

Broadreach adds value to Cisco DMS solution

Broadreach Services – 28 September 2009 – Australian based service provider of visual communications and collaboration solutions, Broadreach now adds significant value to the Cisco® Digital Media Systems (DMS) solution by the deploying its Dynamic Content Management Server (DCMS).

Broadreach is a certified Cisco partner. Its DCMS schedules the targeted display of content prepositioned by Cisco's DMS and offers high quality enhancements that extend the power of the Cisco DMS solution. In addition, DCMS works with Cisco's DMS to ensure that dynamic content generated from a variety of sources (news, weather, local area marketing, etc) is delivered to its specific target for a display that is unique to its location.

Broadreach often liaises with creative organisations to ensure that the content to be delivered to the Cisco DMS solution provides the best user experience. As agencies and their clients identify key messages to dynamically display, Broadreach works closely with both to simplify the process and enable the client to enter and deploy messages to individual digital media players (DMP). Broadreach also provides guidance for dynamic content to content production companies.

Steve Moran, Chief Technical Officer at Broadreach explains, "DCMS enables clients to have control over digital signage schedules and playlists, tailored to every device."

"Individual locations can receive specific messaging, based on templates customised for each location.

"For example, specials offered at different locations can have pricing entered that applies to individual stores.

"The unique content can then be managed in short time blocks much more easily using Broadreach's DCMS."

Cisco recommends that DMS content is delivered from an external server for media asset storage and streaming. Broadreach has extensive experience in configuring and deploying servers for media asset storage. This includes providing DMS clients with multiple ways to upload content to the server ((S)FTP, SCP, SMB, NFS, etc) while providing a single mount location for the DMM to reference the media assets.

Broadreach has commenced discussions with Cisco regarding certification as a Cisco Technology Developers partner.

About Broadreach

Broadreach was founded in 2001 by a team of dedicated IT professionals with a vision to transform the way organisations communicate. Broadreach focuses on the delivery of high-quality, dynamic video and digital media communications. Broadreach enjoys working relationships with the world's best technology providers, including Microsoft, Cisco, Telstra and Radvision.

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