"> • 3 ADC <p>Power consumption:</p> <ul style="list-style-type: none"> • Peak: 30W; average: 15W 	
Flash memory	<ul style="list-style-type: none"> • 4-GB CF-card with endurance of 1,000,000 write/erase cycles for OS images and application storage 	
Environmental	<p>Operating temperature:</p> <ul style="list-style-type: none"> • 41 to 104F (5 to 40°C) • Passed 500-hour test of the uninterrupted video playback in 125.6F (52°C) dry-heat environment <p>Humidity:</p> <ul style="list-style-type: none"> • 20 to 80% noncondensing 	

* Cable quality can be a factor.

** An HDMI extender product can be used to extend the cable to 150 ft.

Table 3. Cisco Digital Media Player 4400G Device Manager Client Requirements

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

Ordering Information

Table 4 provides ordering information for the Cisco Digital Media Player 4400G.

Table 4. Cisco Digital Media Player 4400G Ordering Information

Product Name	Part Number
Cisco Digital Media Player 4400G (Note: Includes Cables Accessory Kit)	DMP-4400G-5.1-K9
Digital Signage User Lic. for DMP 4400G	DMP-SW5.1-K9
Cisco Digital Media Player Remote Spare	DMP-RM-K9=
Spares	
Cisco Digital Media Player 4400G, Cables Accessory Kit, Spare (Note: A Cables Accessory Kit is already included with the Cisco Digital Media Player 4400G. This Spare Kit is an additional cost.)	DMP4400-ACC-KIT=
Cisco Digital Media Player Remote Spare	DMP-RM-K9=

Service and Support

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

- User feature and function 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 in the operate phase help 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 local Cisco account representative. For specific information about SAS and Cisco SMARTnet and SMARTnet Onsite support, visit:

http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2993/serv_group_home.html and 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> or contact your local Cisco account representative.



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