

The Power of Engagement: Cisco Edge 300 Digital Media Player

The Cisco® Edge 300 Digital Media Player is a complete platform for interactive media experiences. Now you can easily deliver and manage applications to communicate, connect, and engage. Imagine delivering compelling and interactive media to any store, bank branch, manufacturing floor, or hospital to engage customers and employees in a whole new way.

The scalable, network-based Cisco Edge 300 Digital Media Player is a high-performance platform for effectively delivering multimedia contents and messages to audience in the most targeted and interactive way. It can be used with plasma displays, LCDs, HDTVs, kiosks, and message boards to display high-definition video, sound, and a rich set of graphics content formats with hardware acceleration. On top of this, Cisco's diverse partner ecosystem customizes your deployment to your needs. This gives you new opportunities to create a consistent user experience across multiple channels, increase revenue, and maximize operational efficiency.

Product Overview

The Cisco Edge 300 Digital Media Player (Figure 1) is a high-performance IP-based digital media player that delivers high-definition broadcast or on-demand video, fast playback, and a comprehensive set of content formats such as flash animation, H.264, MPEG2/4, HTML5 content, graphics, and text messages. Whether used in retail, advertisement, customer service, organization communications, or training, the Cisco Edge 300 Digital Media Player provides rich media display capabilities with hardware acceleration on MPEG2/MPEG4, H.264 and VC-1. It supports full range of video and audio Codecs, text tickers, two simultaneous video live streams, flash play back, multiple video zoning, single touch screen, and a complete list of graphic file formats.

Figure 1. Cisco Edge 300 Digital Media Player



The Cisco Edge 300 Digital Media Player supports single-touch interactivity by interfacing with popular touch screens. It can be managed through the network at a centralized location and is fully manageable as a standalone device. As a high-performance Cisco digital media player, it is a powerful, customizable digital media publishing endpoint. Using the Cisco Digital Media Partners, the content management solution vendors, you can flexibly and remotely publish centralized content to networked digital displays. You can attach the Cisco Edge 300 Digital Media Player to virtually any on-premises digital display at any location - for example, in a branch-office bank, retail store, break room, or lobby-across any geography.

Features and Benefits

Prime features and benefits of the Cisco Edge 300 media player:

- High-performance video playback with hardware decoding and high-performance graphics with a rich set of content formats
- Flexible deployment options with a rich set of peripherals, including four USBs, Bluetooth, Ethernet downlinks, and wireless 802.11b/g/n connectivity (Figure 2)
- Compact, fanless design with low power consumption
- Open environment, customizable to allow DMS partners to build various vertical signage solutions
- Cisco device management capabilities such as Smart Install and Cisco Discovery Protocol, which lower the total cost of ownership (TCO)
- Open management API for integration with third-party platform

Figure 2. Interfaces on Cisco Edge 300 Digital Media Player

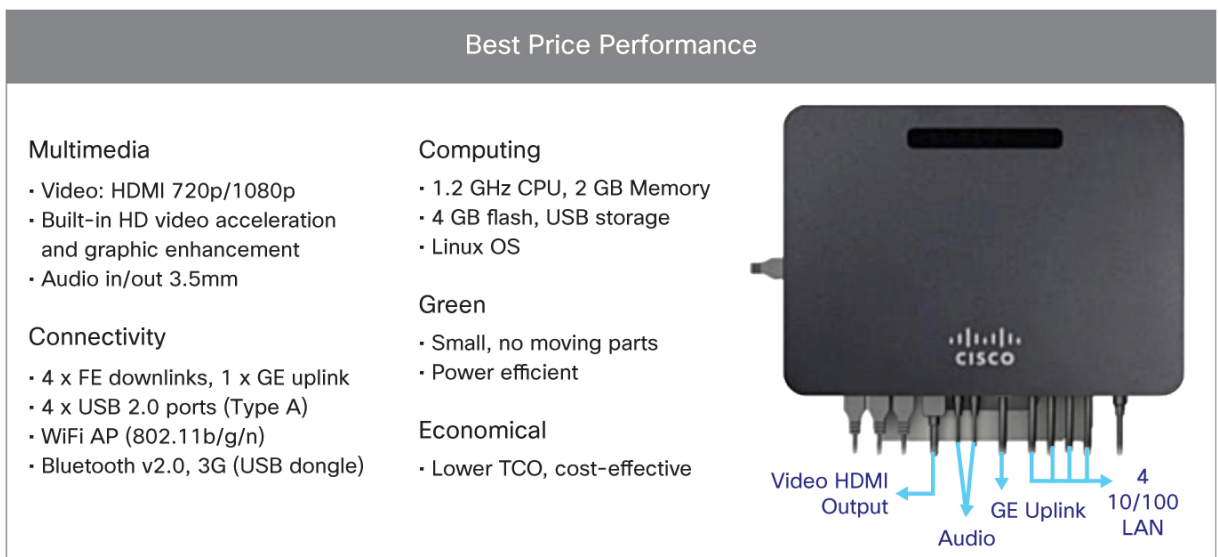


Table 1 provides additional details about the primary features and benefits of the Cisco Edge 300 media player.

Table 1. Features and Benefits

Feature	Benefit
<p>High CPU performance and fast download speed</p> <ul style="list-style-type: none"> • 1.2 GHz one-core CPU and 2 GB memory • IP enabled up to 1 Gbps download speed • 4 GB Flash storage and extendable by up to 4 USBs 	<p>High performance to improve quality, efficiency, and effectiveness of digital media communication</p> <ul style="list-style-type: none"> • Cost effective in deploying digital media solution • Deliver live broadcast and on-demand content with existing IP network infrastructure securely and reliably
<p>Hardware accelerated high-definition (HD) and standard-definition (SD) video</p> <ul style="list-style-type: none"> • MPEG 2, and 4, H.264 and VC-1 hardware decoding up to 30fps • Multiple video zoning and plane • Up to 2 simultaneous video streams • Broad range of aspect ratios (1280x960p85, 720p, 1024x768p60, 1080p, 720p50, 1080p50, 1080i, 1080i50) • Flash support (10.2 and action scripts v2, v3, .swf and .flv) 	<p>Easy and centralized content creation and management with Cisco Digital Media Partners</p> <ul style="list-style-type: none"> • Deliver live and on-demand content as well as playback with high quality • Noninterrupted communication that enhances user experience • Open and flexible platform that allows transparent migration from existing digital media player to the Cisco Edge 300 Digital Media Player

Feature	Benefit
<ul style="list-style-type: none"> • Text tickers 	
Full audio support <ul style="list-style-type: none"> • MP3, AAC, AC3, PCM, WAV, WMA, and OggVorbis • Audio data rate 32-640k • Audio in/out interfaces 	<ul style="list-style-type: none"> • High-quality sound and audio playback • Coherent and synchronized content delivery with audio and video
Single touch screen: 3M and ELO	<ul style="list-style-type: none"> • Provides simple interactivity
Small form factor (290mm x 210mm x 31mm) and fanless Low power consumption (less than 20 watts without USB devices)	<ul style="list-style-type: none"> • Low total cost of ownership • Ideal for outdoor and indoor
Built-in Wi-Fi 802.11b/g/n (access point mode or client mode)	<ul style="list-style-type: none"> • Easy integration with peripheral devices such as cameras or sensors • Easy deployment
Local storage of 4GB capacity and extendable by 4 USB ports	<ul style="list-style-type: none"> • Storage of operating system images and content for local playback or failover for greater reliability and robust operation • Extendable by up to 4 USB drives for cost saving and pay as you need for more storage space
20W power consumption (without USB devices)	<ul style="list-style-type: none"> • Low power consumption for higher reliability and reduced capital expenses (CapEx) and operating expenses (OpEx); environmentally friendly
Compact and fanless	<ul style="list-style-type: none"> • No moving parts and longer lifecycle
Support Cisco Smart Install and Cisco Discovery Protocol	<ul style="list-style-type: none"> • Lower deployment cost with zero truck roll • Integrated with Cisco switch and router for device discovery

Product Specifications

Table 2 lists product specifications for the Cisco Edge 300.

Table 2. Product Specifications for Cisco Edge 300 Digital Media Player

Rich Media	
High-Definition Multimedia Interface (HDMI)	<ul style="list-style-type: none"> • Support for 720p/1080i/1080p high-definition video output • Support for video graphics array (720p59.94/720p50; 1080p59.94/1080p50; 1080i59.94/1080i50; 1024x768@60HZ; 1280x960@85HZ)
Hardware accelerated video codec	<ul style="list-style-type: none"> • MPEG2 • MPEG4 • H.264 • VC-1 (wmv9)
Software supported video codec	<ul style="list-style-type: none"> • H.261 • H.263 • MPEG1 • RealMedia • MJPEG • YUV
Audio	<ul style="list-style-type: none"> • Microphone audio input (3.5mm) • Audio output (3.5mm) • HDMI audio output
Audio codec	<ul style="list-style-type: none"> • MP3, AAC, AC3, PCM, WAV, WMA, OggVorbis
Media containers	<ul style="list-style-type: none"> • MP4, MPEG, AVI, MKV, MOV, TS, OGG, FLV, ASF, WMV, RM/RVMB
Live stream	<ul style="list-style-type: none"> • RTSP/RTP/HTTP/UDP
Pictures	<ul style="list-style-type: none"> • PNG, JPEG, GIF, BMP, TIFF

Network Interfaces	
Ethernet LAN and switching capacity	<ul style="list-style-type: none"> • One 10/100/1000M content distribution uplink • Four 10/100M Fast Ethernet interfaces • Auto-MDIX for all Ethernet ports • Maximum switching performance: 2.08 Mpps • Maximum switching capacity: 2.4 Gbps
Wireless LAN	<ul style="list-style-type: none"> • 802.11b/g/n wireless (access point mode or client mode), support for simultaneous access for multiple clients (only available on CS-E300-AP-K9)
Universal Serial Bus (USB)	<ul style="list-style-type: none"> • Four Type A USB2.0 interfaces • A USB interface provides a maximum of 5W power output
Bluetooth	<ul style="list-style-type: none"> • Bluetooth V2.0 (only available on CS-E300-AP-K9)
Compute and Memory	
CPU	<ul style="list-style-type: none"> • 1.2 GHz single-core
Memory and Flash	<ul style="list-style-type: none"> • 2 GB DDR3 memory • 4 GB onboard Flash memory
Power Specifications	
Power adapter	<ul style="list-style-type: none"> • Input voltage and frequency • AC input voltage: 100-240V • Line frequency: 50-60Hz • Output voltage load • Output voltage (DC): 12V • Maximum output current: 5 A
Power consumption	<ul style="list-style-type: none"> • Maximum 50W; typical 20W
Power input	<ul style="list-style-type: none"> • AC input voltage and frequency • AC input voltage: 100-240V • Line frequency: 50-60Hz
Heat dissipation	Use cooling devices based on natural convection technology and metal base to dissipate heat for the system
Physical and Environmental Specifications	
Dimensions	<ul style="list-style-type: none"> • H x W x D: 290mm x 210mm x 31mm (without mount)
Shipping dimensions	<ul style="list-style-type: none"> • 362mm x 322mm x 184mm
Maximum weight	<ul style="list-style-type: none"> • 2590g (including mount kit, adapter, power cord, and Cisco Edge 300)
Operating environments	<ul style="list-style-type: none"> • Operating temperature: -5° to 40°C • Storage temperature: -25° to 70°C • Storage altitude: 4573m • Relative humidity: 10% to 90%, noncondensing (operating or storage) • Operating altitude: 0 to 2000m
Stability	<ul style="list-style-type: none"> • Mean time between failure (MTBF): > 100,000 hours
System Monitoring	
System indicators	<ul style="list-style-type: none"> • Eight LED indicators to show system status <ul style="list-style-type: none"> ◦ Power ◦ Ethernet downlink (4) ◦ Gigabit Ethernet uplink ◦ Wireless (only available on CS-E300-AP-K9) ◦ Bluetooth (only available on CS-E300-AP-K9)
System reset button	<ul style="list-style-type: none"> • Press to restart the system

Safety and Compliance	
Safety certifications	<ul style="list-style-type: none"> • CSA 60950-1 • EN 300328 V1.7.1 • EN 301489-1/-17 • EN 50385 • EN 60950-1 2nd • CE marking • ANATEL • COFETEL • NOM • China CCC
Electromagnetic emissions certifications	<ul style="list-style-type: none"> • China EMC certification • FCC 15C MPE • FCC 15B ICES-003 • CE • KCC • IC RSS-210 • EN 55022 • EN 55024
Bluetooth	<ul style="list-style-type: none"> • BQB
Wi-Fi	<ul style="list-style-type: none"> • 802.11b/g/n Mark • China SRRC Certification • FCC
Operating System	
OS	<ul style="list-style-type: none"> • Linux-based operating system Kernel 2.6.28 • X11/Qt development environment for hosted vertical applications

System Requirements

Table 3 lists system requirements.

Table 3. System Requirements

Disk space	4 GB
Hardware	1.2 GHz CPU
Memory	2 GB
Software version	1.4

Warranty Information

Warranty information is located the [Product Warranties](#) page on Cisco.com.

Ordering Information

Table 4 provides ordering information for the Cisco Edge 300 Digital Media Player.

To place an order, visit the [Cisco Ordering Home Page](#). To download software, visit the [Cisco Software Center](#).

Table 4. Ordering Information

Product Name	Part Number
Cisco Edge 300 Digital Media Player Note: Include mount and cable accessory kits	CS-E300-K9
Cisco Edge 300 Digital Media Player with Access Point Note: Include mount and cable accessory kits	CS-E300-AP-K9
Wall-mount kit for Cisco Edge 300 Series	ACC-E300-WALL(=)
Desktop installation kit for Cisco Edge 300 Series	ACC-E300-DESK(=)

Cisco Services

Cisco is committed to minimizing total cost of ownership for the network. The Cisco portfolio of technical support services helps ensure that its products operate efficiently, remain highly available, and benefit from the most up-to-date system software. The services and support programs described in Table 5 are available as part of the Cisco Desktop Switching Service and Support solution and are available directly from Cisco and through resellers.

Table 5. Cisco Services and Support Programs

Service and Support	Features
Cisco Smart Foundation Service	<ul style="list-style-type: none">• Next-business-day advance hardware replacement as available• Access to SMB TAC during business hours (access levels vary by region)• Access to Cisco.com SMB knowledge base• Online technical resources through Smart Foundation Portal• Operating system software bug fixes and patches
Cisco SMARTnet® Service	<ul style="list-style-type: none">• Around-the-clock, global access to the Cisco TAC• Unrestricted access to the extensive Cisco.com knowledge base and tools• Next-business-day, 8x5x4, 24x7x4, or 24x7x2 advance hardware replacement and onsite parts replacement and installation available¹• Ongoing operating system software updates within the licensed feature set²

¹ Advance hardware replacement is available in various service-level combinations. For example, 8x5xNBD indicates that shipment will be initiated during the standard 8-hour business day, 5 days a week (the generally accepted business days within the relevant region), with next-business-day (NBD) delivery. Where NBD is not available, same day shipping is provided. Restrictions apply; review the appropriate service descriptions for details.

² Cisco operating system updates include the following: maintenance releases, minor updates, and major updates within the licensed feature set.

For More Information

For more information about the Cisco Edge 300 Digital Media Player, visit <http://www.cisco.com/en/US/products/ps12832/index.html> or contact your local account representative.



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