Cisco Digital Media Suite: Cisco Digital Media Player 4310G

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.

The Cisco Digital Media Player 4310G (DMP 4310G) is an integrated component of the Cisco Digital Media Suite for Cisco Digital Signs and Cisco Cast.

Cisco Digital Media Player 4310G

The Cisco Digital Media Player 4310G (Figure 1) is a highly reliable, IP-based digital media player that handles display and playback of compelling interactive multimedia—including high-definition live broadcasts or on-demand video, Flash animations, graphics, and text tickers—across a network of digital signs.

Figure 1.   Cisco Digital Media Player 4310G

The Cisco Digital Media Player 4310G supports sophisticated functions such as touchscreens from ELO Touchsystems and General Touch along with 802.3 af Power over Ethernet (PoE). The Cisco Digital Media Player 4310G is fully manageable as a standalone device. However, as part of the integrated Cisco Digital Signs and Cisco Cast applications, 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 Suite, you can flexibly and remotely publish centralized content to networked digital displays. You can attach the Cisco Digital Media Player 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.

Features and Benefits

The Cisco Digital Media Player 4310G supports sophisticated functions, including:

- Fully customizable and dynamic playlists
- The Cisco Cast program guide
- Division of screen real estate into multiple addressable regions
- Touchsceen support from market leaders ELO Touchsystems and General Touch
- High-definition (HD) media playback
- Remote management of digital displays, including on/off, volume, contrast, and brightness

The Cisco Digital Media Player 4310G has a very small form factor, weighing less than 1 pound (0.45 kg) and measuring 7.5 x 5 x 1.5 inches (190 x 127 x 38 mm).

The Cisco Digital Media Player 4310G integrates with the Cisco Digital Media Manager to deliver:

- **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 with Cisco Cast:** 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 help ensure that little training is needed.
- **Speed of deployment:** Installation of the 4310G has been simplified to reduce the burdens of deployment and maintance for IT.
- **Reliability and power of the network:** Tightly integrated with the network, the 4310G 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 4310G and 4400G systems. This remote control device allows you to navigate and select the channels and on-demand videos through the Cisco Cast on-screen program guide.

Figure 2.   Cisco Digital Media Player 4310G with Remote Control

Table 1 lists the innovative features and benefits offered by the Cisco Digital Media Player 4310G.

Table 1.   Features and Benefits of Cisco Digital Media Player 4310G

Feature	Benefit
MPEG 1, 2, and 4 Part 10 in standard definition (SD) and high definition (HD), graphics, web content, Adobe Flash Lite animations, Windows Media 9 and VC-1, MP3 audio, and rolling and scrolling tickers	• Support for industry-standard MPEG video formats and web content for a compelling digital media experience • Flash Lite 3.1 player for Action Script 2 based signage applications • Windows Media 9 and VC-1 support for expanded video-on-demand (VoD) support • Audio-only options with support for MP3 audio format
Local storage of 32-GB capacity	• Storage of operating system 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	• 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)*	• Ability to control critical digital signage display functions remotely, reducing the need for local operations resources
Full-screen video or division of the screen*	• 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	• Customized interface to reflect an organization's brand
Small form factor: 7.5 x 5 x 1.5 in. (190 x 127 x 38 mm); weighs 1 lb (0.45 kg)	• Easy to mount to digital displays
802.3 af Power over Ethernet	• Support for the 802.3 af Power over Ethernet as the primary power option for the 4310G platform. *External power supply is an option.
12W power consumption	• Low power consumption for higher reliability and reduced capital expenses (CapEx) and operating expenses (OpEx); environmentally friendly
Integration with Cisco Digital Media Suite, Cisco Enterprise Content Delivery System (ECDS), Cisco Application and Content Networking System (ACNS), and Cisco Wide Area Application Services (WAAS) products	• Flexibility spanning the entire digital media value chain: easily layer on other video applications such as Cisco Show and Share® (VoD and live webcasting to the desktop user)

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

Product Specifications

Table 2 give specifications for the Cisco Digital Media Player 4310G. Table 3 gives device manager client requirements for the player.

Table 2.   Cisco Digital Media Player 4310G Product Specifications

Product Parameter	Specification	
Supported protocols	• FTP and Secure FTP (SFTP) • HTTPS (for management interface) • User Datagram Protocol (UDP) • Real-Time Transport Protocol (RTP) over Real Time Streaming Protocol (RTSP)	
Video containers	• MPEG Transport Stream (TS, TP, TRP, M2T, M2TS, and MTS) • ASF • WMV	
Media containers	• SWF	
Video codecs	• Video MPEG1 • Video MPEG2: Main Profile at High Level • Video MPEG4 Part 10 Baseline and Main profiles • Video Windows Media 9 and VC-1 - VoD only • Aspect ratio: 4:3 and 16:9 • HD (up to 1080p at 16:9) progressive and interlace video resolution • Video data rate up to 28 Mbps • Internal Hardware Decoder delay configurable to < 1 sec	
Audio codecs	• Audio MPEG1 Layers 1 and 2 • MP3 • MPEG4 AAC Low Complexity • AC-3 • Audio data rate: 64-320 kbps	
Physical connectors	Ethernet copper 10/100BASE-T, RCA Video, S-Video, Mini 3.5-mm Stereo Audio Jack, HDMI, and RS-232 Mini 3.5mm and USB	
	Cable Type[*]	**Maximum Supported Cable Length**
	HDMI 1.3	16 ft (5m)
	S-Video	10 ft (2m)
	USB 2.0	15 ft (5m)
Remote control	**Transmitter Type**	**Maximum Supported Distance**
	Infrared (IR)	15 ft (4.57m)
Touchscreen support	**Vendor**	**Supported Systems**
	ELO Touchsystems	All ELO TouchSystems touch monitors and Interactive Digital Signage with IntelliTouch SAW, AccuTouch and CarollTouch touch technologies. Recommended products for digital signage: IDS with IntelliTouch touch technology
	General Touch	All systems supported by the ST6001S controller

Table 3.   Cisco Digital Media Player 4310G Device Manager Client Requirements

Component	Requirements
Browser	Windows • Internet Explorer 6.0 or later or Firefox 1.5 or later recommended Linux or UNIX • Firefox 1.5 through 3.0 recommended Apple Macintosh • Firefox 1.5 through 3.0 recommended

Ordering Information

Table 4 provides ordering information for the Cisco Digital Media Player 4310G.

Table 4.   Cisco Digital Media Player 4310G Ordering Information

Product Name	Part Number
Cisco Digital Media Player 4310G **(Note: Includes Cables Accessory Kit)**	DMP-4310G-52-K9
Digital Signage User Lic. for DMP 4310G	DMP-4310G-SW52-K9
Cisco Digital Media Player Remote Spare	DMP-RM-K9=
Digital Media Player 4310G Power Brick	DMP-4310G-PWR
Spares	
Cisco Digital Media Player 4310G, Cables Accessory Kit, Spare **Note: A Cables Accessory Kit is already included with the Cisco Digital Media Player 4310G. This Spare Kit is an additional cost.**	DMP-ACC-KIT
Cisco Digital Media Player Remote Spare	DMP-RM-K9=

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 the Cisco Digital Media Suite, visit http://www.cisco.com/go/dms or contact your local Cisco account representative.

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