

Cisco Academy of Digital Signage (ADS)

Who should attend

Media professionals who want to add a marketable credential to their skill set
Content and media companies interested in creating digital signage formatted content
Cisco Channel Partners who would like to expand their solution capabilities

Duration: 2 days

Prerequisites

Skilled in rich media content creation and video production
Adobe Photoshop
Adobe Illustrator
Adobe Flash
Adobe Premiere
Adobe Dreamweaver

Course Objectives

Cisco Academy of Digital Signage (ADS) is a 2-day innovative education initiative that teaches media professionals how to create and optimize media content for digital signage. Cisco ADS provides an instructor-led course to help develop the skills needed to produce digital signage for every market and customer. You will learn the following concepts during the two day course:

Content Creation will highlight best practices for creating high-definition, on-demand video, network-broadcasted and CCTV live video, multimedia and Web design, flash automations, still and animated images, text, dynamic content, and modular designs.

Content Management instruction will focus on content control, organization, playlisting, scheduling, digital signage management, content rights and administration.

Content Distribution will include best practices for content-delivery networking, store-and-forward, IP multicasting, content assessment, network and system readiness assessment, and streaming video (architecture, design and protocols).

If the attendee passes both the lab and written portions of the Exam they will become a Cisco Qualified Digital Signage Media Professional