

AWS Summit Milan
31 Ottobre 2013



Media Applications on AWS

Danilo Poccia – AWS Solutions Architect



What?



Case Study

Pinterest

from 50,000 users
to 17 million
in 9 months

now ~70 million users

A few (million) of your favorite things.

[Sign up with Facebook](#) [Sign up with email](#)

Already have an account? [Log in now](#)

Recent Activity

Nadine Hattis repinned your pen 1 hour ago

Evan Sharp and 3 others repinned your pen 1 day ago

Ash Hasing and 2 others liked your pen 4 days ago

David Gardner repinned your pen 4 days ago

Take a vacation to Taiwan and leave a wish.

Reuse old glass bottles for simple flower vases.

Old medium format cameras still sheets beautifully.

Vintage One day

Collectible vintage robots.

About Pinterest

Businesses

Developers

Terms & Privacy

Case Study

History of the Guardian | GNM archive | theguardian.com

www.theguardian.com/gnm-archive/2002/jun/06/1 Reader

the guardian

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | Tech | TV | Video | Dating | Offers | Jobs

GNM archive Archive catalogue | Guardian history | Observer history | FAQs | Using the archive | Archive policies | Help

History of the Guardian

A brief history of the Guardian newspaper

theguardian.com

Guardian.co.uk core infrastructure

Index Builder → Master Index → Articles

Slave Index / Content API → Load Balancer → Slave Index / Content API

Mashery

Amazon Web Services

Open Platform Architecture

Share 3 | Tweet 0 | +1 3 | Pin it | Share 1 | Email | Print

Read more

- Researching the history of the Guardian
- Timelines
 - Guardian interactive timeline
 - An illustrated history of the Guardian
 - Guardian text timeline
- History of guardian.co.uk
- A brief history of Guardian design
- History of the Scott Trust

The Manchester Guardian was founded by John Edward Taylor in 1821, and was first published on May 5 of that year. The paper's intention was

Longer term, we believe that companies such as ours will divest themselves of all **infrastructure** in favor of third parties.

Coursera

https://www.coursera.org

coursera

Courses Partners About | Sign In Sign Up

Take the world's best courses, online, for free.

What would you like to learn about?

Join 5,275,389 Courserians.
Learn from 534 courses, from our 107 partners.
[How it works »](#)

By using Amazon Web Services, Coursera can handle **half a petabyte of traffic** each month and **scale** to deliver courses over 3 million students in one year.

University »

Design @ DARDEN

Design Thinking for Business Innovation
University of Virginia, Nov 4th

Global Warming: The Science of Climate Change
The University of Chicago , Oct 21st

Useful Genetics Part 1
The University of British Columbia, Nov 1st

Who?



How?



Build

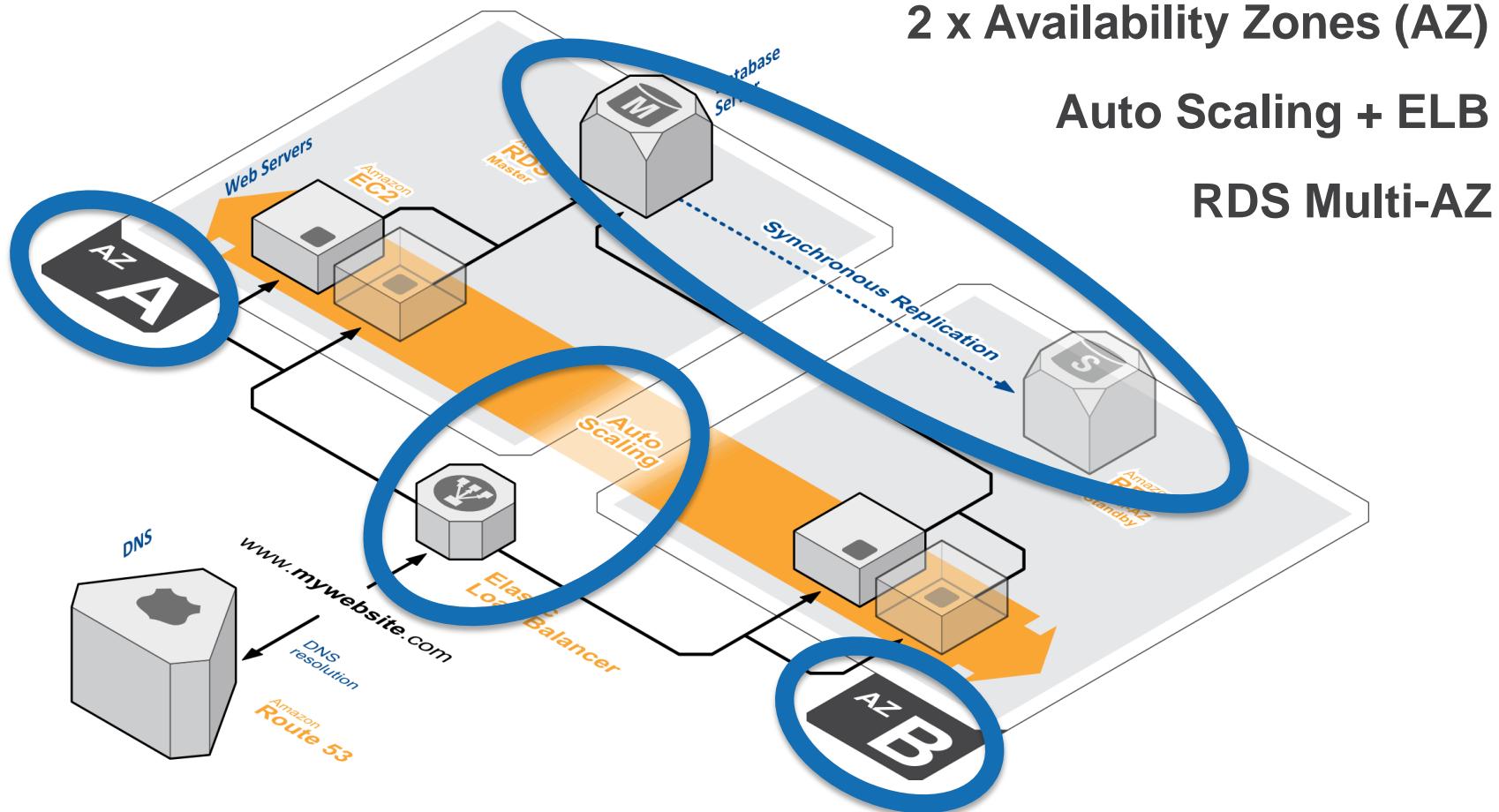




Build

Choose your Region



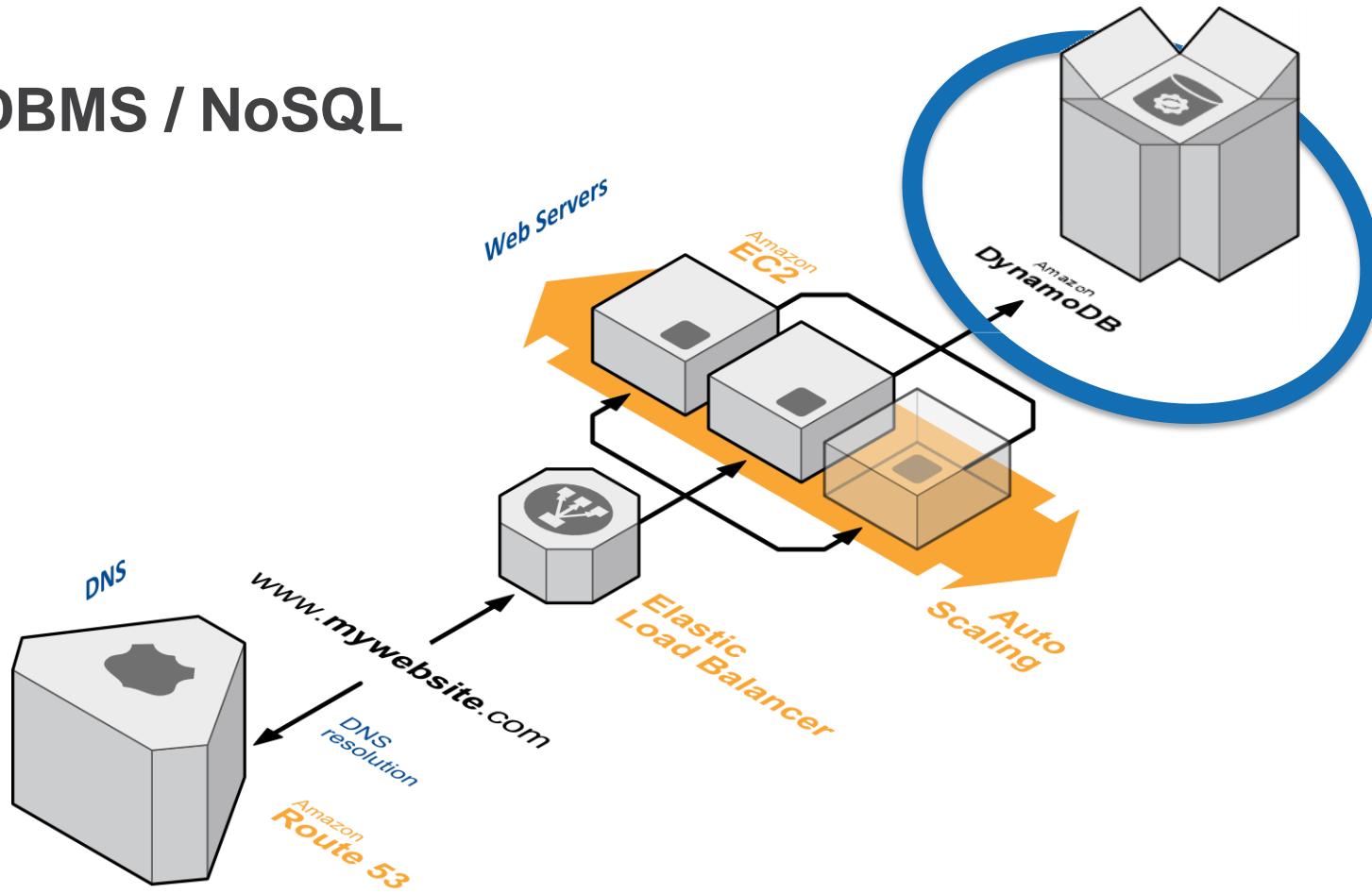


2 x Availability Zones (AZ)

Auto Scaling + ELB

RDS Multi-AZ

RDBMS / NoSQL



Case Study

Welcome to Shazam

www.shazam.com

See what you've Shazamed online [View My Shazam](#)

Search Music

SHAZAM FOR YOUR

- iPhone & iPod touch
- iPad
- Android
- Windows Phone
- Windows 8
- BlackBerry

Experience more
**Discover, explore and share
more music, TV shows
and ads you love**

Get Shazam now 

GET SHAZAM **SHAZAM MUSIC**



Get the NEW Shazam App for iPad
New features incl. Auto Tagging,
Interactive maps and more



With Shazam Pulse find and preview
fresh new music from trending real-
time charts!

Tag Shows, Get Content, Go Social!
Use Shazam to tag TV Shows -
ANYTIME, ANY SHOW

“Amazon DynamoDB ...
could support over 500,000
writes per second.”

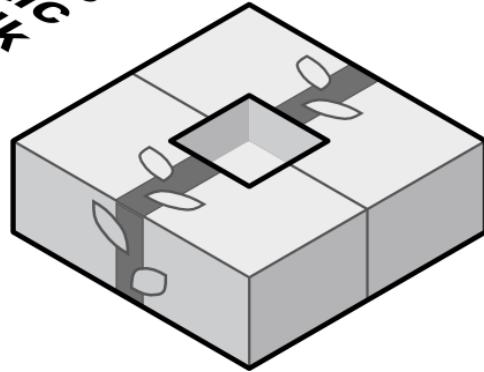
DynamoDB...
Now all we had to do was
move there – in 5 days.

Tellybug

Simply the best TV apps. Ever.

Making TV more engaging, more entertaining and more social

AWS
Elastic
Beanstalk





Java



PHP



Python

AWS
Elastic Beanstalk

Web Application Package

AWS

Elastic Beanstalk

AWS

Elastic Beanstalk



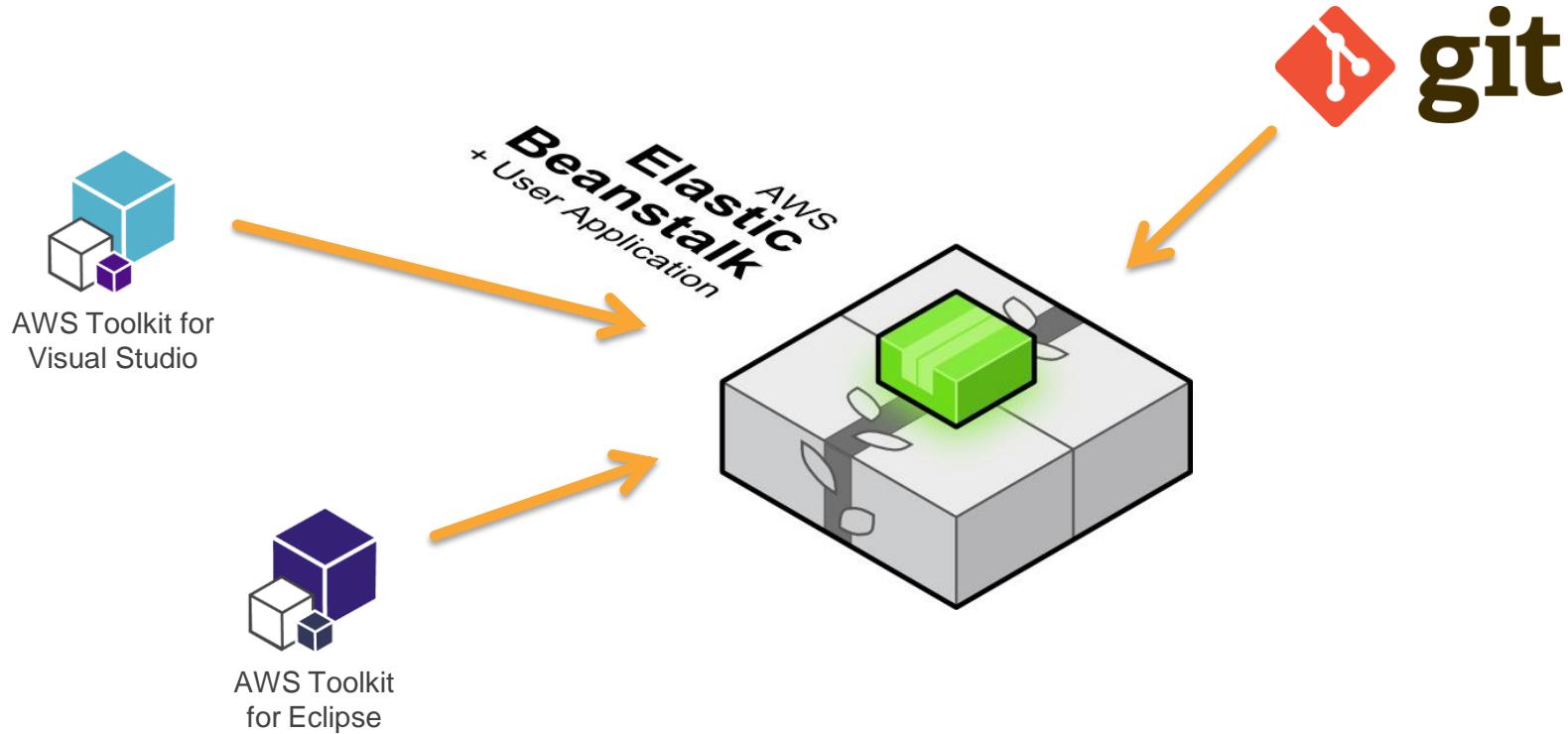
Ruby

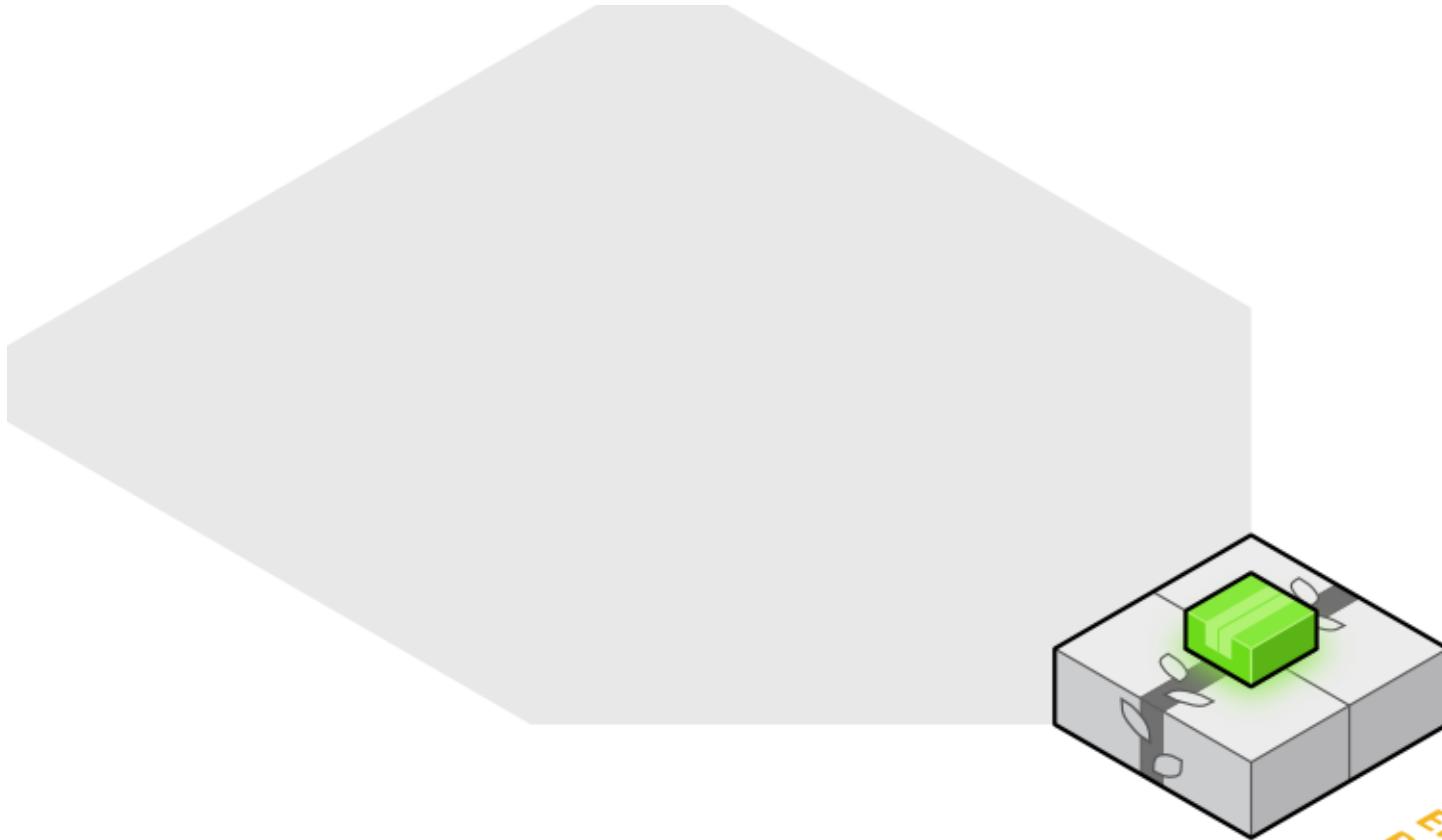


Node.js

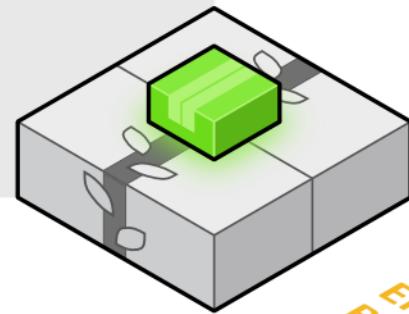
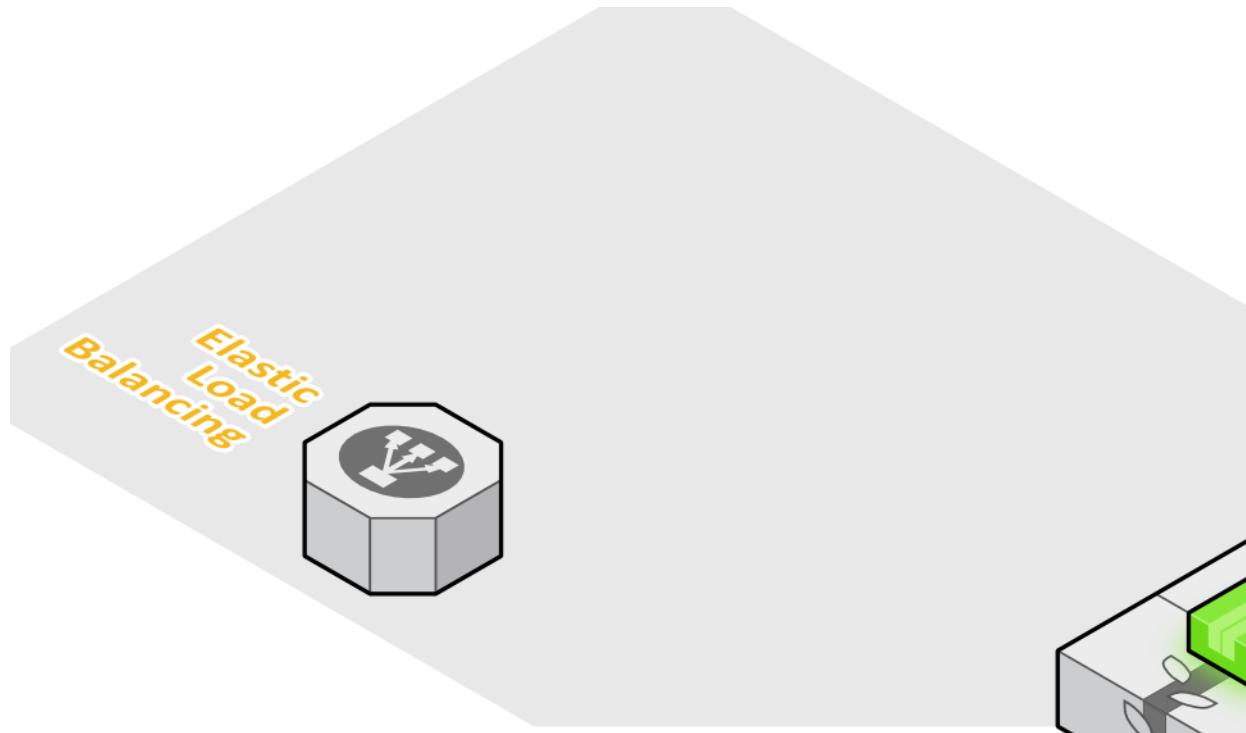


.NET

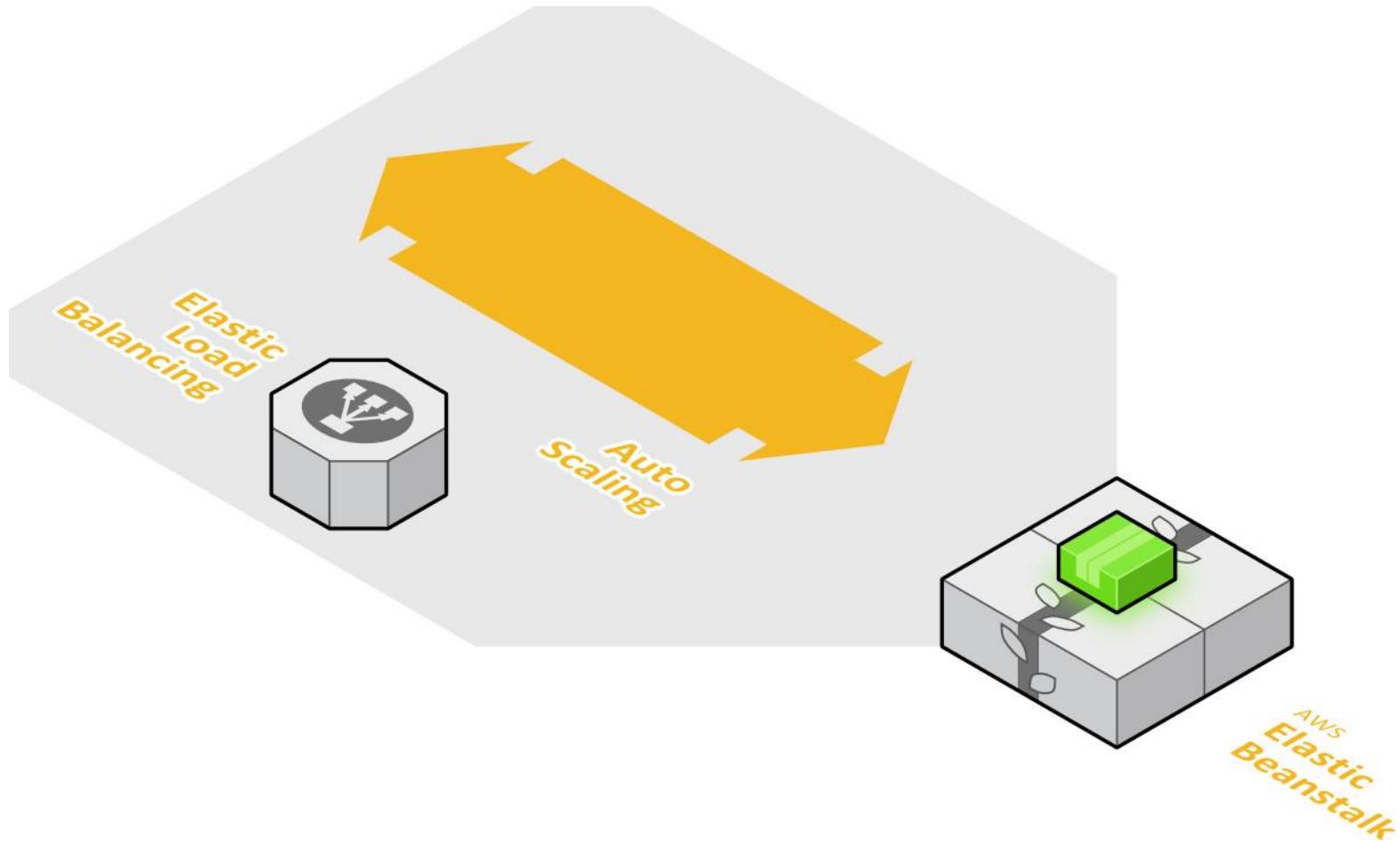


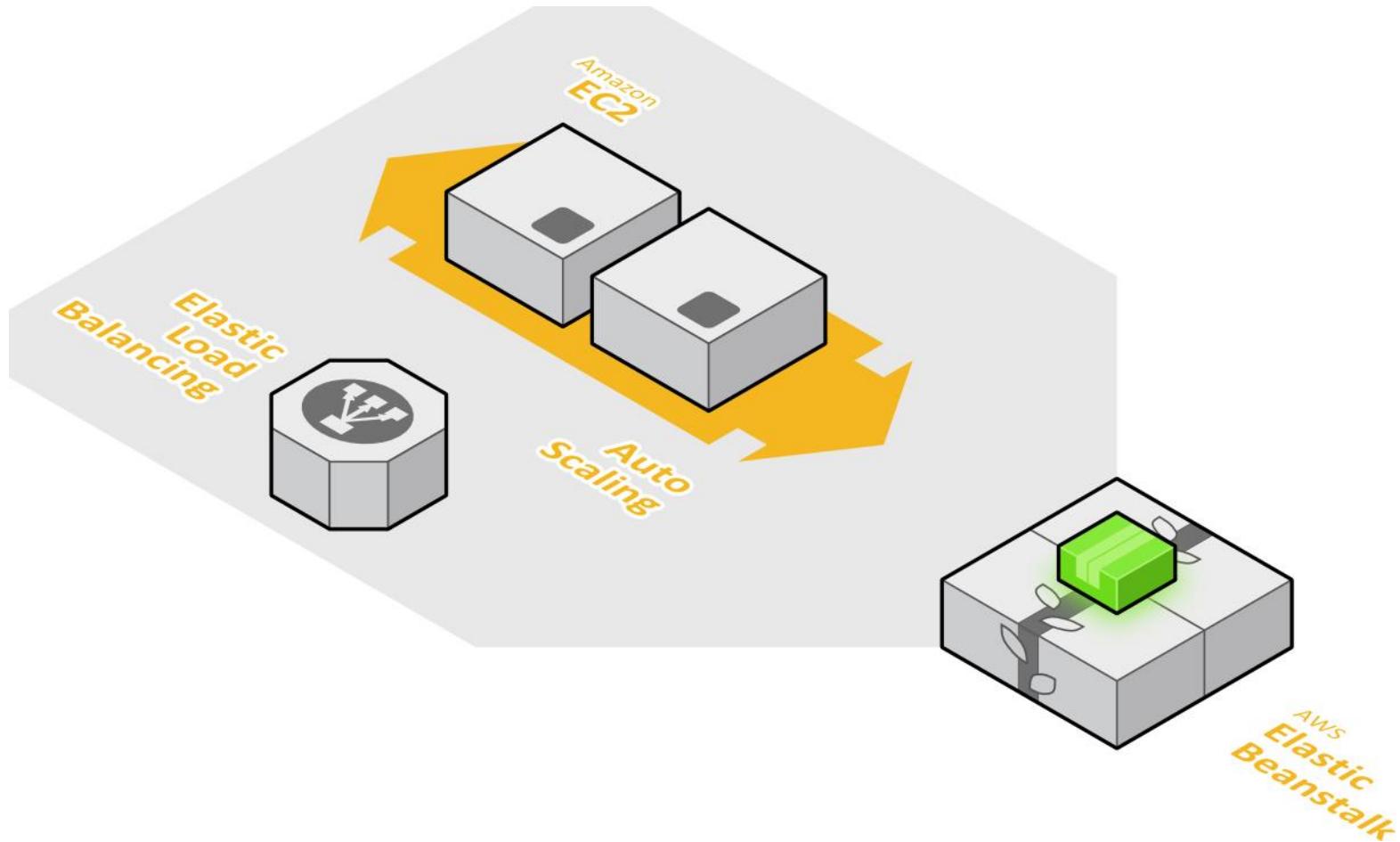


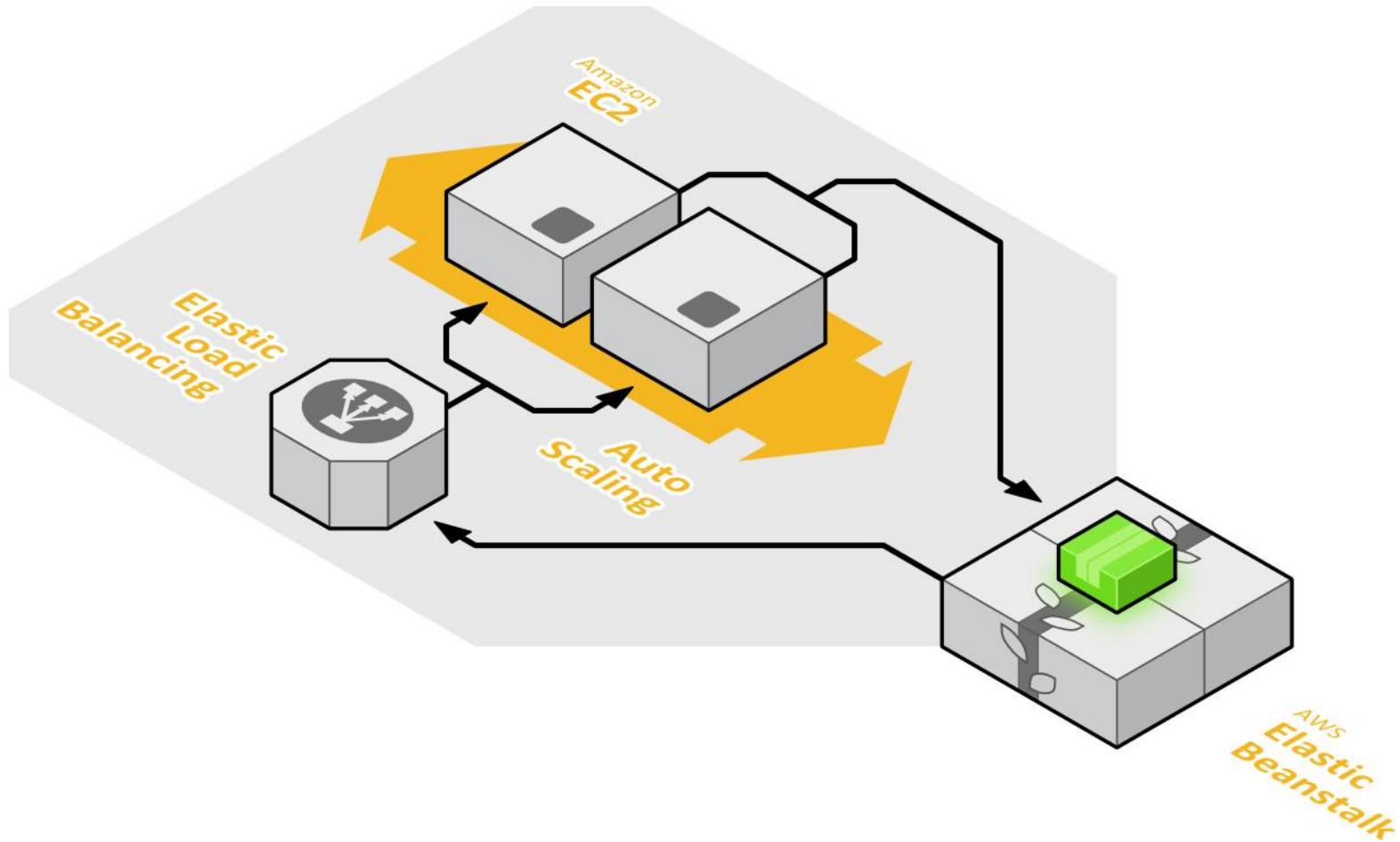
AWS
Elastic
Beanstalk

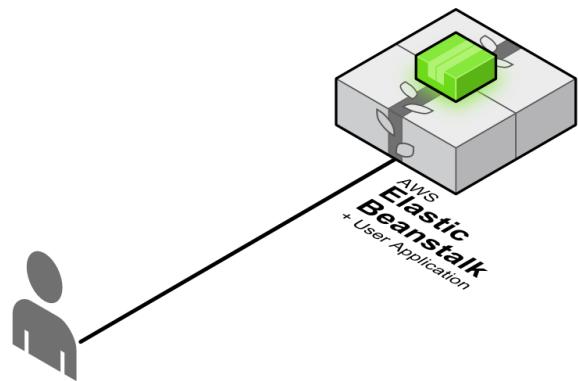


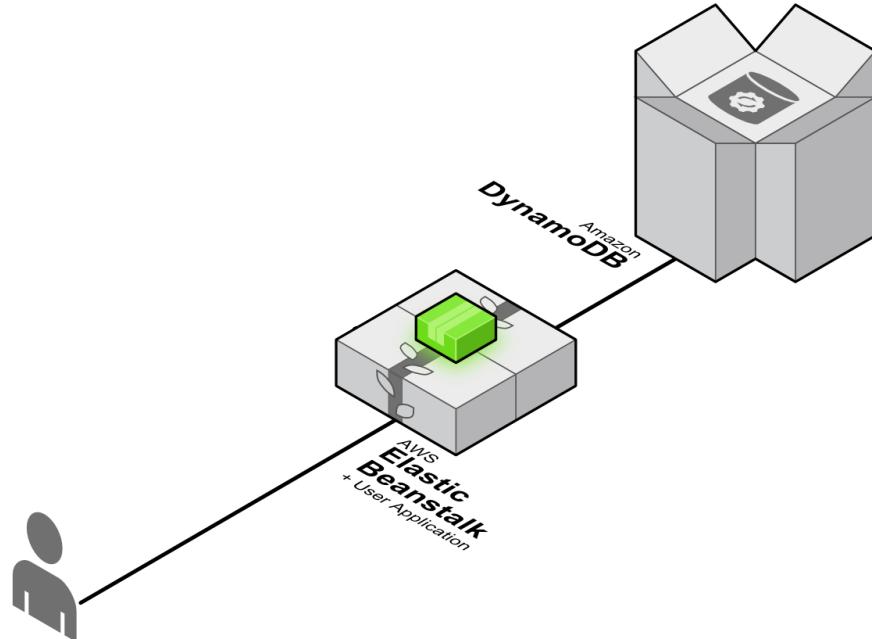
AWS
Elastic
Beanstalk







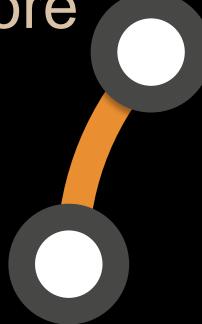




Build



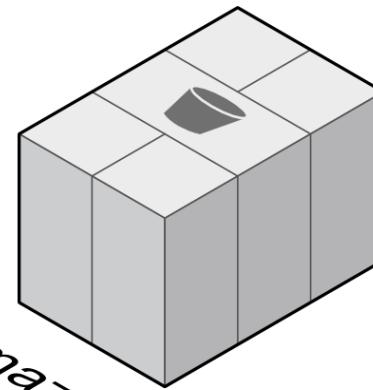
Store



Build



your content



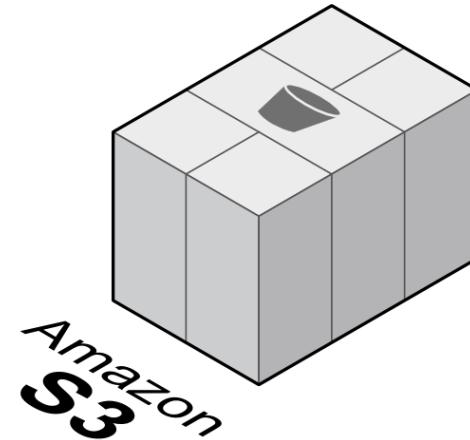
Amazon
S3

your content

99.99999999% durability
security & access control

1B to 5TB objects

As many as you like

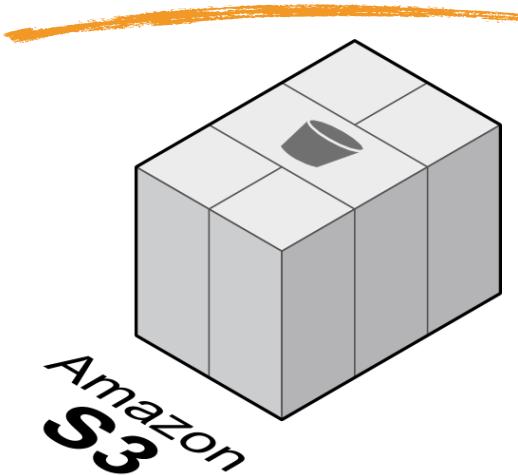


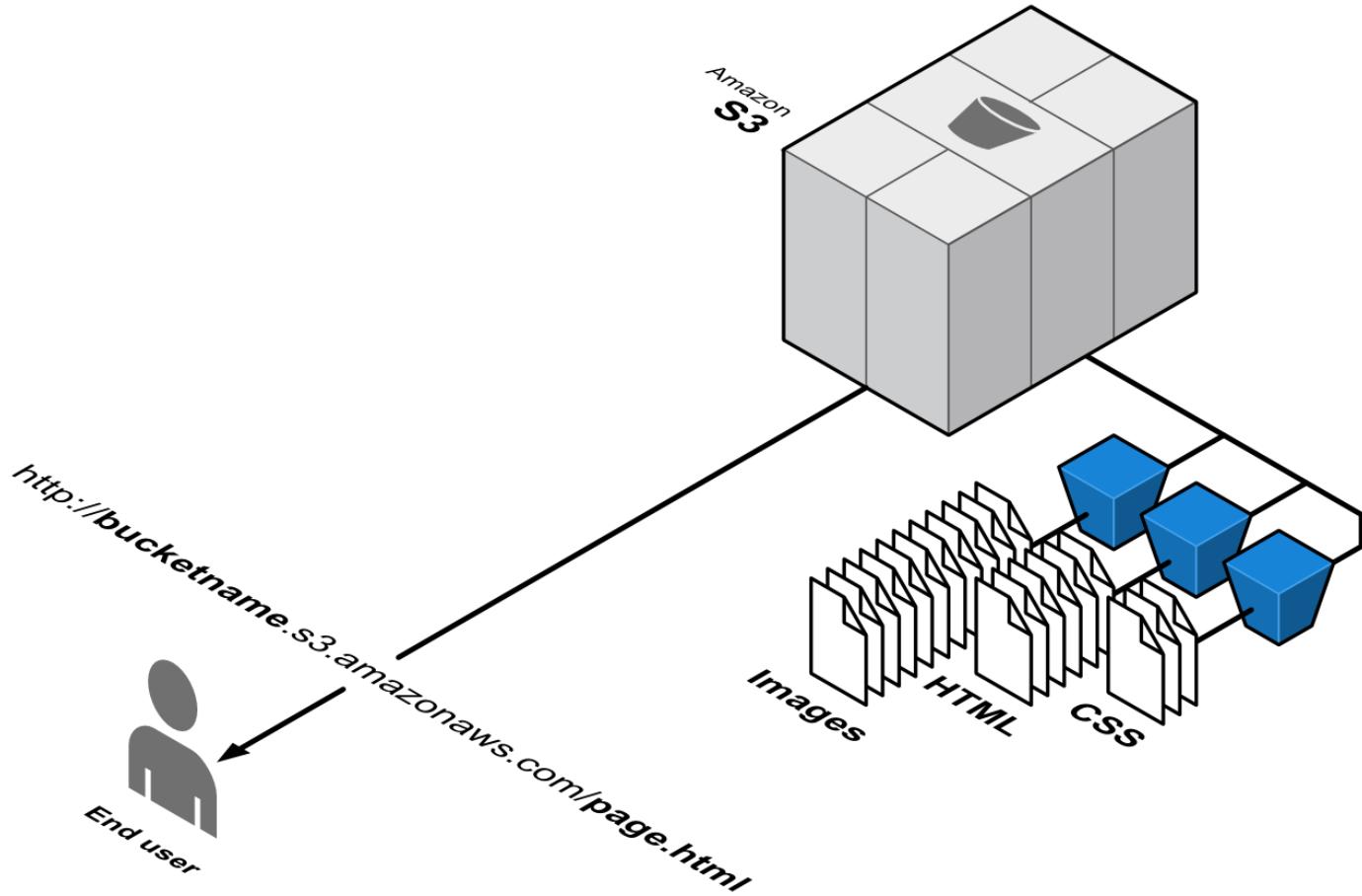
your content

99.99999999% durability
security & access control

1B to 5TB objects

As many as you like







Musica per ogni momento – Spotify

Spotify

Funzioni Upgrade Assistenza Accedi Scarica Spotify

La colonna sonora della tua vita

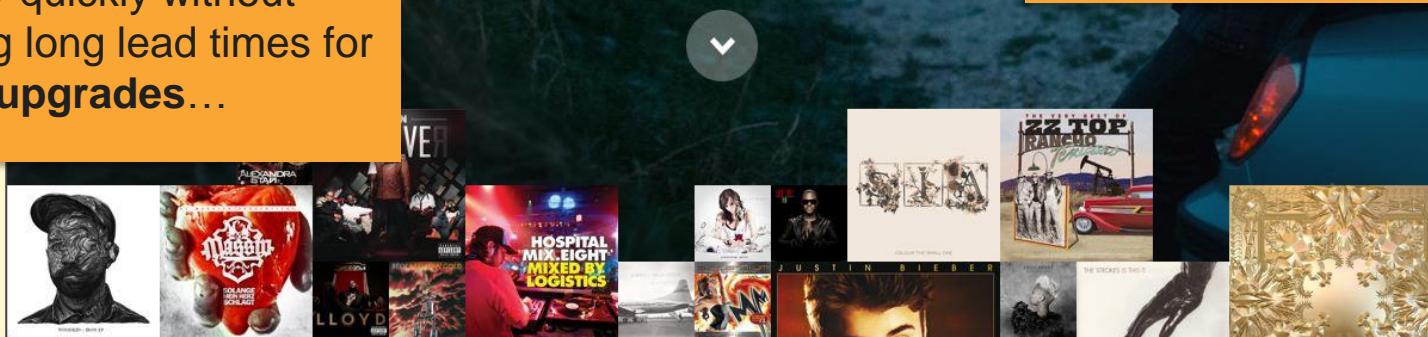
Lascia che Spotify ti offra la giusta musica per ogni umore e mon
I brani perfetti per il tuo allenamento, la tua serata o per accompagna

Scarica Spotify gratis

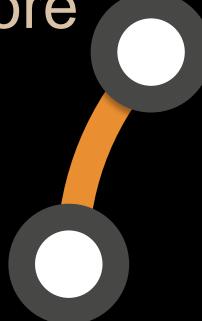
O prova il nostro Lettore Web

Spotify needed a **storage solution** that could **scale** very quickly without incurring long lead times for **upgrades**...

Amazon S3 gives us confidence in our ability to **expand storage quickly** while also providing **high data durability**.

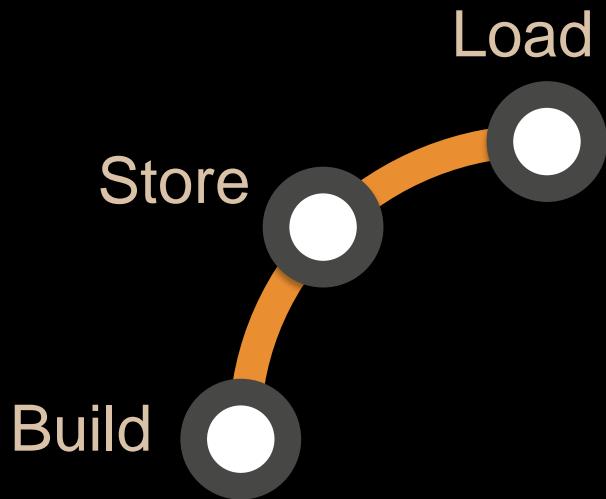


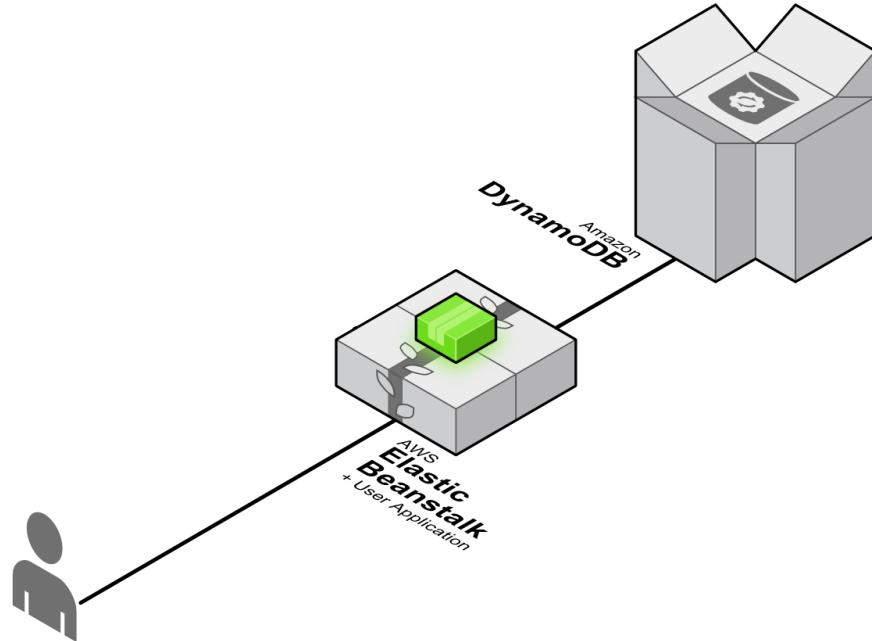
Store

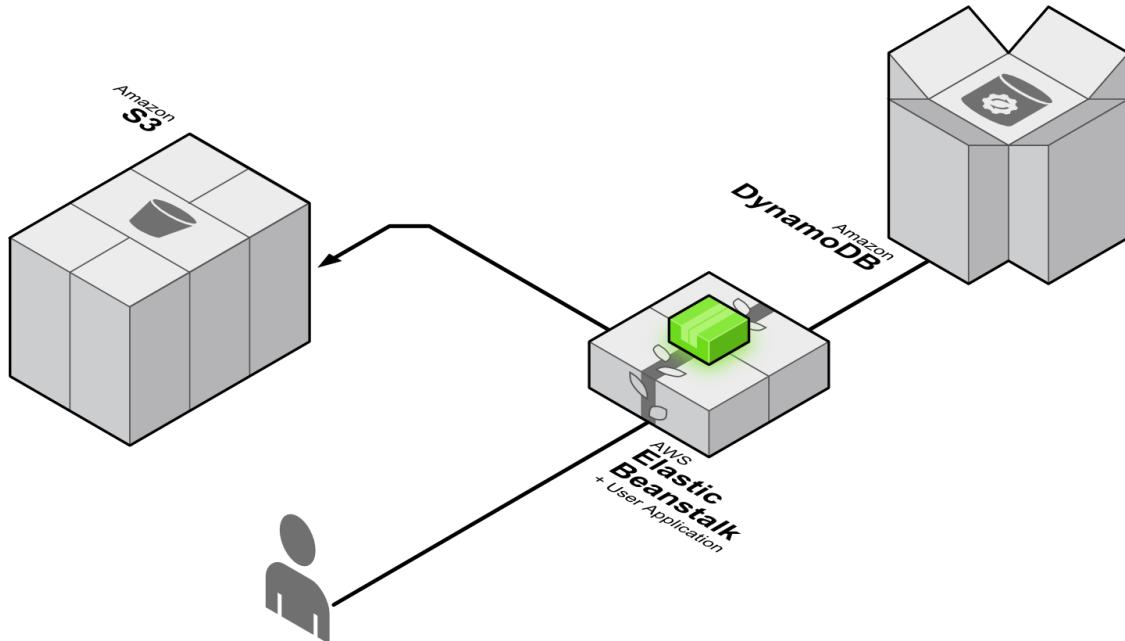


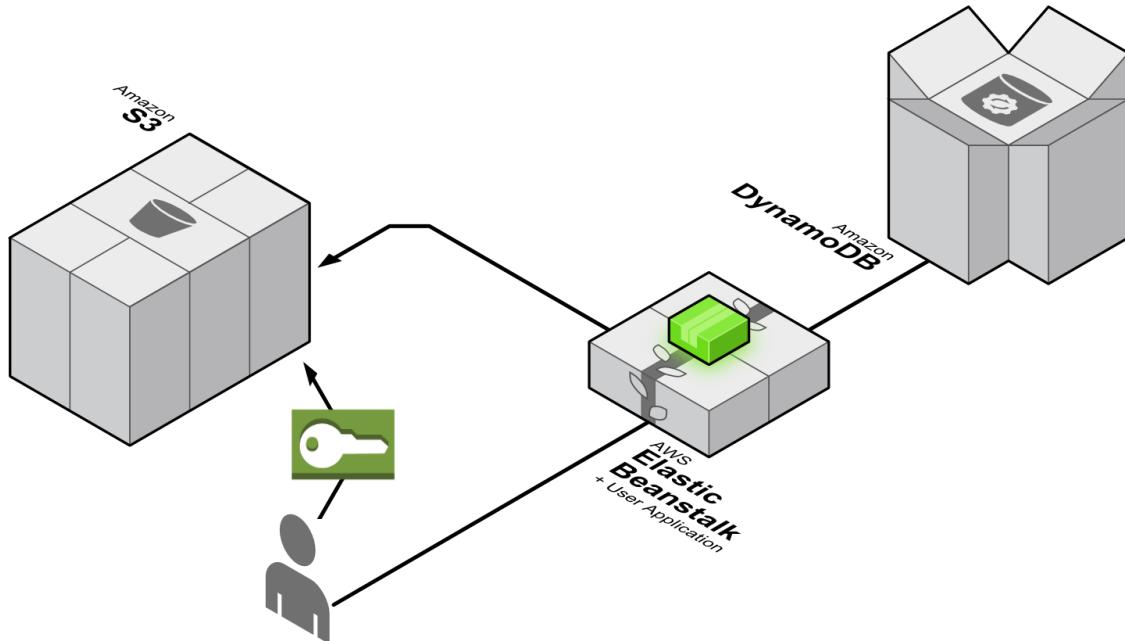
Build

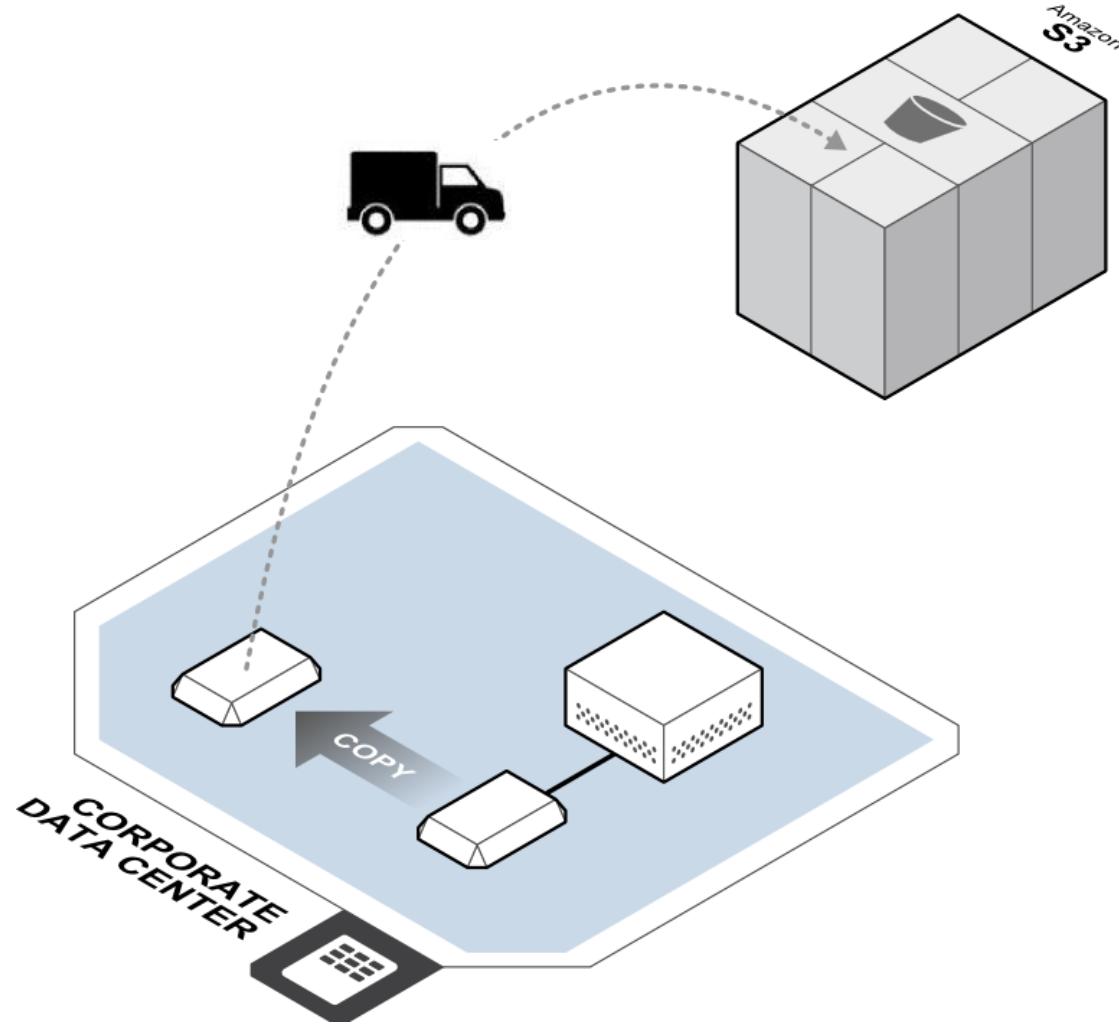


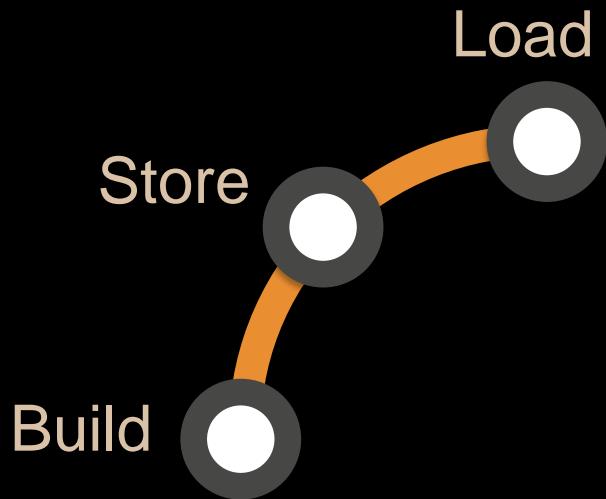


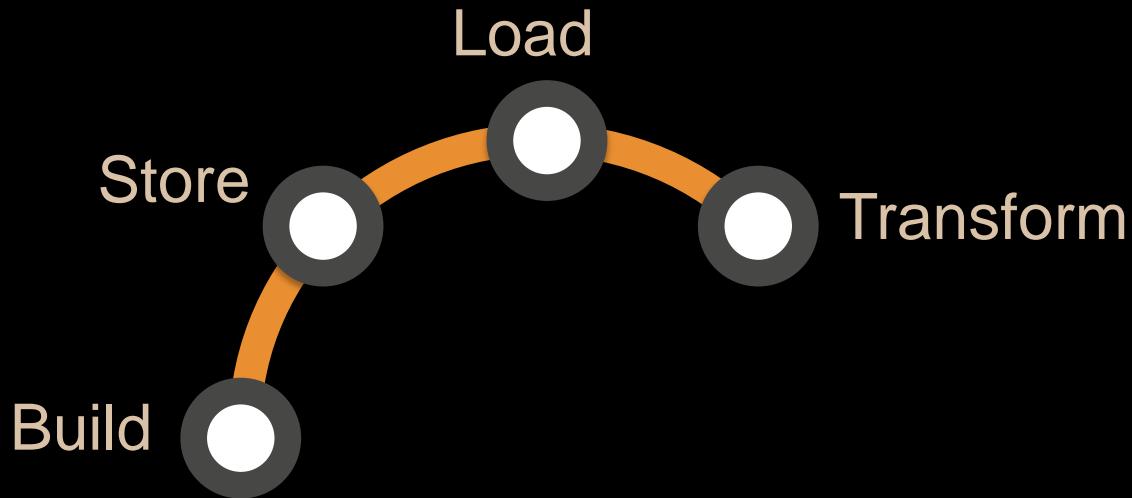














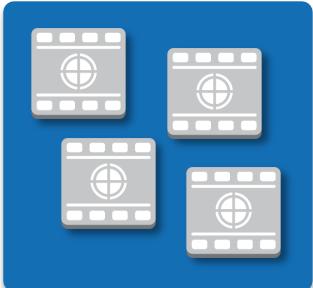
Original
Video / Audio
File(s)

Input Buckets are where you store the files that you want to transcode



Amazon Elastic Transcoder

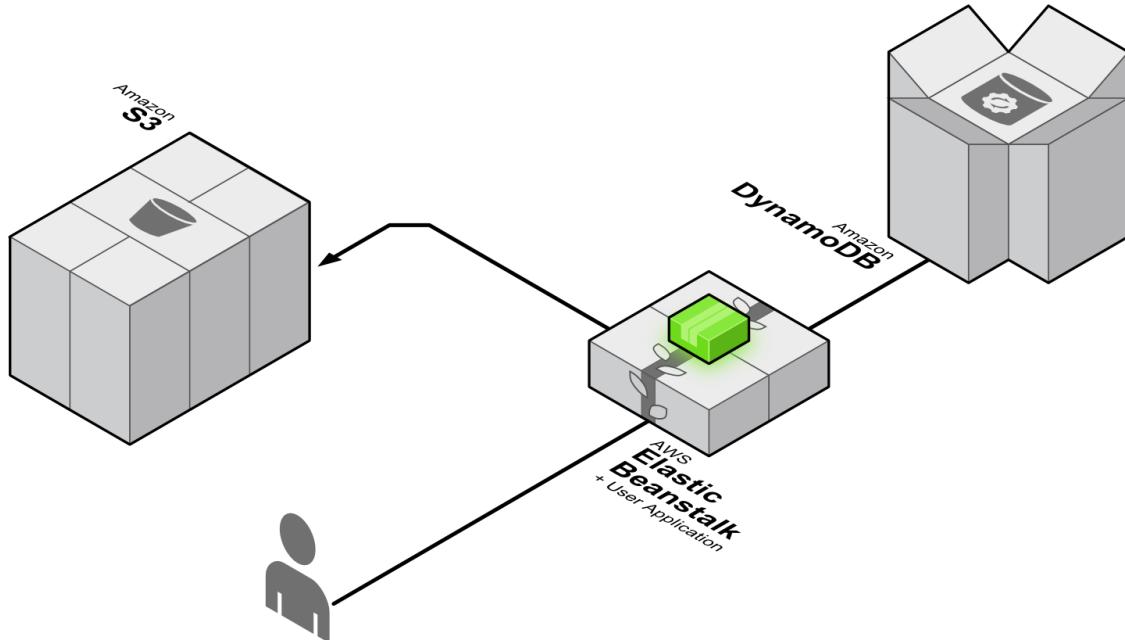
Output Buckets are where you want the transcoded files to go

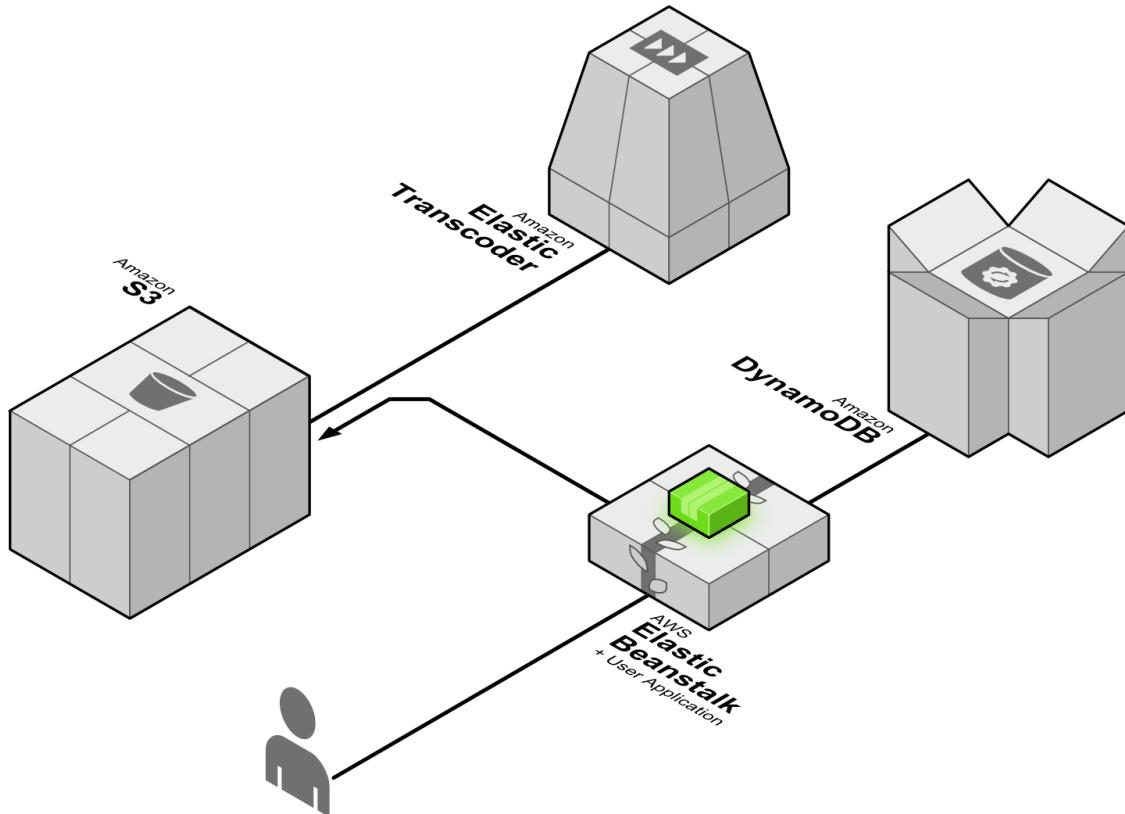


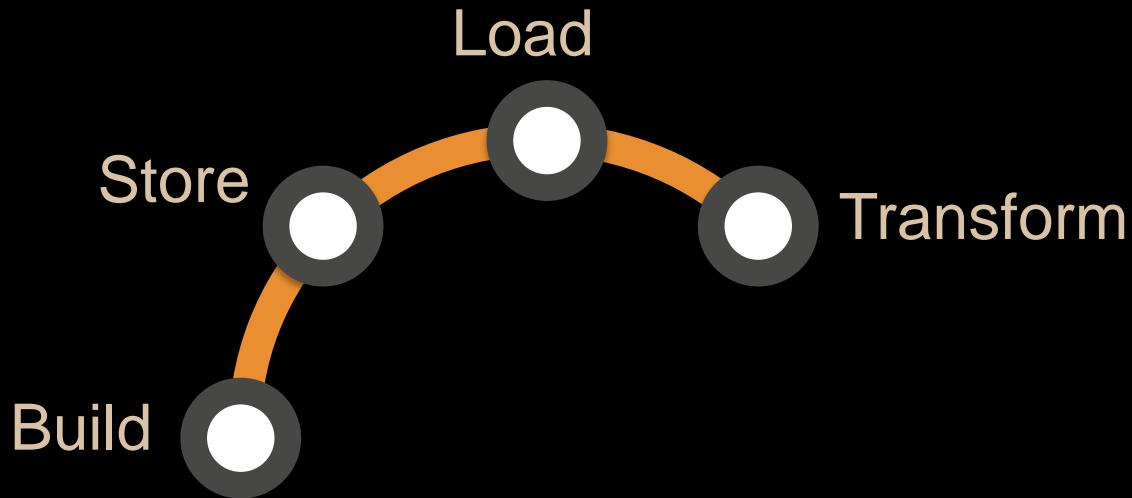
Transcoded
Video / Audio
File(s)

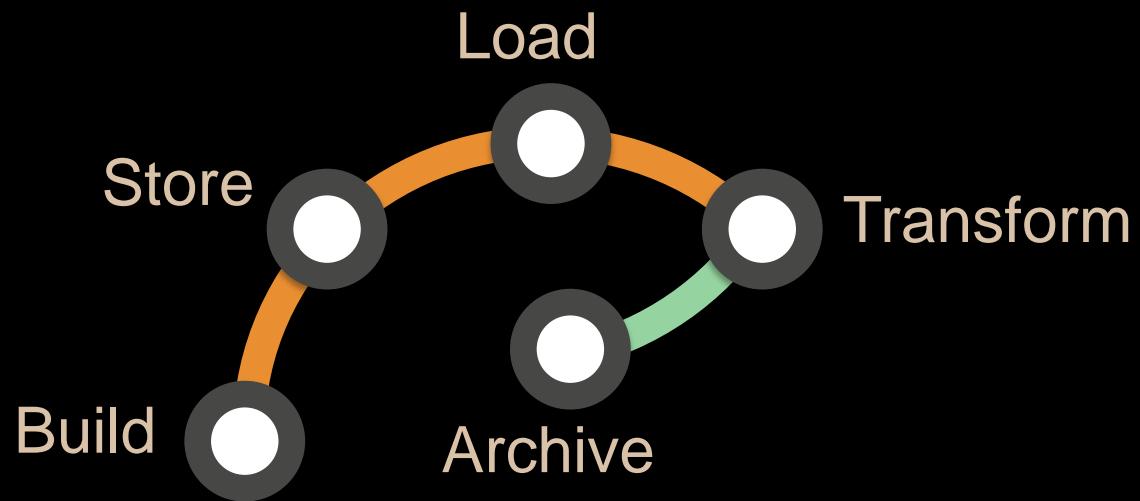
Transcoding **Jobs** do the work of transcoding and contain a filename and a Transcoding **Preset(s)**

Transcoding **Pipelines** are queues that manage your Transcoding **Jobs**









Introducing Amazon Glacier

An extremely low cost, easy to use data archiving and backup storage service in the AWS Cloud. [Learn more »](#)

**Secure and Durable
Storage
for Data Archiving
and Backup**

New York Public Radio

www.nypublicradio.org

Reader

NEW YORK PUBLIC RADIO



ON AIR, ONLINE, AND ON THE STREET

We are excited to move our **archives** to Amazon Glacier

An organization like ours thinks in **centuries** when it comes to content **retention**

New York Public Radio is home to three of the country's leading public radio stations – WNYC FM, WNYC AM and WQXR FM – as well as New Jersey Public Radio and The Jerome L. Greene Performance Space. WNYC is a major producer of original content for public radio nationwide. WQXR is New York City's only all-classical music station. New Jersey Public Radio covers the issues that matter in the garden state and extends New York Public Radio's news, talk and cultural programming deeper into New Jersey. The Greene Space is a street-front broadcast studio and live venue where audiences can experience our programming in person and online. New York Public Radio's online platforms include [wnyc.org](#), [wqxr.org](#), [njpublicradio.org](#) and [thegreenespace.org](#). To learn more about New York Public Radio, read our [Fiscal Year 2012 Annual Report](#).

PRESS RELEASES

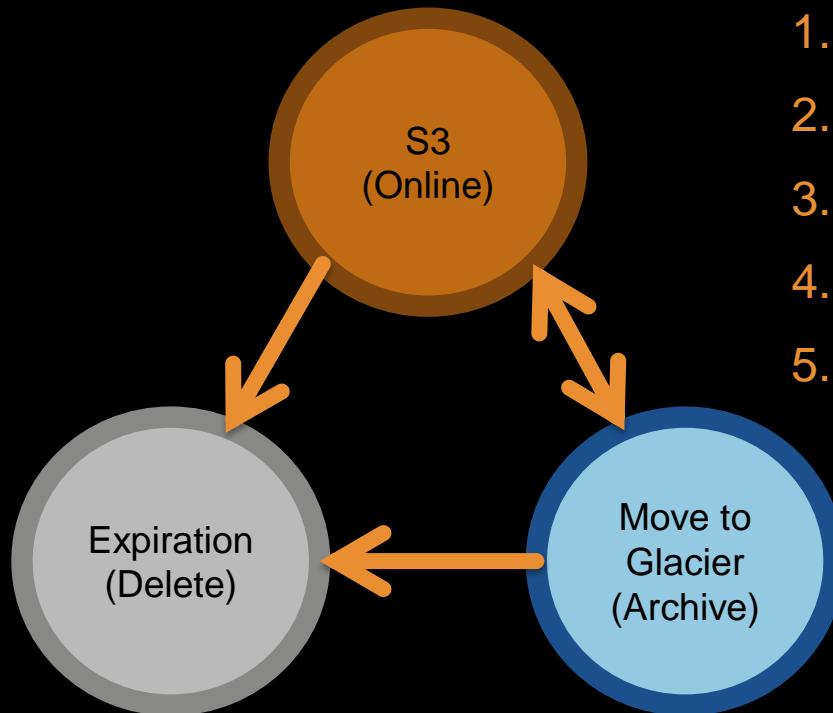
>> [WQXR Restores Classical Music to Central and Northern Westchester with the New WQXW 90.3 FM](#)

>> [The Greene Space at WNYC and WQXR Announces Dates, Directors and Select Cast for First-Ever Recordings of the Entire August Wilson American Century Cycle](#)



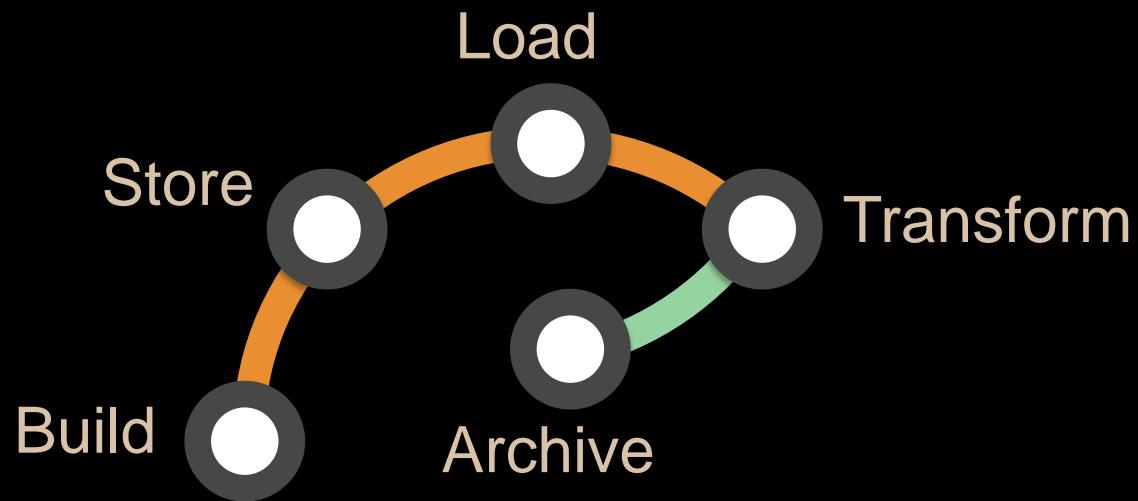
Archive

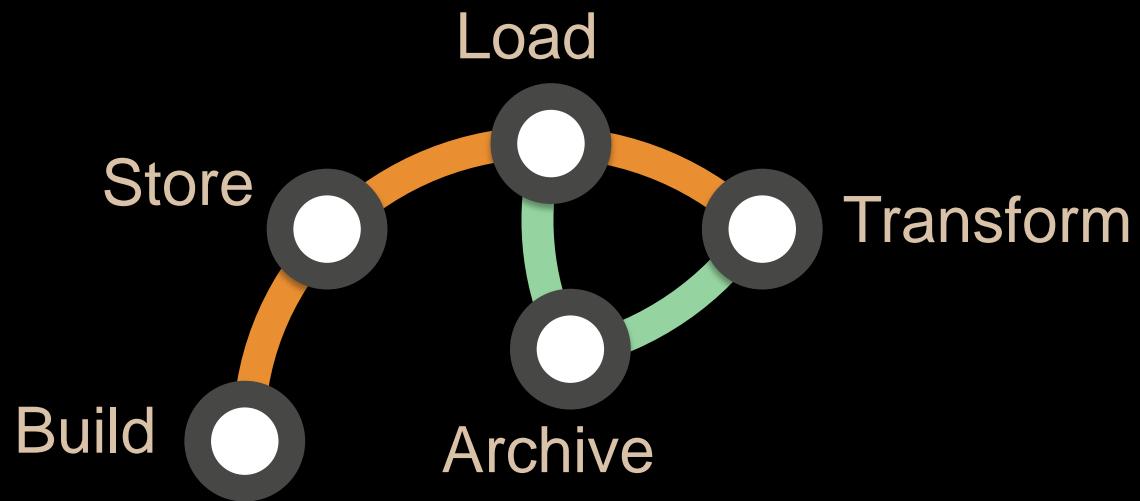
With S3 Lifecycle Management

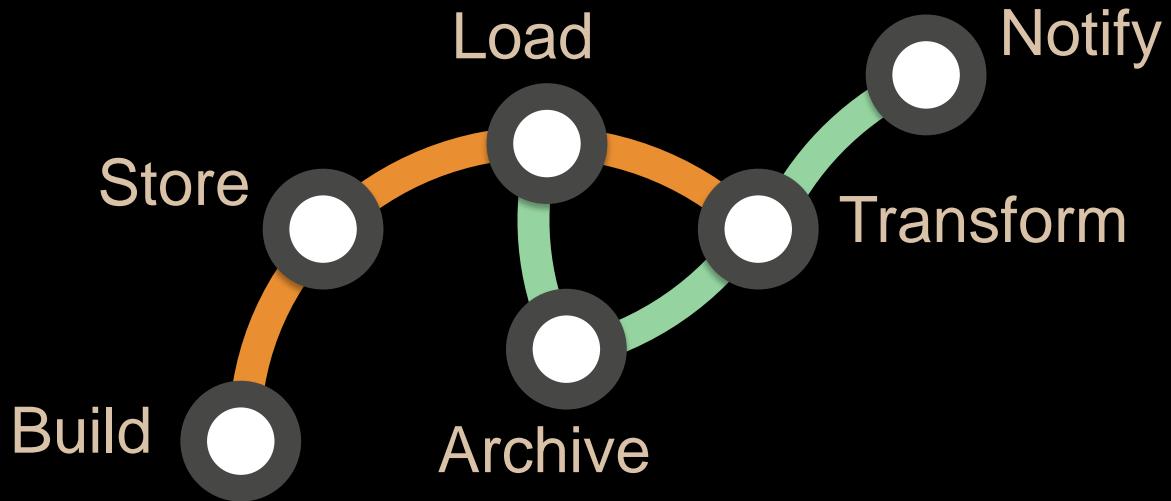


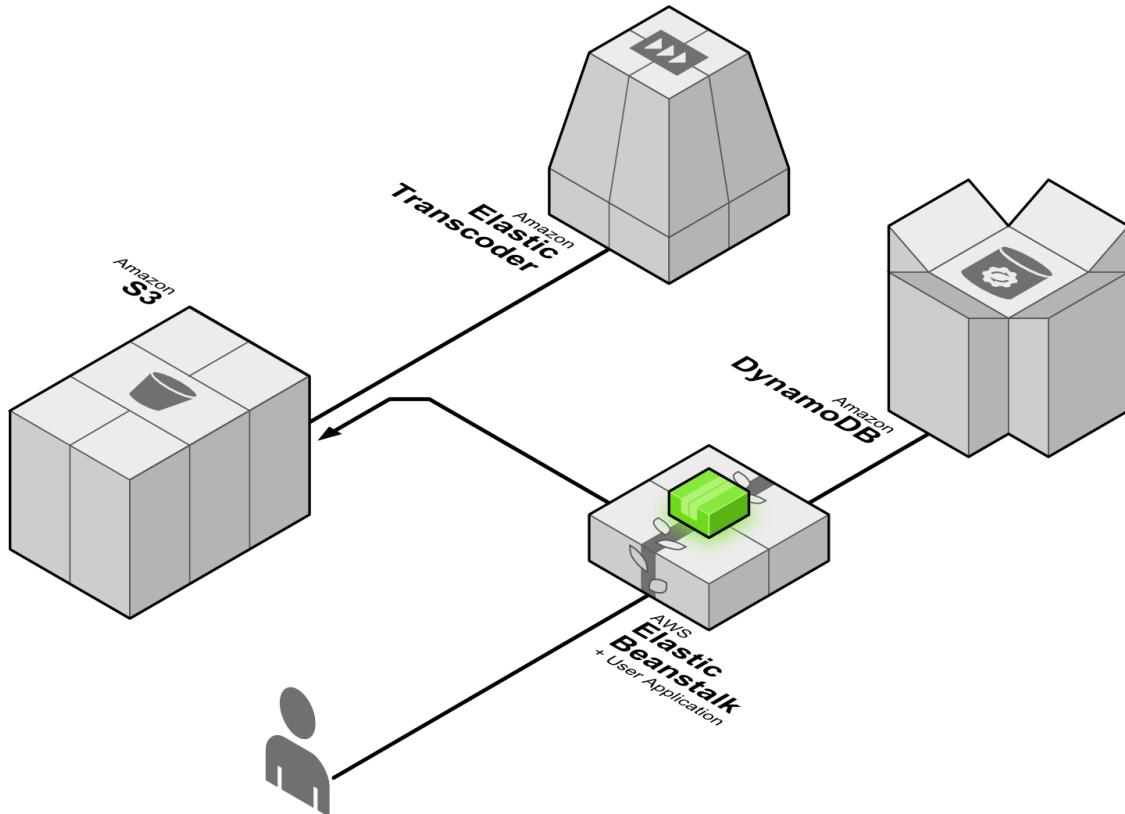
1. Store my object on S3
2. After 30 days, move it to Glacier
3. I need it again, restore it for 3 days
4. Then it is back to Glacier
5. (Optional) Delete it after 365 days

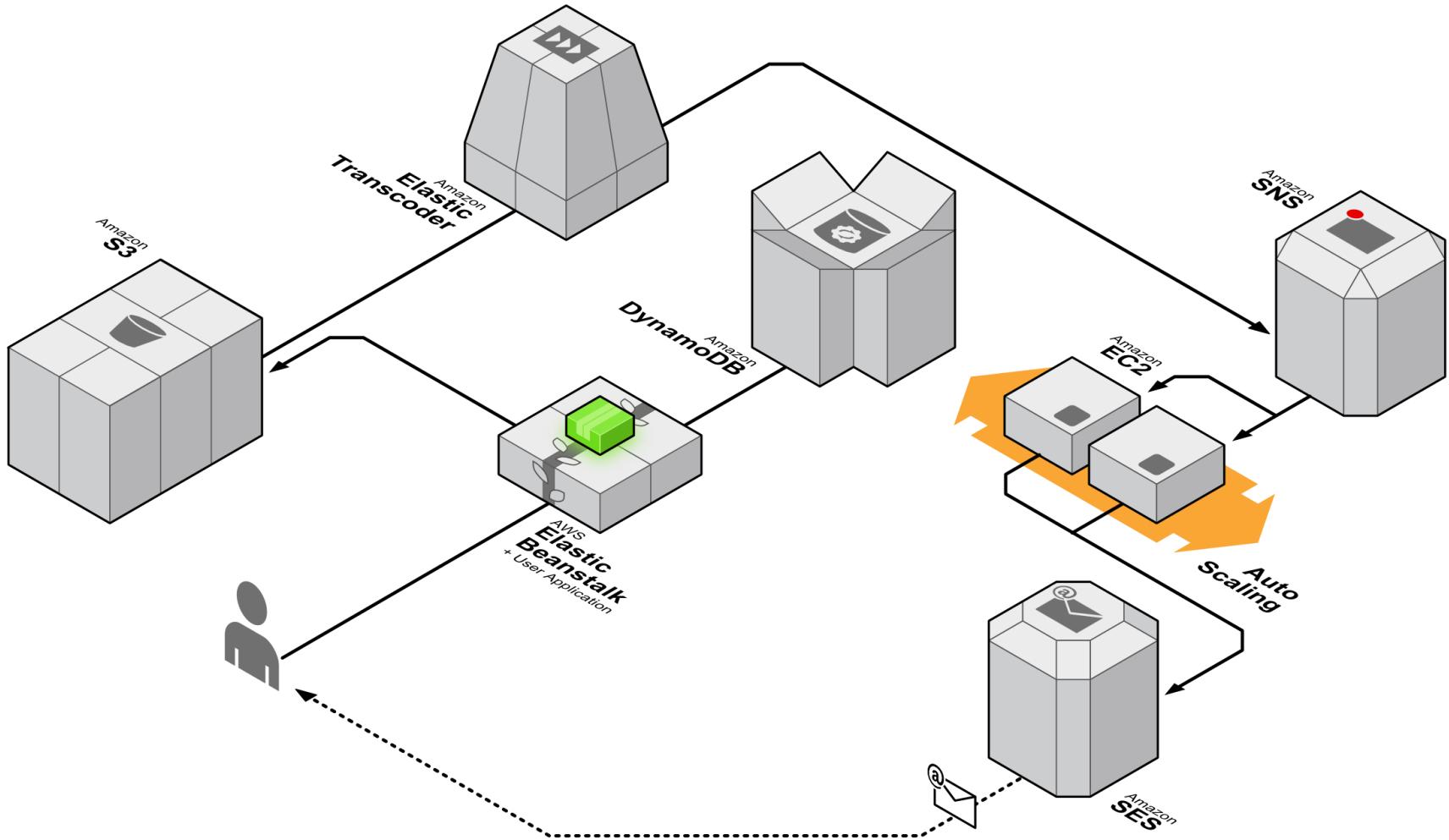














Notify

SNS Endpoints



SNS



HTTP(S)

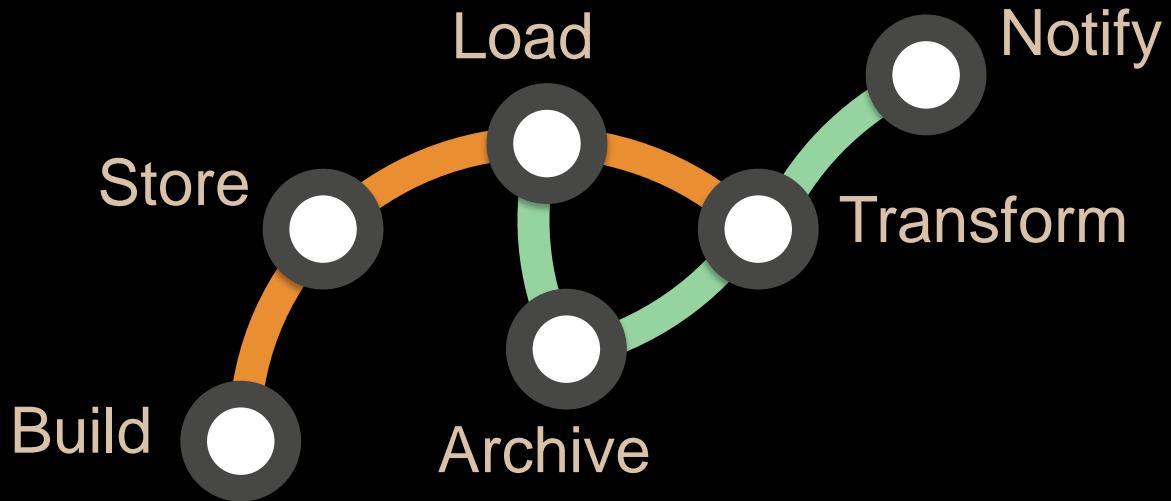
SQS

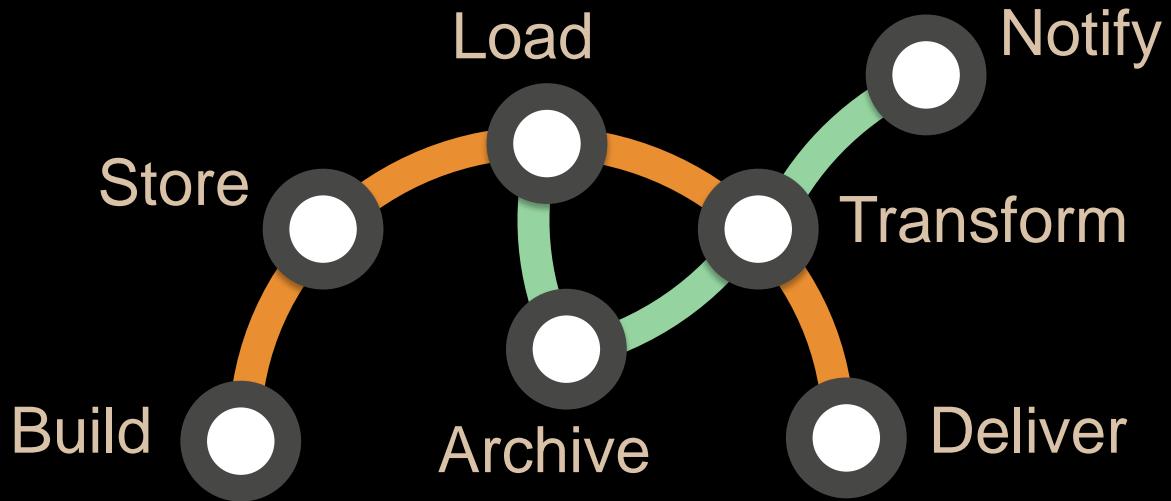
Email

Mobile Push Notification

SMS









Deliver

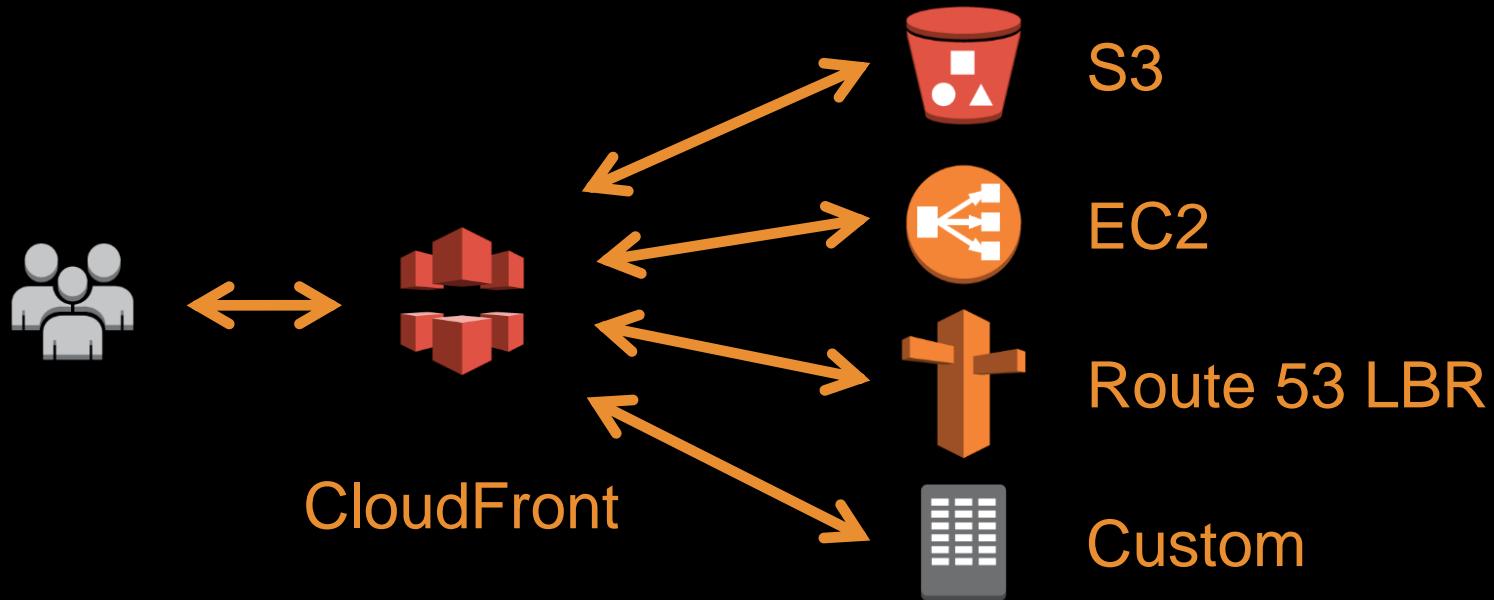
Leverage Edge Locations

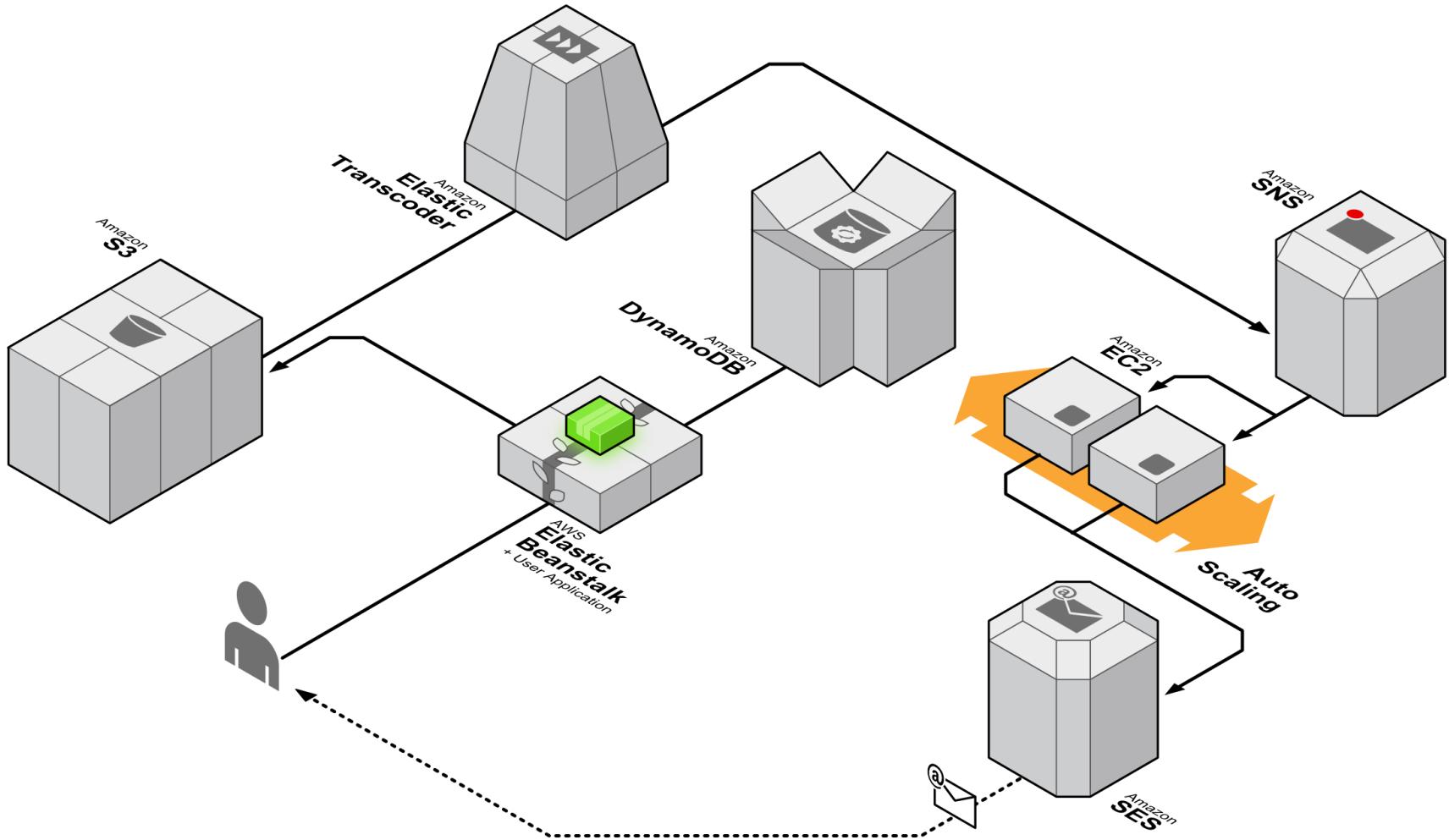


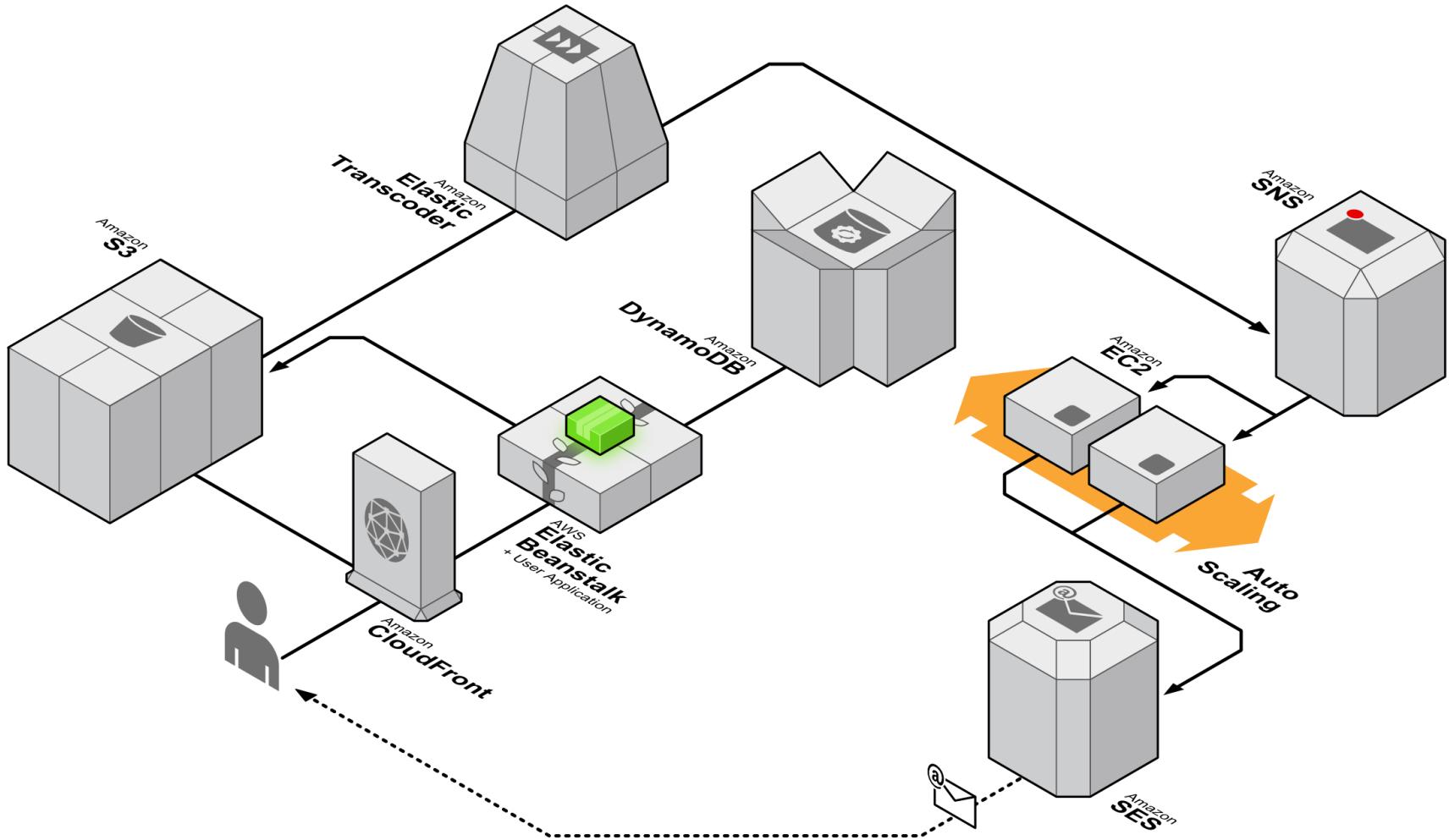


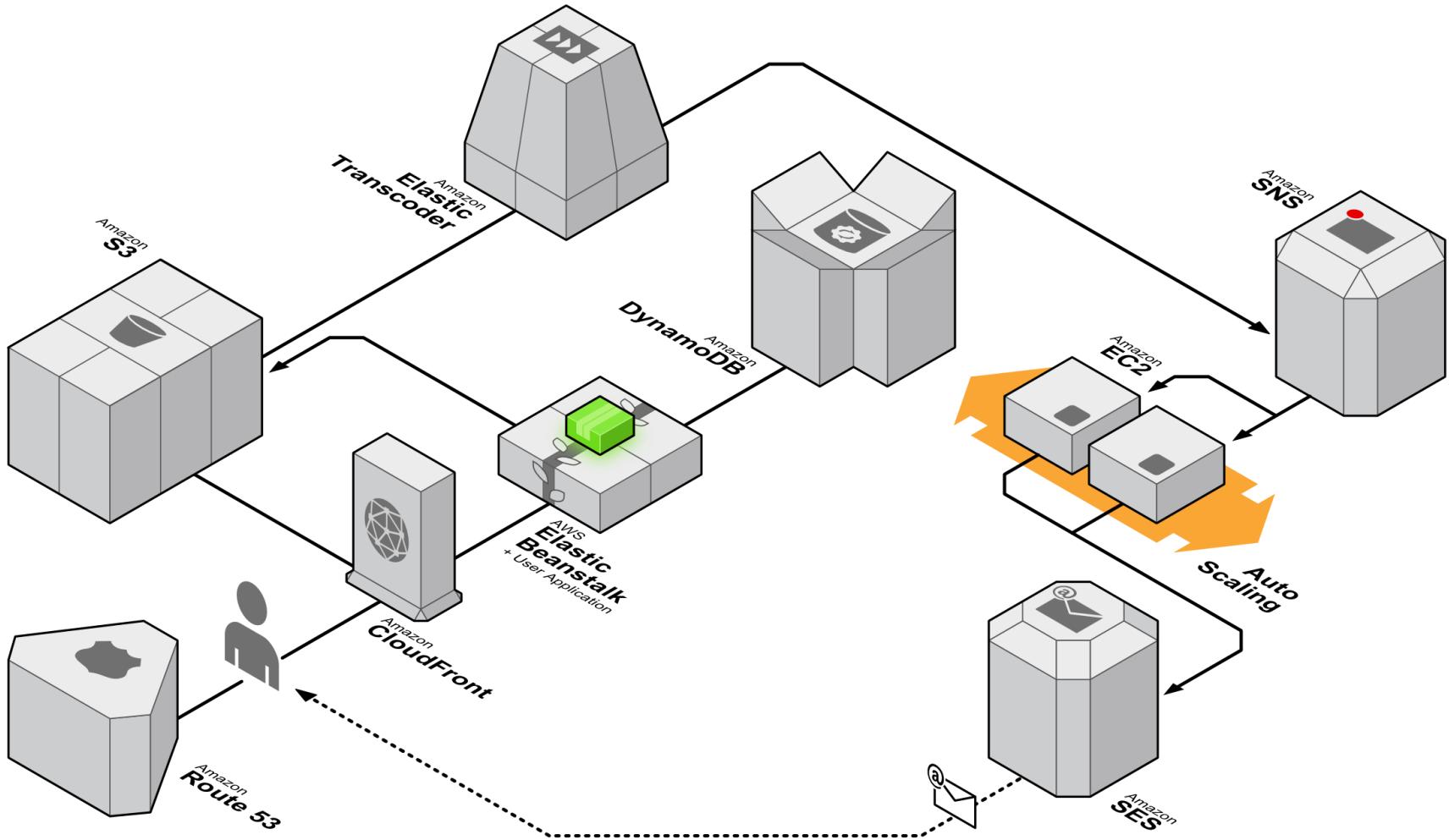
Deliver

From Different Origins









flipboard.com

Get the App Magazines Web Tools Community Support More

Enjoy Flipboard Magazines on the Web

Millions of people use Flipboard to read and collect the news they care about, curating their favorite stories into their own magazines on any topic imaginable. Now magazines created by our readers, from **The Future of Finance** to **Halloween**, can be shared and enjoyed on the Web by anyone, anywhere.

ANDROID APP ON Google play Available on the App Store

Tap or click any cover above or explore more great magazines [here](#).

Case Study

The screenshot shows the PBS website homepage. At the top, there's a navigation bar with links for HOME, TOPICS, VIDEO, TV SCHEDULE, PROGRAMS, DONATE, SHOP, KIDS, PARENTS, and TEACHERS. Below the navigation is a banner for "Tonight on KWSU HDTV: 07:00 p.m. Super Brain With Dr. Rudy 1" with a "More +" link. The main content area features five video thumbnails with play buttons: "A Rising Star: Vicci Martinez", "Up In Smoke: Legalizing marijuana in Washington State", "American Graduate Program", "Ready to Learn", and "Weathering the Storm". Below these thumbnails is a large video player showing a woman's face with a play button. The PBS logo is in the top left corner.

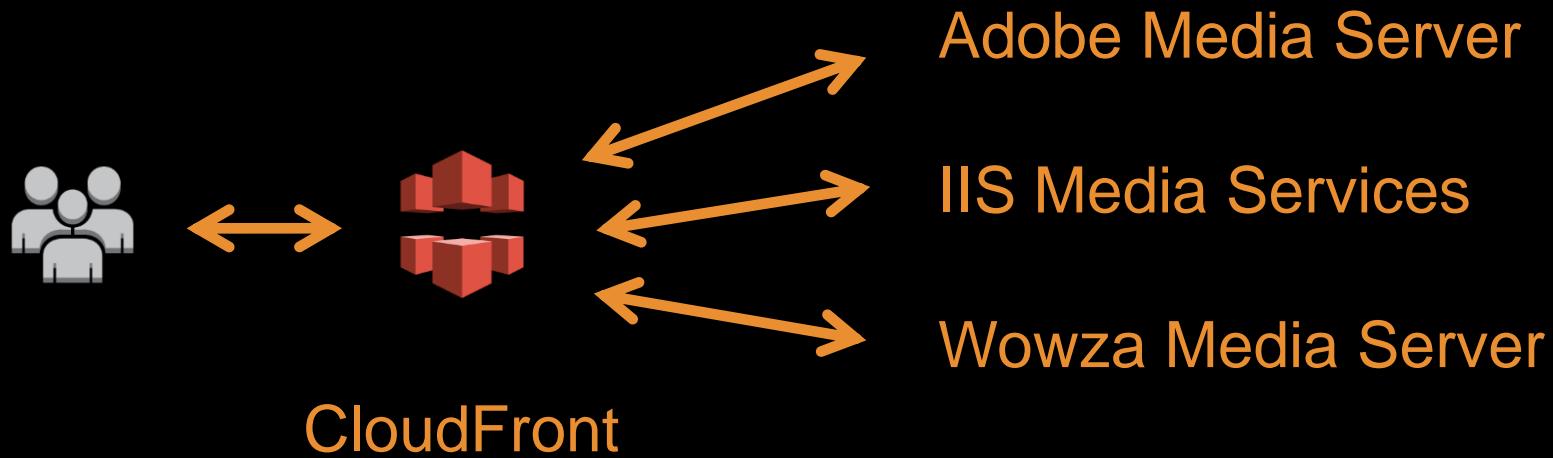
PBS reaches 120 million people through television and over **29 million people online** each month.

...using Amazon CloudFront is so **simple** and **reliable** that the team doesn't have to think about it. It all just works, freeing us to **focus** on building **cool** applications.



Deliver

Live HTTP Streaming Tutorials



Case Study

Amazon AWS, EC2, S3 Video Streaming | Wowza Media Systems

www.wowza.com/pricing/ec2-streaming

Reader

WOWZA
MEDIA SYSTEMS

Media Server AddOns Demo Pricing Downloads Support Free Trial Buy Now

Wowza on AWS

Two Convenient Options

Bring Your Own License DevPay License

Feedback



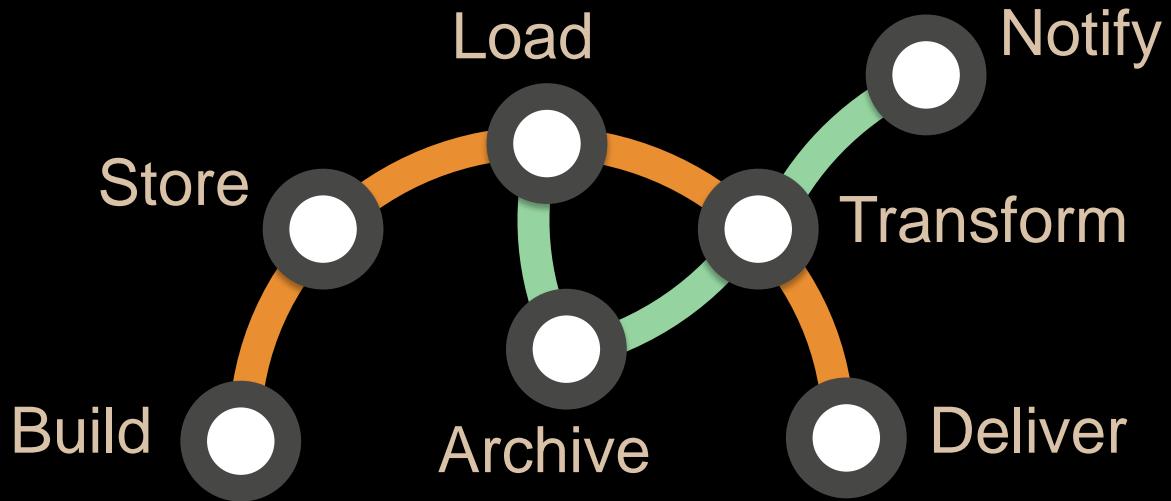
Benefits

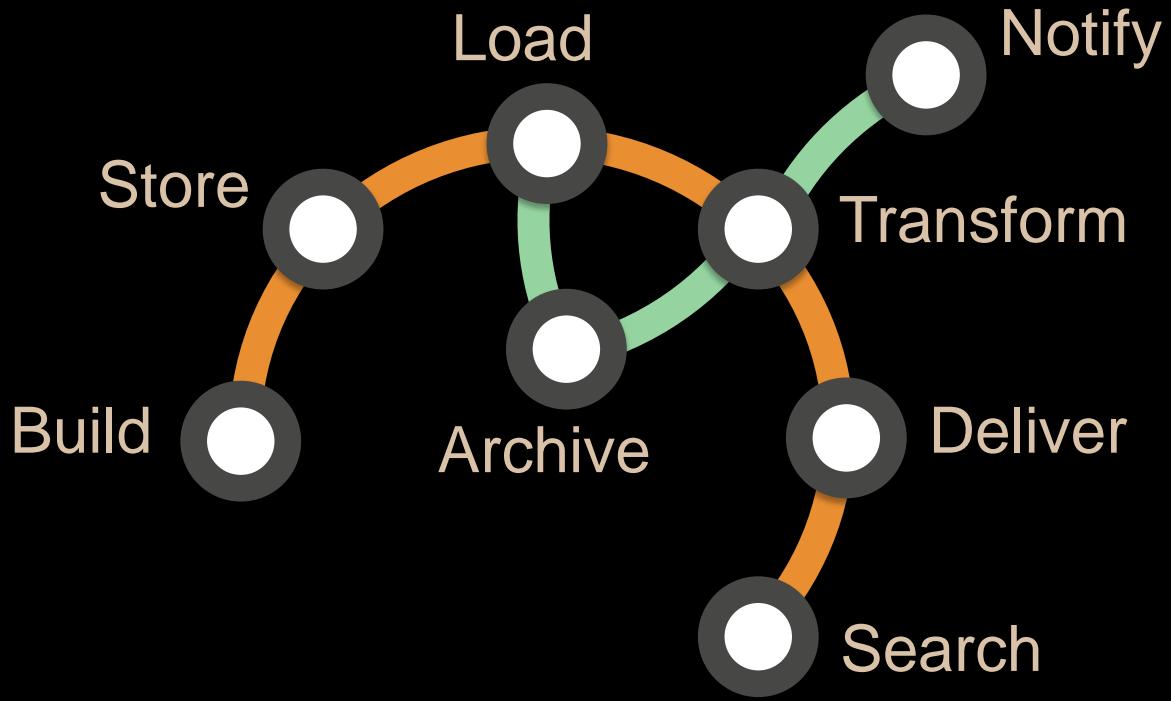
We provide Amazon Machine Images with pre-configured versions of Wowza Media Server 3 that are ready to start through the Amazon Web Services (AWS) Management Console.

- 1 Economical**
No up-front capital investment. Pay for what you use and enjoy free upgrades.
- 2 Flexible**
Supports two licensing models on Amazon EC2 with the ability to select the licensing model on a per-instance basis.
- 3 Scalable**
With no minimum requirements on server instances you can quickly scale up or down as needed.

Since launching Wowza Pro on Amazon EC2 ... hundreds of users have signed up and **our revenue** for Wowza Pro has **increased** by more than 400 percent in just 6 months.









Firefox ▾

Amazon.com: arduino: Electronics

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=arduino#ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=ardu

Father's Day is June 17
Sponsored by Bosch Tools [Shop now](#)

amazon Conde's Amazon.com | Today's Deals | Gift Cards | Help

Shop by Department ▾ Search Electronics arduino starter kit Go Hello, Conde Your Account Cart Wish List

All Electronics Brands Best Sellers Audio & Home Theater Camera & Photo Car Electronics & GPS Cell Phones & Accessories Computers MP3 Players TV & Video

Department < Any Department

Electronics

Computers & Accessories (23)

Accessories & Supplies (4)

Camera & Photo (1)

International Shipping (What's this?)

AmazonGlobal Eligible

Shipping Option (What's this?)

Free Super Saver Shipping

Brand

Newsite (1)

SparkFun (5)

NKC Electronics (4)

CanaKit (3)

Arduino (8)

hacktronics (2)

microtivity (5)

[See more...](#)

Avg. Customer Review

 & Up (25)

 & Up (30)

 & Up (31)

 & Up (31)

Electronics > "arduino starter kit"

Related Searches: [arduino](#), [arduino kit](#), [arduino uno](#).

Showing 1 - 24 of 37 Results Sort by Relevance

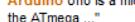
1. 

2. 

3. 

1. **Arduino Uno Rev 3 Starter Kit -- 3' USB Cable -- Solderless Breadboard -- 65 Jumper Wires -- Breadboard Holder**
[Buy new: \\$36.99](#)
[4 new from \\$36.99](#)
In stock on June 6, 2012
 (31)
Eligible for FREE Super Saver Shipping.
Product Description -- "... Overview The **Arduino** Uno is a microcontroller board based on the ATmega..."
Only 4 left in stock - order soon.

2. **Sparkfun Inventor's Kit, a professional kit for Arduino, with retail case**
[Buy new: \\$99.95](#)
[3 new from \\$99.95](#)
Get it by **Tuesday, Jun 5** if you order in the next **23 hours** and choose one-day shipping.
Only 17 left in stock - order soon.
 (9)
Eligible for FREE Super Saver Shipping.
Product Description -- "... simple recombinations. Kit includes: **Arduino** Uno (SMD ATmega328 ..." Description: The **Arduino** Starter Kit is a great raw parts re..."

3. **Sparkfun Starter Kit for Arduino - Flex**
[Buy new: \\$59.95](#)
[2 new from \\$59.95](#)
Get it by **Tuesday, Jun 5** if you order in the next **2 hours** and choose one-day shipping.
Only 17 left in stock - order soon.
 (5)
Eligible for FREE Super Saver Shipping.
Product Description -- "... DEV-10174 Description: The **Arduino** Starter Kit is a great raw parts re..."

Firefox ▾

Amazon.com: arduino: Electronics

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=arduino#ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=ardu

amazon Conde's Amazon.com | Today's Deals | Gift Cards | Help

Shop by Department ▾

Search Electronics arduino starter kit Go

All Electronics Brands Best Sellers Audio & Home Theater Camera & Photo Car Electronics & GPS Cell Phones

Department

< Any Department

Electronics

Computers & Accessories (23)

Accessories & Supplies (4)

Camera & Photo (1)

International Shipping (What's this?)

AmazonGlobal Eligible

Shipping Option (What's this?)

Free Super Saver Shipping

Brand

Newsite (1)

SparkFun (5)

NKC Electronics (4)

CanaKit (3)

Arduino (8)

hacktronics (2)

microtivity (5)

› See more...

Avg. Customer Review

★★★★★ & Up (25)

★★★★☆ & Up (30)

★★★☆☆ & Up (31)

★★☆☆☆ & Up (31)

Electronics > "arduino starter kit"

Related Searches: arduino, arduino kit, arduino uno.

Showing 1 - 24 of 37 Results

Sort by Relevance

1.  Arduino Uno Rev 3 Starter Kit -- 3' USB Cable -- Solderless Breadboard -- 65 Jumper Wires -- Breadboard Holder
Buy new: \$36.99
4 new from \$36.99
In stock on June 6, 2012
★★★★★ (31)
Eligible for FREE Super Saver Shipping.
Product Description – "... Overview The Arduino Uno is a microcontroller board based on the ATmega..."

2.  Sparkfun Inventor's Kit, a professional kit for Arduino, with retail case
Buy new: \$99.95
3 new from \$99.95
Get it by Wednesday, Jun 6 if you order in the next 23 hours and choose one-day shipping.
Only 4 left in stock - order soon.
★★★★★ (9)
Eligible for FREE Super Saver Shipping.
Product Description – "... simple recombinations. Kit includes: Arduino Uno USB (SMD ATmega328 ..."

3.  Sparkfun Starter Kit for Arduino - Flex
Buy new: \$59.95
2 new from \$59.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
Only 17 left in stock - order soon.
★★★★★ (5)
Eligible for FREE Super Saver Shipping.
Product Description – "... DEV-10174 Description: The Arduino Starter Kit is a great raw parts re..."

Relevance & Ranking

Firefox ▾

Amazon.com: arduino: Electronics

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=arduino#ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=ardu

Father's Day is June 17
Sponsored by Bosch Tools [Shop now](#)

ama

Faceting

Gift Cards | Help

Shop by Department

All Electronics [Br](#)

Department

< Any Department

Electronics

Computers & Accessories (23)

Accessories & Supplies (4)

Camera & Photo (1)

International Shipping [\(What's this?\)](#)

AmazonGlobal Eligible

Shipping Option [\(What's this?\)](#)

Free Super Saver Shipping

Brand

Newsite (1)

SparkFun (5)

NKC Electronics (4)

CanaKit (3)

Arduino (8)

hacktronics (2)

microtivity (5)

[See more...](#)

Avg. Customer Review

 & Up (25)

 & Up (30)

 & Up (31)

 & Up (31)

Faceting

Sellers Audio & Home Theater Camera & Photo Car Electronics & GPS Cell Phones & Accessories Computers MP3 Players TV & Video

Go

Hello, Conde Your Account Cart Wish List

Electronics > "arduino starter kit"

Related Searches: [arduino](#), [arduino kit](#), [arduino uno](#).

Showing 1 - 24 of 37 Results Sort by Relevance

1. 

2. 

3. 

Arduino Uno Rev 3 Starter Kit -- 3' USB Cable -- Solderless Breadboard -- 65 Jumper Wires -- Breadboard Holder

[Buy new: \\$36.99](#)
[4 new from \\$36.99](#)

In stock on June 6, 2012

 (31)

Eligible for FREE Super Saver Shipping.

Product Description - "... Overview The Arduino Uno is a microcontroller board based on the ATmega ..."

Sparkfun Inventor's Kit, a professional kit for Arduino, with retail case

[Buy new: \\$99.95](#)
[3 new from \\$99.95](#)

Get it by **Tuesday, Jun 5** if you order in the next **23 hours** and choose one-day shipping.

Only 4 left in stock - order soon.

 (9)

Eligible for FREE Super Saver Shipping.

Product Description - "... simple recombinations. Kit includes: Arduino Uno (SMD ATmega328 ..."

Sparkfun Starter Kit for Arduino - Flex

[Buy new: \\$59.95](#)
[2 new from \\$59.95](#)

Get it by **Tuesday, Jun 5** if you order in the next **2 hours** and choose one-day shipping.

Only 17 left in stock - order soon.

 (5)

Eligible for FREE Super Saver Shipping.

Product Description - "... DEV-10174 Description: The Arduino Starter Kit is a great raw parts re ..."

Firefox ▾

Amazon.com: arduino: Electronics

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=arduino#ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=ardu

CanaKit (3)
Arduino (8)
hacktronics (2)
microtivity (5)
See more...

Avg. Customer Rating
4.5 stars & 1,000+ reviews
4.5 stars & 1,000+ reviews
4.5 stars & 1,000+ reviews
4.5 stars & 1,000+ reviews

Condition
New (37)
Used (6)

Price
Under \$25 (20)
\$25 to \$50 (11)
\$50 to \$100 (6)
 to GO

Seller
CanaKit (18)
NKC Electronics (8)
Technical Wizards (7)
Kennymarket (6)
microtivity (5)
hacktronics (4)
365buying (3)
See more...

Availability
Include Out of Stock

Listmania!

Range Searching

Buy new: \$36.99
4 new from \$36.99
In stock on June 6, 2012
4.5 stars (31)

Buy new: \$39.95
3 new from \$99.95
Get it by Wednesday, Jun 6 if you order in the next 23 hours and choose one-day shipping.
Only 4 left in stock - order soon.
4.5 stars (9)
Eligible for FREE Super Saver Shipping.
Product Description - "... simple recombinations. Kit includes: Arduino Uno USB (SMD ATmega328 ..."

2 new from \$59.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
Only 17 left in stock - order soon.
4.5 stars (5)
Eligible for FREE Super Saver Shipping.
Product Description - "... DEV-10174 Description: The Arduino Starter Kit is a great raw parts re ..."

5. 
6. 

Electronic Parts for Getting Started With Arduino book (BOOK NOT INCLUDED)
Buy new: \$12.95
2 new from \$10.99
Get it by Wednesday, Jun 6 if you order in the next 23 hours and choose one-day shipping.
Only 9 left in stock - order soon.
4.5 stars (10)
Eligible for FREE Super Saver Shipping.

SparkFun Inventor's Kit for Arduino with Retail Case
Buy new: \$99.95
3 new from \$99.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
Only 15 left in stock - order soon.
4.5 stars (11)
Eligible for FREE Super Saver Shipping.
Product Description - "SparkFun Inventor's Kit for Arduino with Retail Case"

7. 
8. 
9. 

Firefox ▾

Amazon.com: arduino: Electronics

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=arduino#ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=ardu

CanaKit (3)
Arduino (8)
hacktronics (2)
microtivity (5)
See more...

Avg. Customer Review
★★★★★ & Up (25)
★★★★☆ & Up (30)
★★★★☆ & Up (31)
★★★★☆ & Up (31)

Condition
New (37)
Used (6)

Price
Under \$25
\$25 to \$50
\$50 to \$100
\$ to \$

Seller
CanaKit (18)
NKC Electronics (8)
Technical Wizards (7)
Kennymarket (6)
microtivity (5)
hacktronics (4)
365buying (3)
See more...

Availability
Include Out of Stock

Listmania!

Field Searching

Buy new: \$36.99
4 new from \$36.99
In stock on June 6, 2012
★★★★★ (31)
Eligible for FREE Super Saver Shipping.
Product Description – ... Overview The Arduino Uno is a microcontroller board based on the ATmega ...

Buy new: \$39.95
3 new from \$99.95
Get it by Wednesday, Jun 6 if you order in the next 23 hours and choose one-day shipping.
Only 4 left in stock - order soon.
★★★★★ (9)
Eligible for FREE Super Saver Shipping.
Product Description – ... simple recombinations. Kit includes: Arduino Uno USB (SMD ATmega328 ..."

2 new from \$59.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
Only 17 left in stock - order soon.
★★★★★ (5)
Eligible for FREE Super Saver Shipping.
Product Description – ... DEV-10174 Description: The Arduino Starter Kit is a great raw parts re ..."

4.

5. 

6. 

7. 

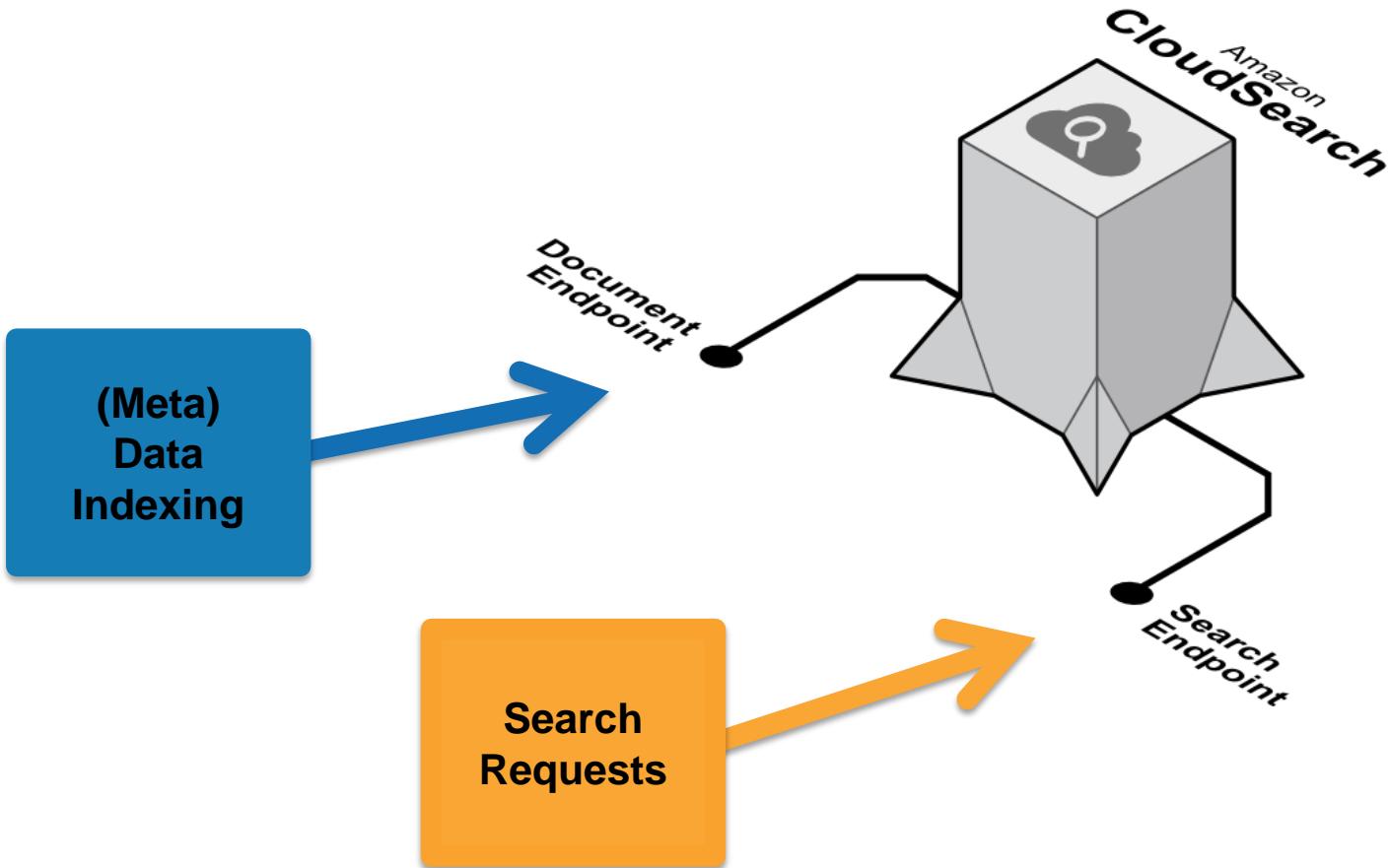
8. 

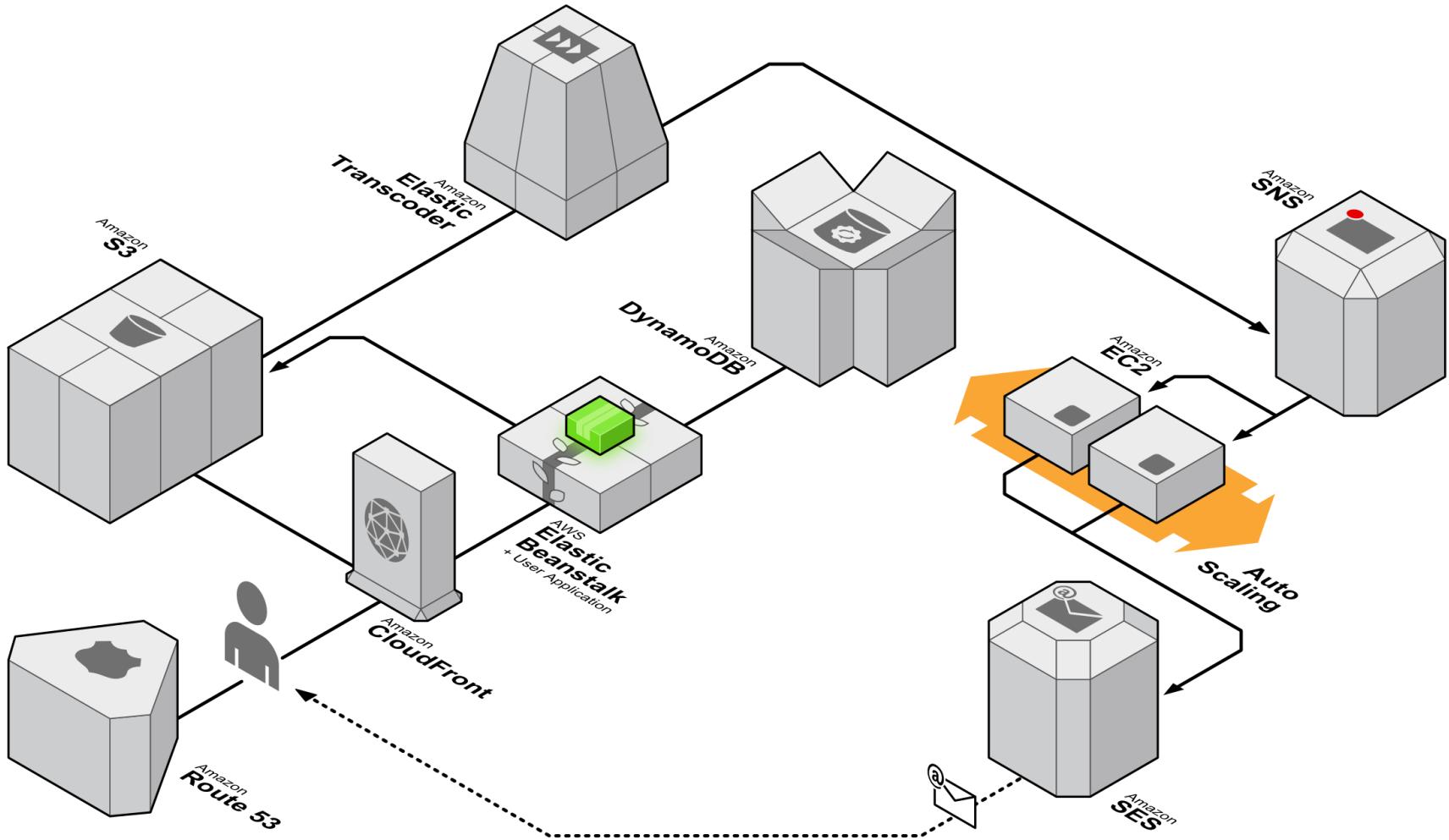
9. 

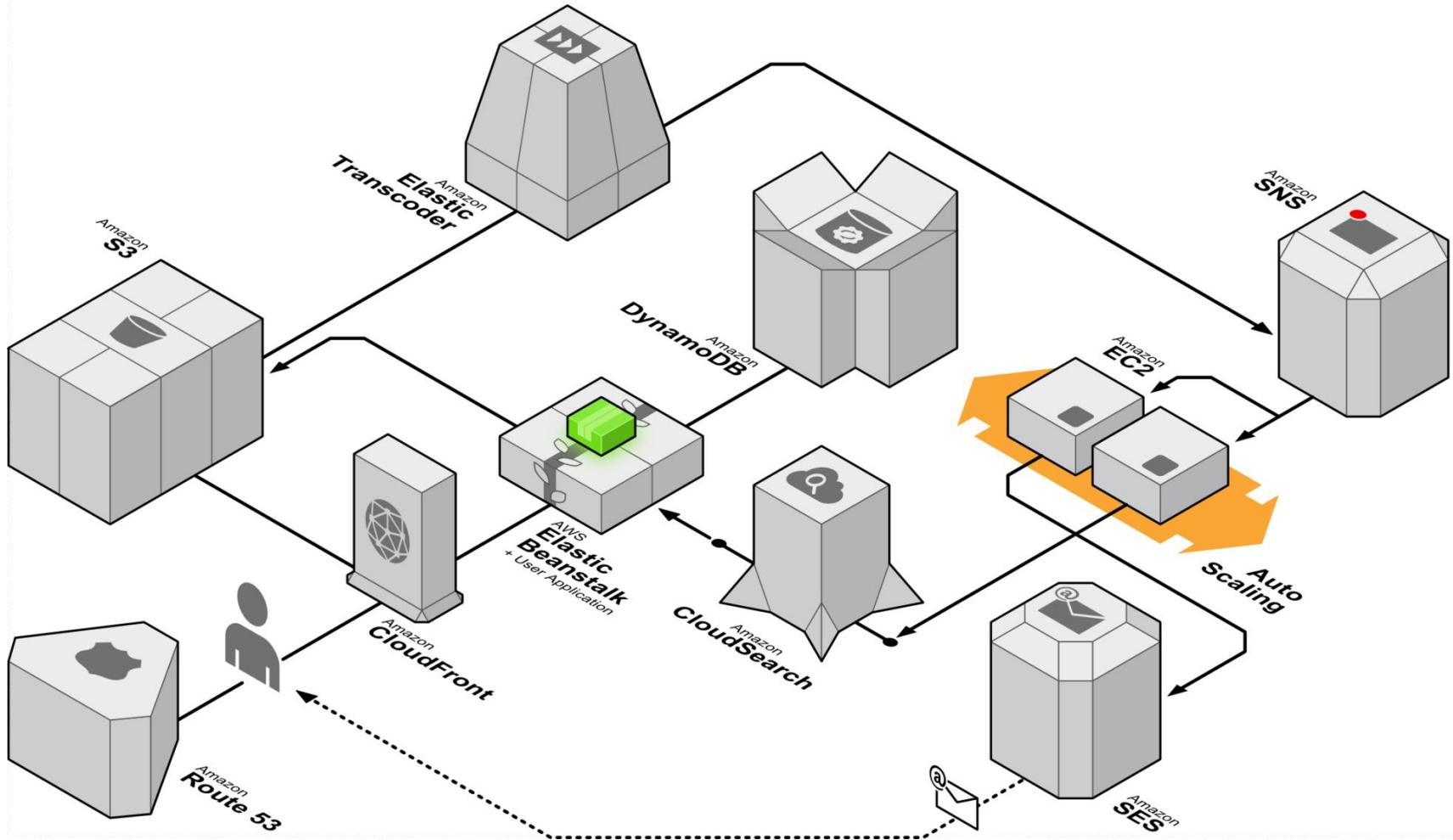
Electronic Parts for Getting Started With Arduino book (BOOK NOT INCLUDED)
Buy new: \$12.95
2 new from \$10.99
Get it by Wednesday, Jun 6 if you order in the next 23 hours and choose one-day shipping.
Only 9 left in stock - order soon.
★★★★★ (10)
Eligible for FREE Super Saver Shipping.
Product Description – "SparkFun Inventor's Kit for Arduino with Retail Case"

SparkFun Inventor's Kit for Arduino with Retail Case
Buy new: \$99.95
3 new from \$99.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
Only 15 left in stock - order soon.
★★★★★ (11)
Eligible for FREE Super Saver Shipping.
Product Description – "SparkFun Inventor's Kit for Arduino with Retail Case"

Arduino UNO board
Buy new: \$30.95 \$21.95
7 new from \$21.95
Get it by Tuesday, Jun 5 if you order in the next 2 hours and choose one-day shipping.
★★★★★ (75)
Eligible for FREE Super Saver Shipping.







SmugMug 

duomo milan | SmugMug Search

www.smugmug.com/search/?q=duomo+milano&c=photos#q=duomo+milan

Photo Sharing Login search... ?

SmugMug 

duomo milan  REFINE RESULTS 

PHOTOS GALLERIES VIDEOS PEOPLE PHOTOS+VIDEOS

1,750 images Sort by: PhotoRank



duomo milan | SmugMug Search

www.smugmug.com/search/?q=duomo+milano&c=photos#q=duomo+milan

Photo Sharing Login search... ?

SmugMug 

duomo milan  REFINE RESULTS

PHOTOS GALLERIES VIDEOS PEOPLE PHOTOS+VIDEOS

1,750 images



Refine Results 

CAMERA

PHOTO/VIDEO INFO

APERTURE

- f/12 to f/16 (2)
- Above f/16 (1583)

DATE TAKEN

- Today (0)
- This Week (0)
- This Month (1)
- This Year (131)
- Over a year ago (1479)

FORMAT

- JPG (1750)

ISO

- Up to 200 (790)
- 200 to 400 (576)
- 400 to 800 (266)

duomo milan | SmugMug Search

www.smugmug.com/search/?q=duomo+milano&c=photos#q=duomo+milan&f=%7B%22datetime%22%3A%5B%221357027200..1388%7D

Photo Sharing Login search... ?

SmugMug

duomo milan

REFINE RESULTS

PHOTOS GALLERIES VIDEOS PEOPLE PHOTOS+VIDEOS

131 images

Refine Results

CAMERA

PHOTO/VIDEO INFO

APERTURE

- f/12 to f/16 (2)
- Above f/16 (1583)

DATE TAKEN

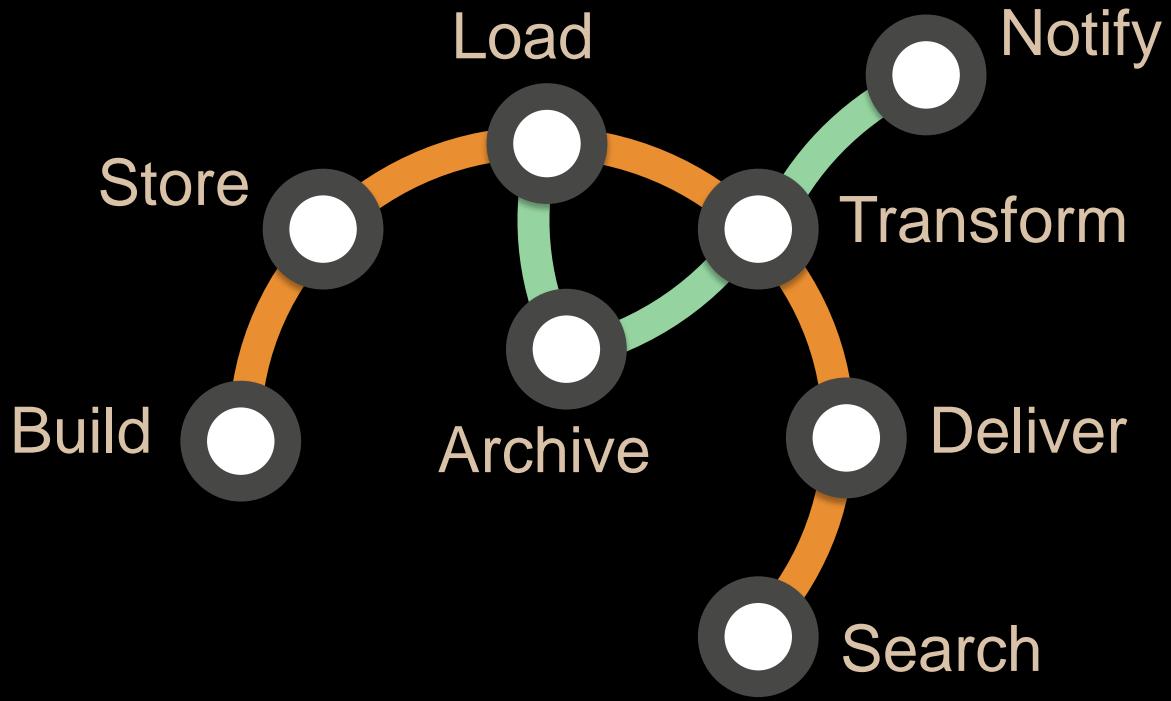
- Today (0)
- This Week (0)
- This Month (1)
- This Year (131) (arrow)
- Over a year ago (0)

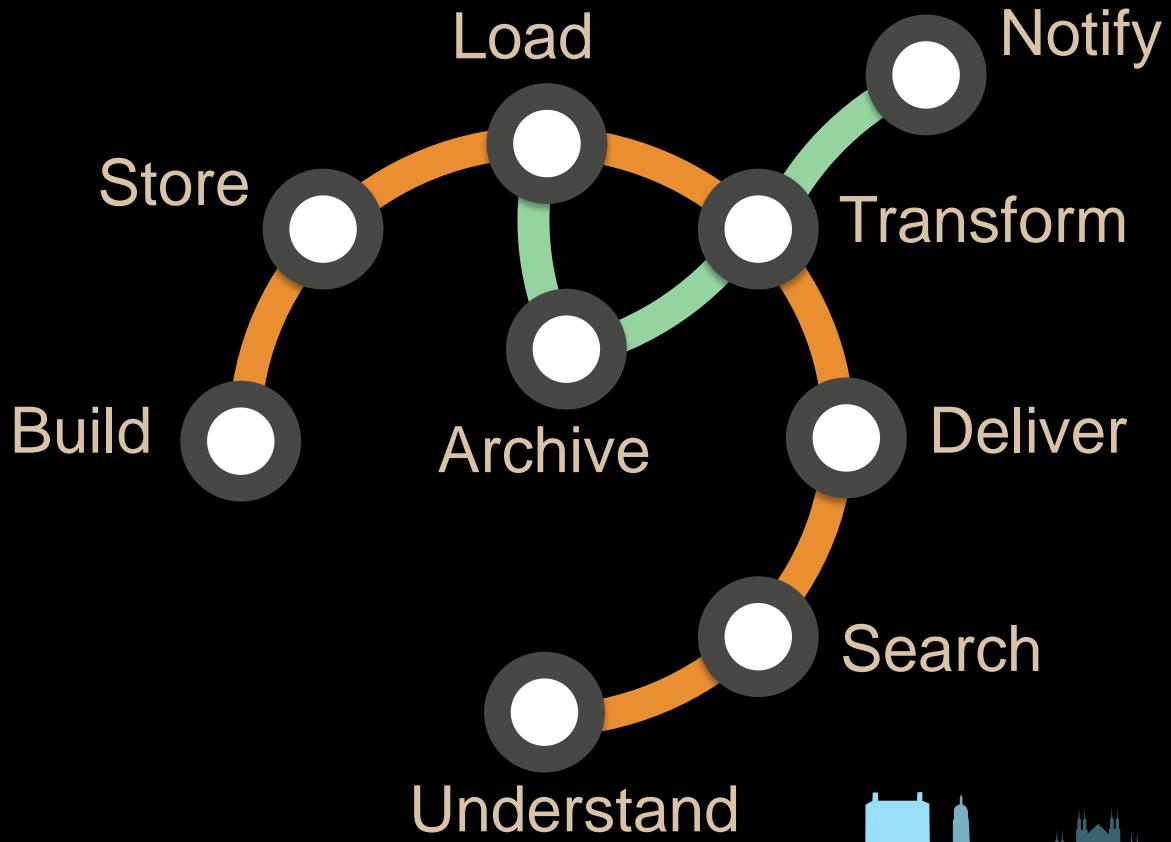
FORMAT

- JPG (1750)

ISO

- Up to 200 (790)
- 200 to 400 (576)
- 400 to 800 (266)

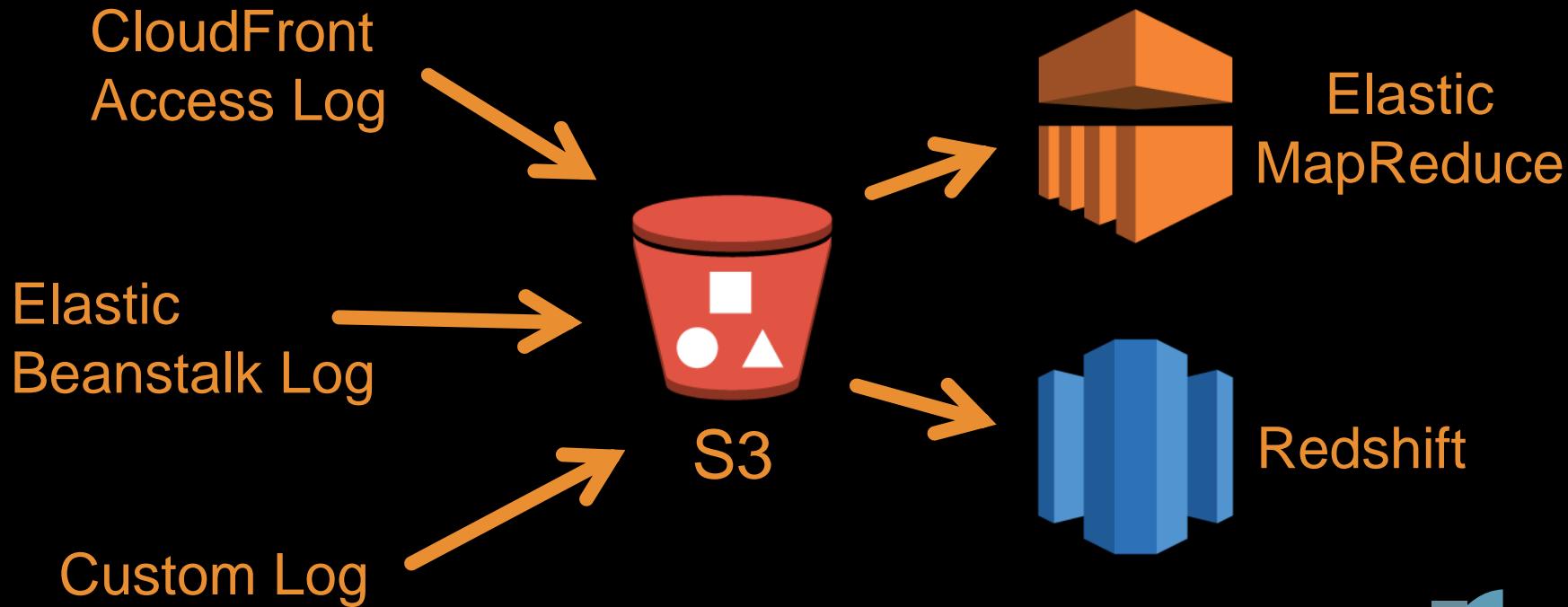






Understand

Analyze Your Data



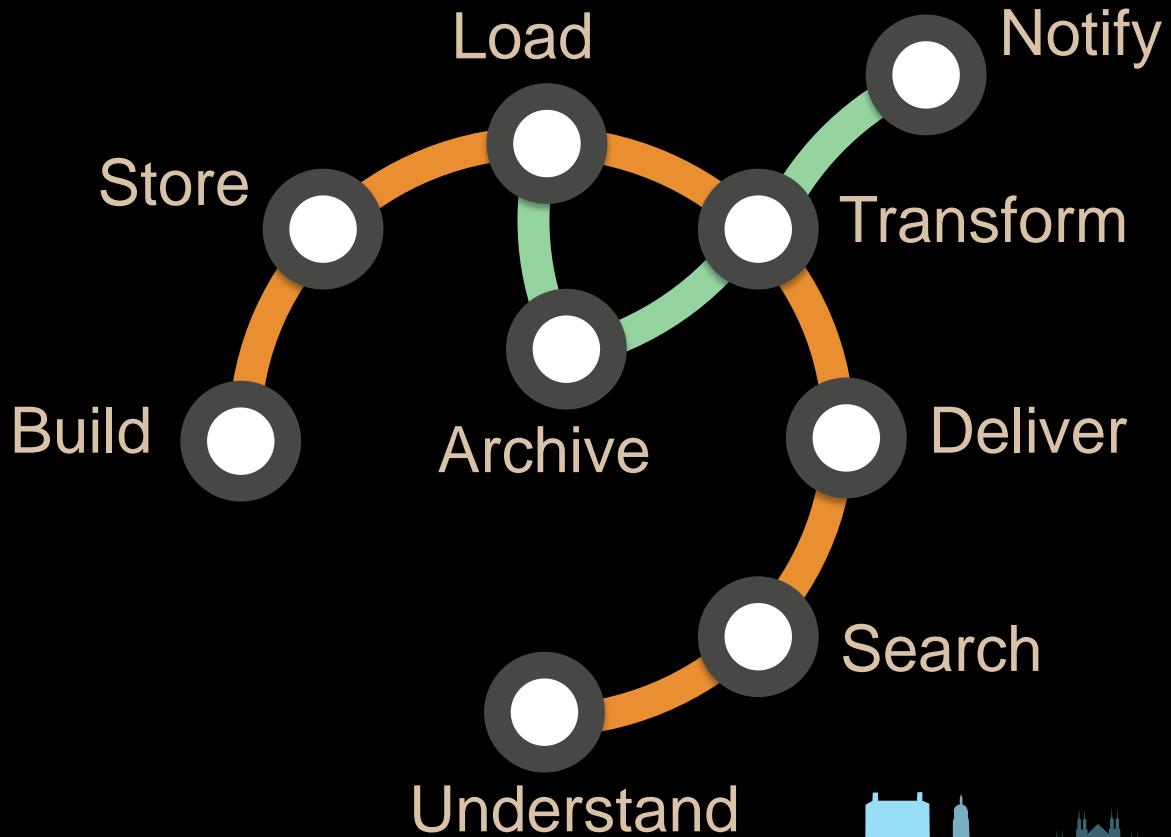


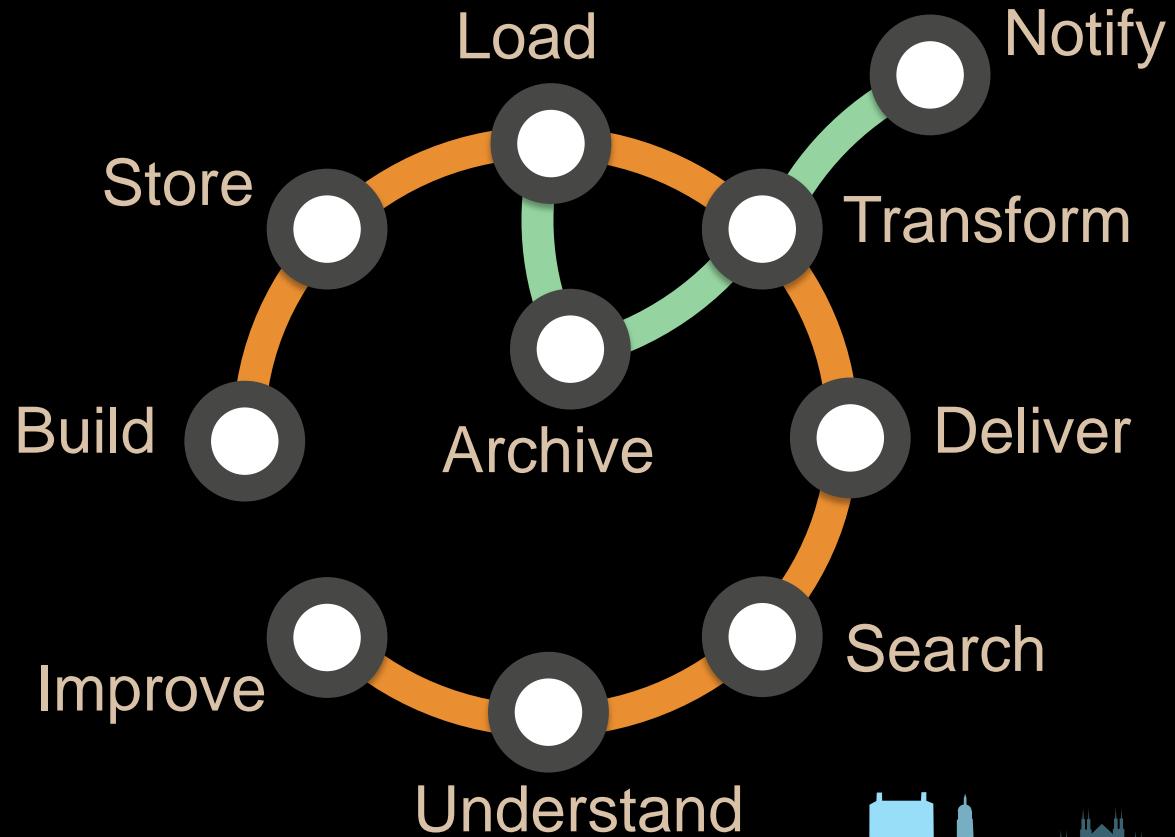
The 5 W's

- { **Who** is it about?
- What** happened?
- When** did it take place?
- Where** did it take place?
- Why** did it happen?



foursquare®

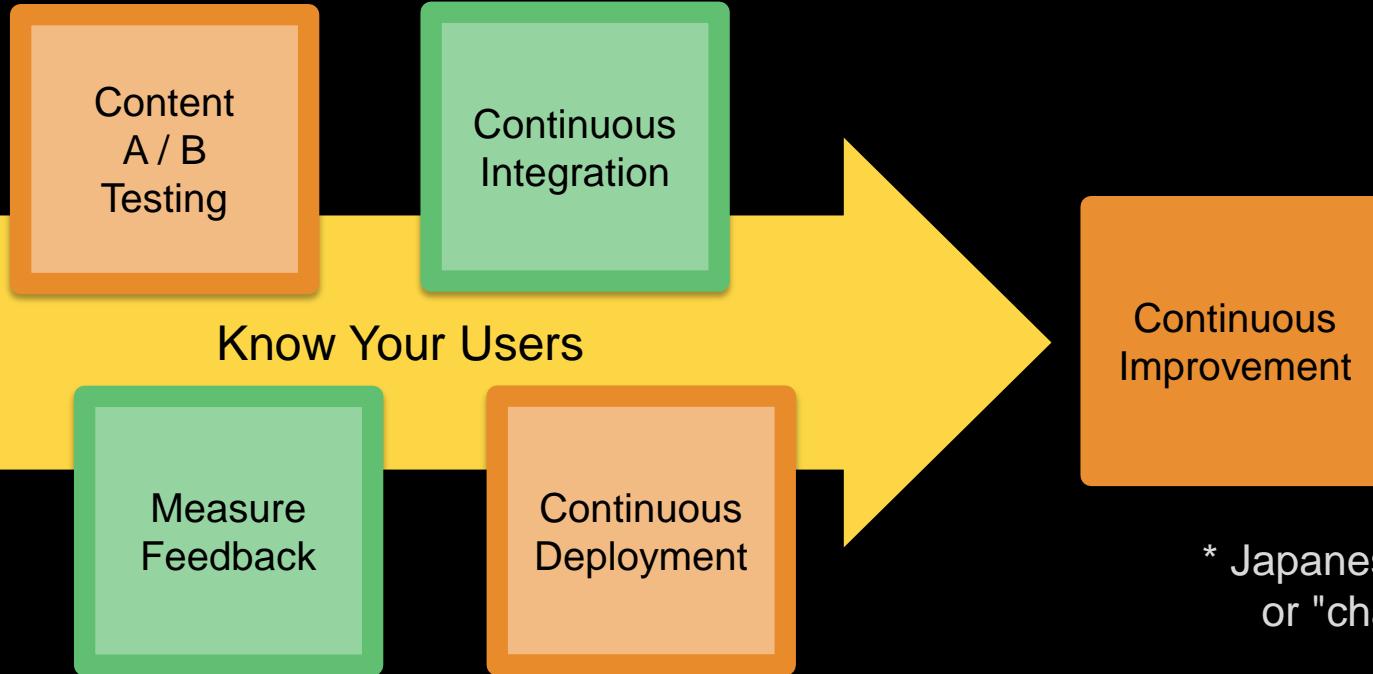






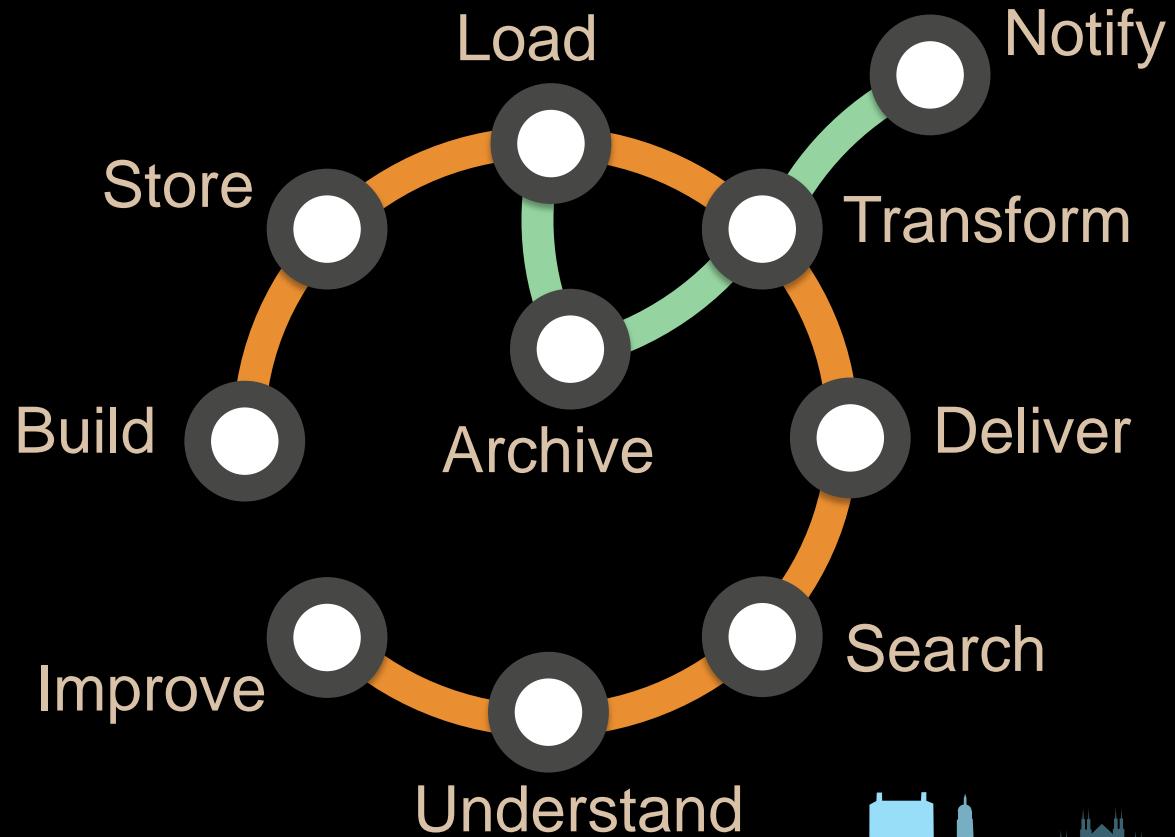
Improve

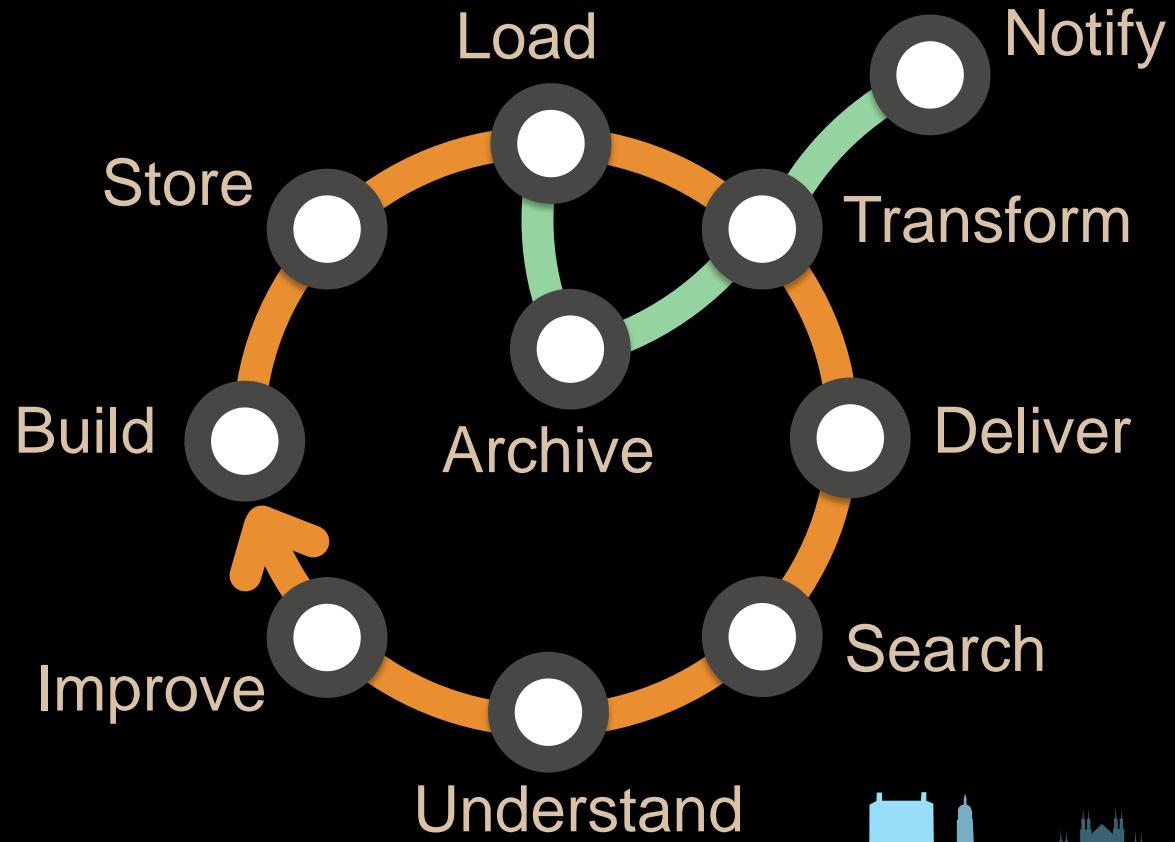
Test Your Content

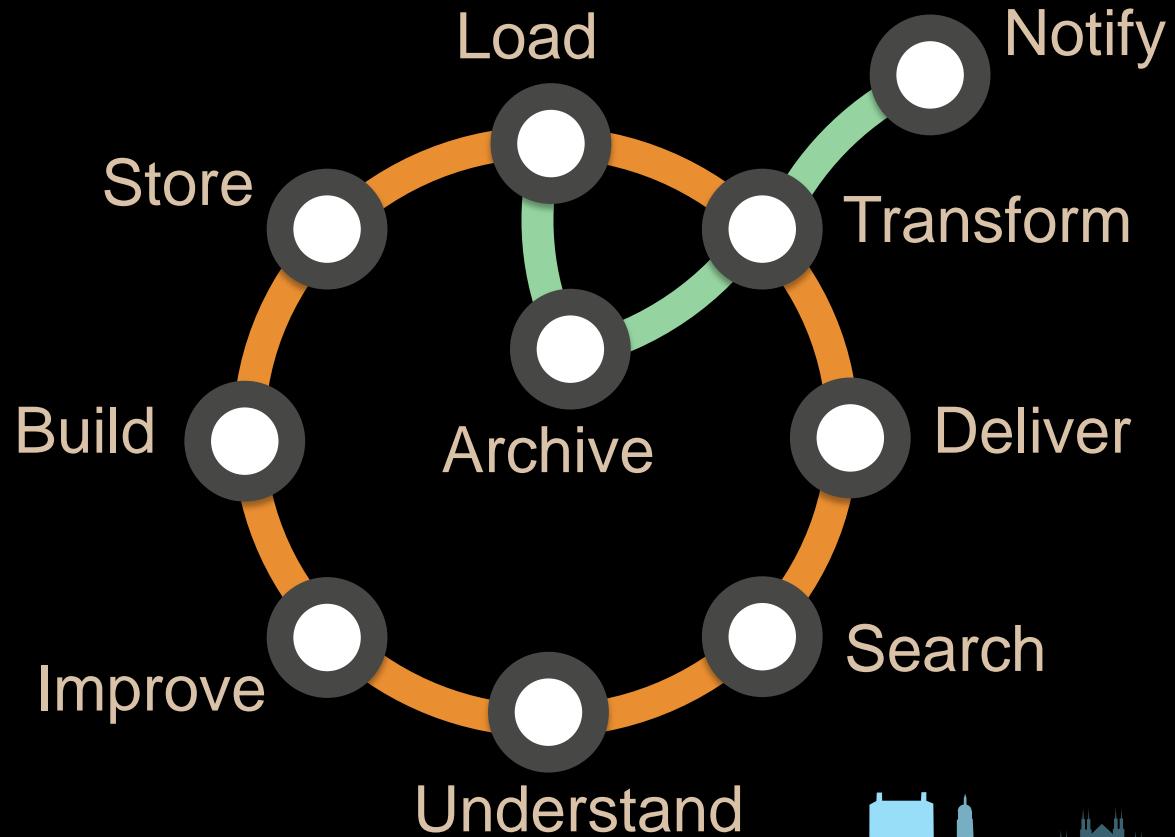


* Japanese for "improvement" or "change for the best"









Load

Notify

Store

Transform

Build

Archive

Deliver

Improve

Search

Understand



Load

Notify

Store

Transform

Build

Archive

Deliver

Improve

Search

Understand





http://commons.wikimedia.org/wiki/File:Lego_bricks.jpg



Canon Digital Platform

Andrea Contarini
Marketing Manager

AWS Milan Summit (31/10/13)

Canon

Canon contribution to the Imaging Industry



1977



1985



1987



1998



2009



2012



1934



1961



1987



1996



2008



2011



2012

The Canon logo, featuring the word "Canon" in its signature blue serif font.

Canon – 75 years of story

- 1937 – Precision Optical Industry Co. Ltd. Was founded
- 1947 – The company is named Canon Camera Co., Inc.
- 1957 – Canon Europe opens in Geneva, becoming the 1^o Canon distributor in Europe
- 1969 – The company is named Canon Inc.
- 1972 – In Germany Canon Giessen GmbHviene is founded: it is the 1^o production site in Europe
- 1988 – ‘kyosei’ philosophy is adopted – “live and work together for the common wealth»
- 1995 – Fujio Mitarai becomes President of Canon Inc.
- 2001 – European HQ in London is settled
- 2007 – 50^o Anniversary of Canon Europe
- 2009 – Main european functions are structured in London HQ
- 2010 – Canon Inc. acquires Océ N.V.
- 2012 – Rokus van Iperen become President and CEO of Canon Europe, Middle East and Africa



共生

Canon

Substain Future Technologies

Costant commitment on research & development,
inspired by evolution



Canon

Main Technologies



Inkjet Print

Emission of microscopic ink drops

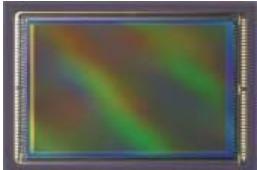


Image Capture

Image processing technologies for lenses and sensors



Electrophotography

For printers and laser multifunction devices



Display

For high quality images with low power consumption



Photolithography

Canon exposure through semiconductors integrates the most innovative optical and precision technologies

Canon Digital Platform:

How we have increased our Business ruling cloud media applications.



Requirements

A new generation of digital communication channels with Customers and Professional Partners

- **User Product Information:** immediately accessible, highly engaging, new store experience
- **Instant Sales Assistance:** supporting Partners with added value contents
- **Secure Extranet Area:** direct sharing and collaboration between Canon & Partners
- **Interactive Live Streaming:** Canon Official Channel (on line, store, corporate)

Strategic requirements

The project had a European interest, therefore Canon added the following strategic requirements:

- **Back Office Management:** no dedicated Team
- **Security:** Canon had to control sharing and distribution of any contents (*where, to whom, when*)
- **Test Period Available:** budget would have been approved after full-feature pilot project
- **Scalability:** the project must have been deliverable to other countries and had to provide high world wide performance

Strategic requirements

The project had a European interest, therefore Canon added the following strategic requirements:

- **Back Office Management:** no dedicated Team
- **Security:** Canon had to control sharing and distribution of any contents (*where, who, when*)
- **Test Period Available:** budget would have been approved after full-feature pilot project
- **Scalability:** the project must have been deliverable to other countries and had to provide high world wide performance

SOLUTION

What we have done



Canon

Canon Digital Platform: key choice factors

The screenshot shows the AWS Marketplace product page for '4ME'. The page includes the following details:

- Title:** 4ME
- Sold by:** New Vision | [See product video](#)
- Description:** New Vision develops 4ME, the new generation Enterprise Content Management: a single solution to manage the whole company digital communication cycle. 4ME enables you to spread all your contents across different channels (websites, social networks, intranet, digital signage, etc), integrating Live Streaming and keeping track of your information from a single, simple dashboard. New Vision believes software solutions can help everyone having an easier and better life by dramatically reducing effort needed to achieve results.
- Customer Rating:** Be the first to review this product
- Delivery Method:** Software as a Service ([Learn more](#))
- Support:** Included, see details below
- Highlights:**
 - 4ME® provides to Content Management with advance DAM integration: upload and dynamic shared folder organization, version control, audit and security, any type of document: video, images, audio, files, etc.
 - Self provisioning Live Streaming, real time push Notifications, native client and mobile app. Exhaustive rights management system with workflow process management, audit control and certified compliance with legal standards.
 - Developers can leverage all features through API, SDK and ready-to-use Widget Library which are available in the App Center Accelerator is the plug-and-play appliance for intranet and LAN acceleration and optimization, live and on demand interchange.
- Pricing Details:** From \$130 per month
- Review:** There are no product reviews yet. Be the first to review this product. [Create Your Own Review](#)
- Buttons:** Visit Site, Create Your Own Review

1. We wanted AWS because it is the best Partner for cloud Infrastructure
2. We spotted New Vision, the Company who developed 4ME: a Software as a Service to rule the Cloud Communication
3. 4ME was a SaaS available on AWS Marketplace

Canon

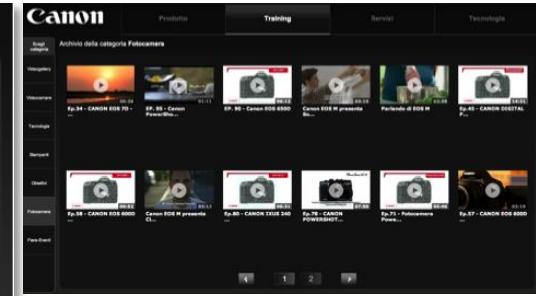
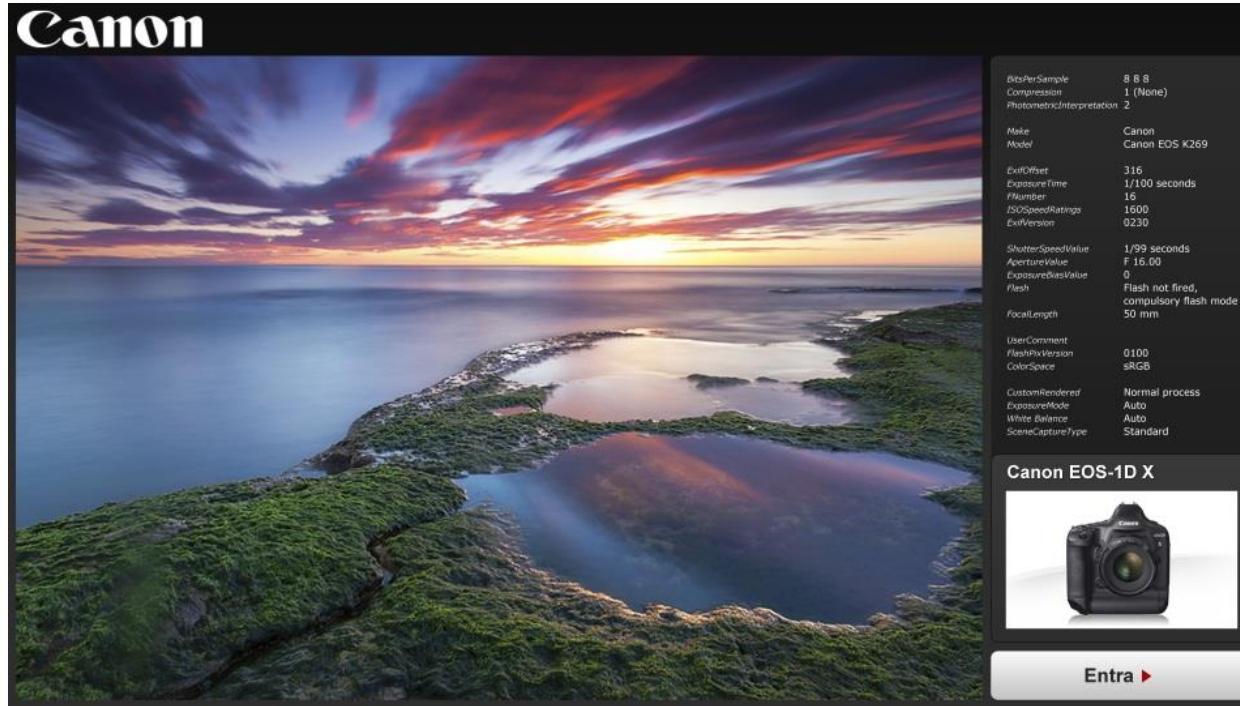
The 4 reasons of our success



Canon

Canon Digital Platform: 1. Cloud Digital Signage

Store: High Availability, Maximum Users Interaction, Real Time Content Distribution



Canon

Canon Digital Platform: 2. Secure Sharing & Collaboration

Extranet: Real Time Secure Cloud Sharing and Collaboration with Official Partners



Canon

Canon Digital Platform: 3. Live Broadcasting

Live: Interactive Live Streaming, Public & Private Broadcasting, Self-Service

The screenshot displays the Canon Digital Platform interface, featuring several key components:

- Top Bar:** Canon logo and a message: "Aggiungi passione alla tua Canon - Silvio Lago".
- Left Panel:** A video feed titled "Marco Colodoro" showing a presentation stage with an audience. Below the video are two buttons: "Richiedi di poter intervenire durante l'evento" and "Inoltra richiesta".
- Middle Left:** A "Chat Interattiva" window for "Mario Rossi" dated "16 Aprile 2012 18:57". It contains placeholder text about generating Lorem Ipsum.
- Middle Right:** The "4ME" application interface. It includes a "Calendario" (February 2013) showing dates from 1 to 24. Below it is an "Organizza eventi" (Organize events) calendar for February 2013, with a specific event entry: "16:00 - 17:00 Lancio nuova..." (Launch new...). The interface also features tabs for "Utenti", "Applicazioni", "Statistiche", and "Impostazioni".
- Right Side:** A sidebar titled "Ultime Attività" (Recent Activities) listing various users and their interactions, such as "Ludovica Mutinelli (12:20)", "Antonio Baldi (11:30)", and "Lucia Sardi (09:52)".

Canon

Canon Digital Platform: 4. Extreme User Engagement

UGC: Website for User Content Ingestion, everyone can become *Canon Testimonial*

The screenshot shows a Canon website page for the EOS 1100D camera. The main content area features a large image of the camera with various controls highlighted. To the right, there's a sidebar with a list of "Più Votati" (Most Voted) posts, each with a thumbnail, title, and rating. Below this is a section for "Life Style - Ultima settimana" (Last week) featuring several video thumbnails and their details.

Top Navigation: Home, Dealer/Partner, End User, Employee, Live

Content Area:

- Product:** EOS 1100D
- Thumbnail:** Camera image with controls highlighted
- Text:** Consigli e suggerimenti → Vai alla pagina del prodotto
- Links:** Guida alle funzioni, Schermo e controllo rapido, Scansione allegati, Continua con...
- Timestamp:** 00:42 / 05:12 HD
- Rating:** 107 volte, ★★★★
- Text:** Inserito il 21 luglio 2011 alle 18:30. L'autunno, in quest'ottica, è forse la stagione migliore – e sicuramente la più spettacolare e ricca di colori. Desideriamo perciò di raccomandare piante adatte a creare effetti autunnali spettacolari, con una speciale attrazione personale verso il colore rosso, mi rimbocco le maniche e mi revo conto ben presto che sta ... (continua)
- Image:** EURO 2012™ POLAND-UKRAINE logo
- Social Links:** Facebook, Twitter

Bottom Section: Life Style - Ultima settimana

- Thumbnail:** Idea per il brunch
- Text:** Idee per il brunch
- Rating:** 107 volte, ★★★★
- Thumbnail:** Sempre in forma
- Text:** Esercizi per la braccia
- Rating:** 107 volte, ★★★★
- Thumbnail:** Sempre in forma
- Text:** Corriente in inverno
- Rating:** 107 volte, ★★★★
- Thumbnail:** Sempre in forma
- Text:** Esercizi per le mani
- Rating:** 107 volte, ★★★★
- Thumbnail:** News in cucina
- Text:** Consigli sul gelato
- Rating:** 107 volte, ★★★★



Canon



THE OFFICE
IN MY POCKET

Canon

31-10-13 – Canon Digital Platform

110

Results

1. Canon Digital Platform quickly became the virtual selling assistant for all Imaging Professionals with improved sales and shorter selling times.
2. Customers continue their engagement online after they leave the shop
3. Canon is able to control, in a self-service way, customers communication strategy and quality



Canon

Benefits

1. SaaS: no licensing or startup fee
(pay-per-use policy)
2. Maintenance and infrastructure costs reduction
(- 40% compared to common solutions thanks to AWS 4ME)
3. Secure content and access rights management
(in every use case)
4. World Wide Performance, HA, and instant scalability
(large-event proof)





PRO IG European Best Practice

Canon 2013

Canon Digital Platform: That's how we rule the Cloud!



4ME

The screenshot displays the 4ME interface. On the left, there's a sidebar with categories like Marketing, Risorse, Sviluppo, and Comunicazione. The main area shows a calendar view with several items listed:

- 20/10/2012: Volo della nuova nave. Evento formato principalmente su quattro step.
- 20/11/2012: Nuova macchinetta. Video in anteprima della nuova macchinetta.
- 20/10/2012: Allineamento team. Confronto tra tutti i team per allinearsi sul nuovo prodotto da creare.
- 08/02/2012: Offerta. Nuova offerta condivisa con Gabriele Martini.
- 20/10/2012: Lancio nuovo prodotto. Dimostrazione del nuovo prodotto alla sede centrale con tutti i dipendenti che hanno collaborato alla realizzazione.
- 09/02/2013: Revisione progetto con i team. Revisione del progetto in seguito alle nuove richieste del cliente. Da verificare titolarità e tempistiche.

On the right, there's a "Collaboration Center" section titled "Ultima Settimana" showing recent activity:

- Ludovica Mutinelli (12/20)
- Pietro Minozzi (marzo/12) (1)
- Presentazione Market... (Set 2012) (5)
- Lara Bertoldi (lug 2012) (1)
- Aggiornata Bacheca... (Lug 2012)
- Amministrazione 2012 (2011) (1)

Thank you

Canon