



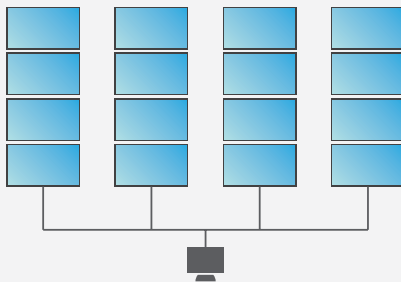
Cisco Systems
Shanghai Customer Solutions Center (CSC)
May 2008

Cisco Showcases Premiere Demo Theatre Using Nexus Video Wall Technology

Cisco System's Shanghai Customer Solutions Center uses Nexus software to deliver an engaging and dynamic video wall content experience for their premiere Demo Theatre.

Overview

- A single PC running Nexus content software is used to drive the entire array of 16 screens.



- The NEC 4620 46" LCD screens were chosen for their world class display quality and ultra-thin 16mm bezels.
- The screens were arranged into four columns to seamlessly blend in with the overall interior design space as an architectural feature.



The Client

Shanghai is a vibrant city built on innovation and has astounded the world with the speed of its growth. The Cisco Customer Solutions Center, located at Caohejing Industrial Park in Shanghai, exists as a hub that facilitates the flow and sharing of knowledge and unified communications.

Creating the Atmosphere

The Demo Theatre is the centerpiece presentation element of the Shanghai Customer Solutions Center. Cisco will showcase it as a presentation platform to deliver rich media messaging and experiences to mass audiences, reinforcing their premiere presence in the realm of state-of-the-art technology.

To create the total presentation atmosphere, the Demo Theatre will need to be tightly integrated with the room facilities such as room ambience controls as well as the overall system-wide network for content management and display.



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Key Solution Features

- The Nexus Video Wall treats the entire visual area as one large logical canvas so that any piece of content can span across any number of screens for truly flexible visual layouts with full HD capabilities.
- Open API architecture allows integration with Cisco media controllers such as the **Cisco IP Phone**.
- Room ambiance integration with **Cloud System's Atmospherics** allows video wall content to be synchronized with room experience elements such as ambient LED room lighting, audio and much more.
- A total video canvas resolution of 3200 x 1200 pixels is achieved throughout all screens.

Seeing is Believing

The Demo Theatre video wall is created using a total of 16 LCD screens arranged in a 4x4 column configuration. To help make the vision a reality, Nexus provided the knowledge and expertise in innovative content experiences and worked alongside Cisco's dynamic virtual teams to plan and execute the delivery of the final video wall solution. Nexus recommended the world class NEC 4620 46" LCD screens as the final display panels of choice and were chosen for their high quality display output and ultra thin 16mm bezels.

Continuously pushing boundaries and innovating content experiences, Nexus is able to drive and seamlessly control the entire 16-screen video wall using a single PC with the Nexus Video Wall. Content for the video wall is designed, managed and delivered through the network using AppSpace. This single PC is able to drive a single large logical canvas spanning across and fully utilizing all screens. Full HD content can be placed across the entire logical canvas or it can be displayed and cloned on as many of the screens in as many different configurations as possible.

The highest multiple video supported resolution has been achieved via collaborative technologies of a single platform, and this technology has been designed to support bespoke video wall configurations of greater and varied dimensions.

Nexus also implements an open API architecture that allows integration with other media controllers and allows presenters to use devices such as the Cisco IP Phone or even Cloud System's Atmospherics to control and synchronize presentations for a truly heightened and seamless content experience.

Total Experience

Nexus has the broad technology knowledge and expertise covering multiple domains and a commitment to deliver the best solution to meet client requirements. While on-site, Nexus acted as an owner's representative and technology consultant to plan and facilitate the overall digital communication infrastructure.

Nexus aims to continually support and work alongside innovative companies such as Cisco to achieve their strategic vision by providing new content experiences and solutions.