

## Cisco Makes Signage Interactive, Cloudy

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08 March 2012

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The Cisco digital signage portfolio gets a number of additions-- the Cisco Interactive Experience Client (IEC) 4600 series and the new Cisco Interactive Experience Manager (IEM) signage platform.



The IEC 4600 series (IEC 4610 and 4632) networked clients provide a backbone for interactive signage applications using HD and touchscreen displays. Each IEC hosts a web browser and supports a variety of content-- localised information, existing web portals/applications, RSS feeds, advertising, live video and collaboration capabilities.

On the other hand the IEM is a centralised web portal running on either a Cisco Interactive Experience Platform (IEP) server or as a cloud-based service. It helps customers scale interactive experience management (on an IEC) with functions including remote monitoring and trouble-shooting displays, rotating video content management and scheduling and signage template implementation.

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