

MANAGING CONTENT

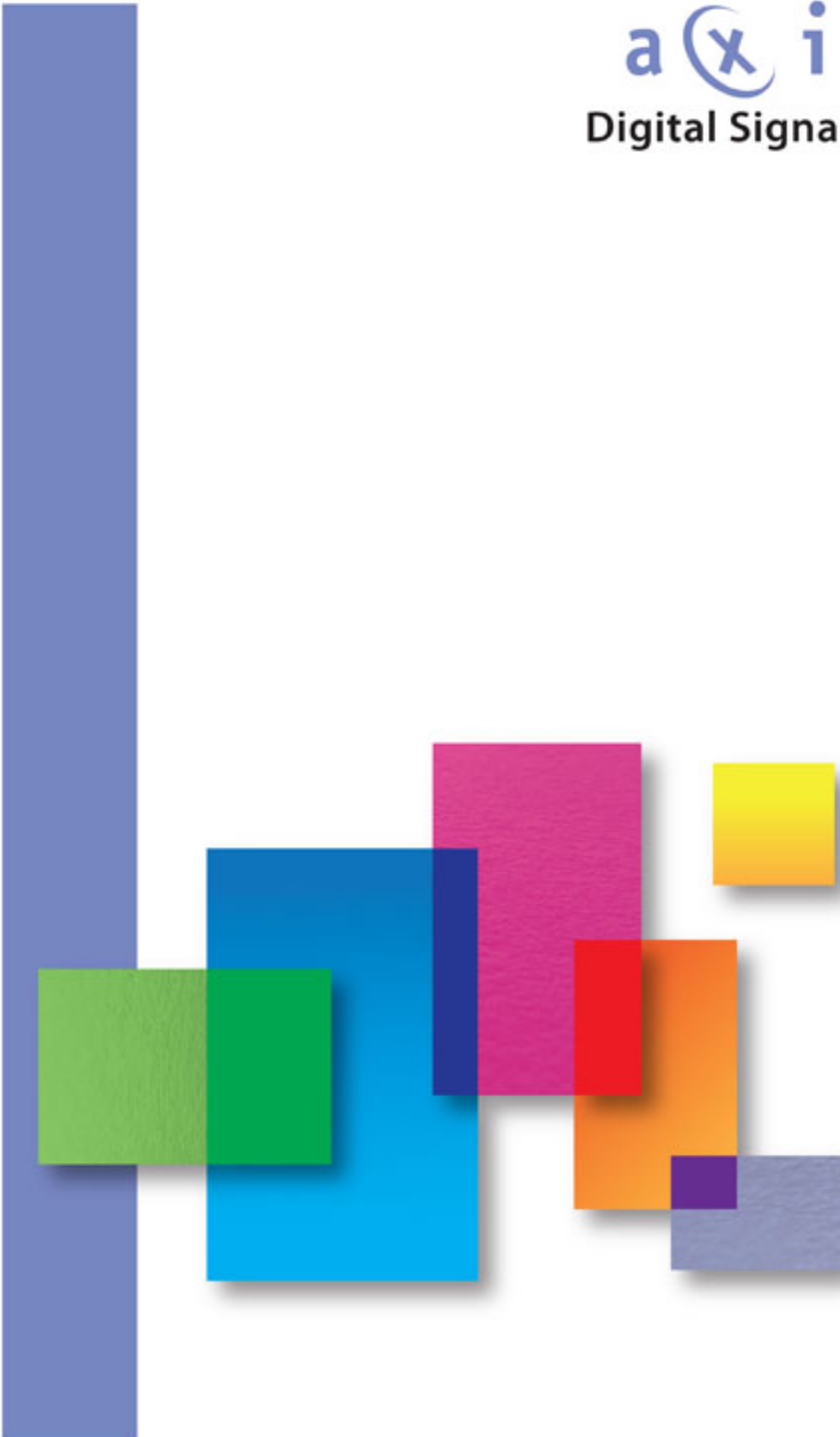


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System Overview

AxisTV System Overview

AxisTV Digital Communications Software allows you to create dynamic content using different types of data inputs such as text, graphics, and event schedules for delivery on a wide variety of devices including flat panel displays, LCDs, interactive room signs and web pages.



Visix Inputs to Endpoints

A Basic AxisTV System

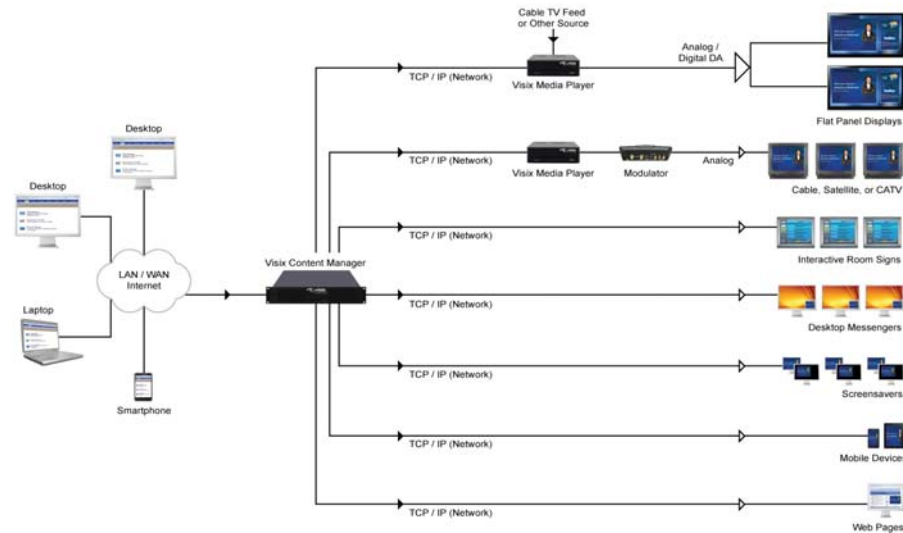
AxisTV has specific hardware requirements and needs access to your organization's network for maximum functionality. The basic components of an AxisTV Digital Signage System include at least:

- One (1) Content Manager with AxisTV Content Management Software installed
- One (1) or more Media Player(s) with the AxisTV Channel Player Software installed
- One (1) or more Display(s)
- WAN/LAN and/or Internet access

A sample AxisTV system diagram appears on the following page. A detailed list of hardware requirements can be found in the System Administration portion of the *AxisTV Digital Signage Software Training Guide*, in the *AxisTV Technical Manual* that ships with the software, or on the [Visix](#) web site.

How AxisTV Works

The PC's on the left side of the Sample System Diagram represent you accessing the Visix Content Manager using a web browser via the network (LAN/WAN) or the Internet. A Content Manager is a computer or server on your organization's network with the AxisTV Content Manager Software installed. It hosts the browser-based user interface that is used to create and manage message content.



Sample System Diagram

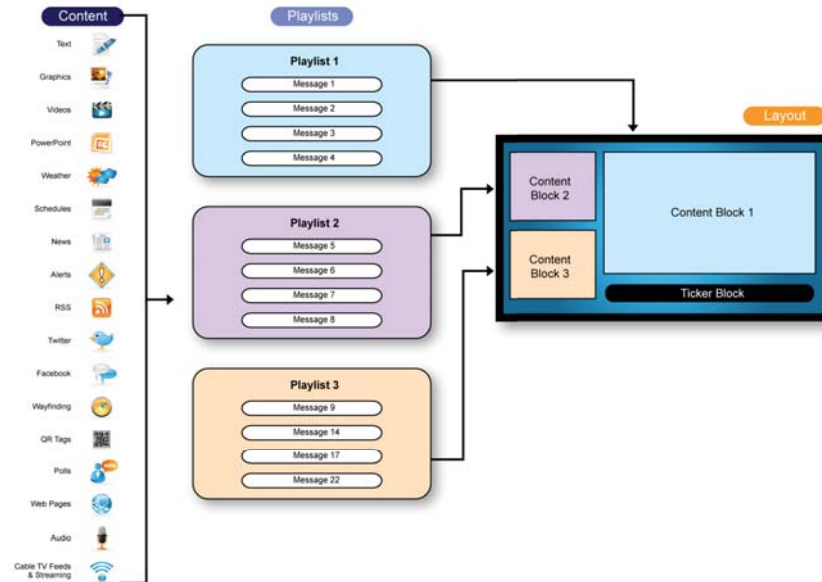
The Content Manager connects to the Media Player(s) through the TCP/IP network. A Media Player, also known as a Channel Player, is another computer on your network that sends the content that you create to the display(s). Several displays can be served by a single Media Player; therefore, if there are multiple displays connected to a specific player, all of those displays will show the same content at the same time. Depending on additional hardware and software components that are installed and active in the system, AxisTV also may accommodate video from satellite, cable, and/or video streams.

Simple Content Management

AxisTV uses a simple content management system. Various types of data are used to create messages and tickers. Messages are scheduled to playlists. Tickers (crawls) are scheduled to crawllists. Playlists and crawllists are organized into layouts that appear on the display(s).

Layouts can be created and scheduled to accommodate a variety of playlists and crawllists. As messages and tickers are created, changed, and removed, the content that displays in the layouts changes accordingly.

Creating and Scheduling Content



Simple Content Management

Supported Browsers

AxisTV has been developed for and tested on current versions of Internet Explorer (IE). Mozilla Firefox is also supported. Other browsers can be used but may not provide full functionality. See the *System Administration* section of the training guide for more information about supported browsers.

Microsoft Silverlight

Starting with AxisTV version 7.2, Microsoft Silverlight must be installed on client computers in order to:

- view the Dashboard¹
- use the **Import | Batch** feature²
- use the Web Page Message feature³

If Silverlight is not installed, the Batch Import and Web Page Message options will appear as blank windows and the Dashboard will be replaced with a Welcome Screen with of a list of all playlists licensed in your AxisTV system.

For more information about Microsoft Silverlight and to download Silverlight, visit [http://www.microsoft.com/getsil-
verlight/Get-Started/Install/Default.aspx](http://www.microsoft.com/getsil-
verlight/Get-Started/Install/Default.aspx).

¹ See the System Overview for more information about the Dashboard.

² See *Content Creation* for instructions on using **Import | Batch**.

³ See *Content Creation* for instructions on using Web Page Message.

Active Directory

The AxisTV System Administrator will set up each user in AxisTV. The options that a user can view on the navigation tabs at the top of the screen depend on what role and permissions the system administrator has assigned to the user.

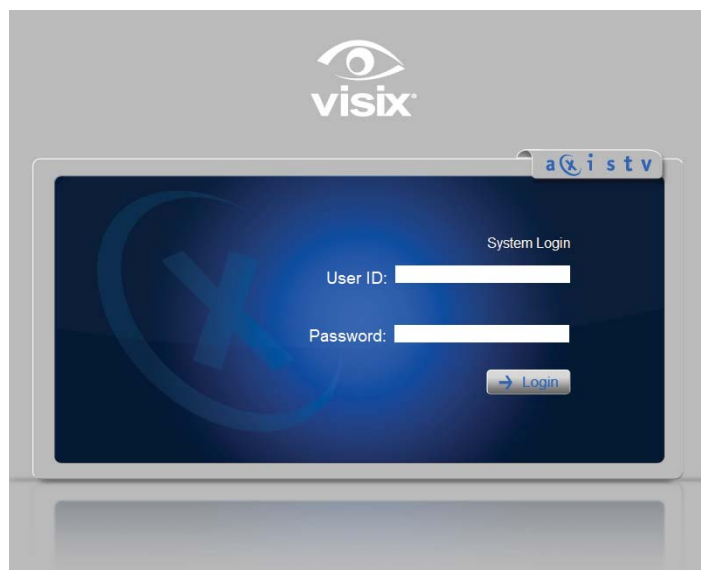
The enterprise edition of AxisTV supports Active Directory Authentication. Instructions for configuring Active Directory Authentication can be found on the Web site at <http://www.visix.com/digital-signage-solutions.html>.

The Login Screen

AxisTV is a browser-based application. You can use a standard web browser such as Internet Explorer® to access the AxisTV User Interface. The AxisTV System Administrator will provide a URL, a user ID, and a password to access the system. We recommend book marking the URL for easy access.

To login to AxisTV:

1. Enter the URL of the Content Manager in the address bar of your browser
2. Press the Enter key on your keyboard
3. Enter your UserID in the User Name field
4. Enter your Password in the Password field
5. Press the Login button

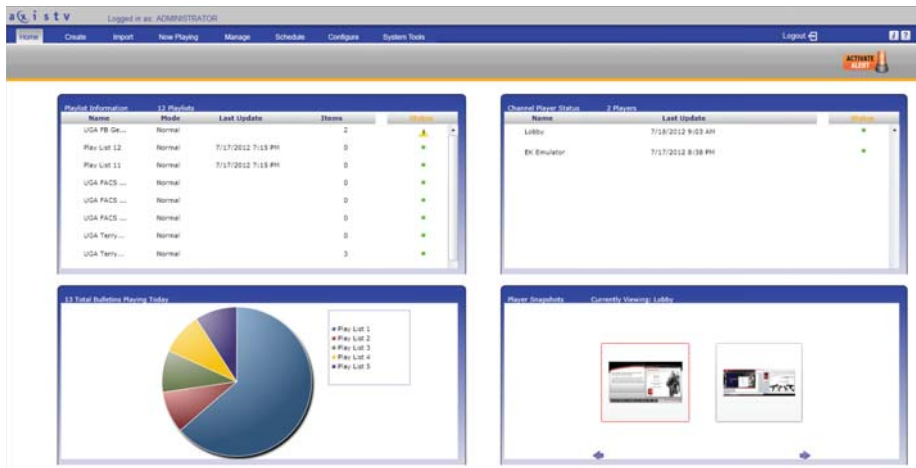


AxisTV v.8.x Login Screen

The Home Screen

After login, users will see the AxisTV Home Screen. The Home Screen features a tabbed Navigation Menu, the **Help** and **Information** buttons, and four information pods:

- Playlist Information
- Channel Player Status
- Messages Playing Today
- Player Snapshots



AxisTV v.8.x Home Screen

The Dashboard is best displayed at the following resolutions: 1920x1080, 1680x1050, 1440x900, 1360x768, 1280x1024, 1280x960, 1152x864, 1024x768.

The Playlist Information Pod

The Playlist Information pod displays information about the playlists you have access to including the playlist name, mode of play, date of the last update, the number of items scheduled for play and the playlists' current status. A green dot in the status column indicates there are no messages requiring approval. A yellow warning triangle in the status

Playlist Information		12 Playlists			Status
Name	Mode	Last Update	Items		
UGA FB Ge...	Normal		2	⚠	
Play List 12	Normal	7/17/2012 7:15 PM	0	●	
Play List 11	Normal	7/17/2012 7:15 PM	0	●	
UGA FACS ...	Normal		0	●	
UGA FACS ...	Normal		0	●	
UGA FACS ...	Normal		0	●	
UGA Terry...	Normal		0	●	
UGA Terry...	Normal		3	●	

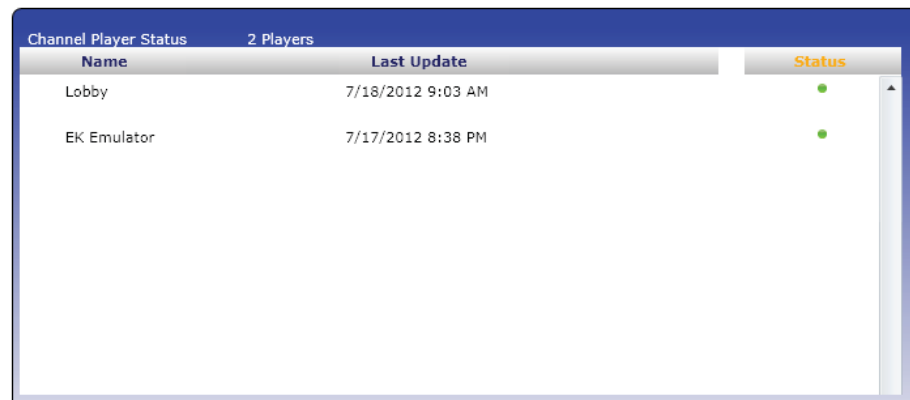
Playlist Information Pod

column indicates at least one message on the playlist requires approval. Playlists with warning status will appear at the top of the list. Clicking the status icon for a playlist will take you to the Now Playing screen where you can select the desired playlist from the Playlist pull down menu to view the scheduled content.

The Channel Player Status Pod

The Channel Player Status Pod provides a list of the Media Players in the system that you have been given access to by the AxisTV System Administrator. You also will see the last date and time the players were updated by the Content Manager and the status of the Media Player. If the Content Manager is having difficulty pinging the Media player, a red dot will appear in the status column. A green dot indicates that the Content Manager can ping the Media Player.

NOTE: If you do not have access to any players, you will see an icon indicating no players have been detected.



Name	Last Update	Status
Lobby	7/18/2012 9:03 AM	●
EK Emulator	7/17/2012 8:38 PM	●

Channel Player Status Pod

The Messages Playing Today Pod

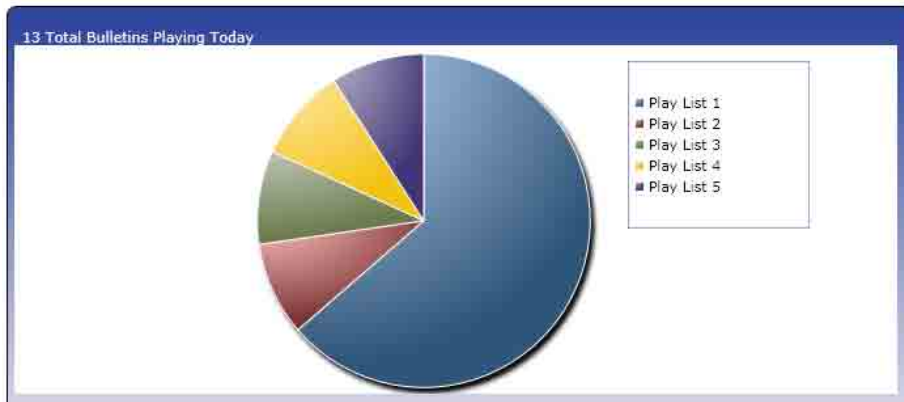
The Messages Playing Today Pod shows a pie chart with the percentage of messages scheduled to play on the current date. This pie chart refers only to the playlists you have access to, which may not be all of the playlists licensed in the system. Hovering your cursor over a slice of the pie chart will bring up a hint box showing the number of messages scheduled to the associated playlist and the percentage of all content that number represents.

The Player Snapshots Pod

The Player Snapshots Pod gives you a preview of the Media Players you have access to in the system. Arrows in the Snapshot pod allow you to navigate forward and backward

to view snapshots of additional Media Players if you have access to more than three players.

NOTE: If you do not have access to any players, you will see an icon indicating no players have been detected.



Messages Playing Today Pod



Player Snapshots Pod

The Information and the Help Buttons

Two buttons that can offer assistance while navigating through the AxisTV system appear in the upper right corner of the AxisTV window.

The “i” is the **Information** button. If an AxisTV internal error message appears on screen, click the **Information** button for details about the error. You can copy and paste the information into an e-mail and sent to Visix Technical Support at support@visix.com or you can use the information to open a support ticket [online](#).

The **Help** button appears as a question mark next to the **Information** button in the upper right corner of the AxisTV window. Clicking the **Help** button will open the online



help file in a new window or tab in your browser. The help file will open to display information related to the AxisTV function currently in use. You can find help using Contents, the Index, or the Search tabs on the left side of the help window.

Navigation Menu

The tabbed Navigation Menu on the top of the window facilitates movement around the system. Menu options are grouped by function. Clicking the main menu function opens an action bar with icons for each of the options available for the function.



Navigation Tabs

The main functions within AxisTV are:

- Create
- Import
- Now Playing
- Manage
- Schedule
- Configure
- System Tools

Logout appears at the end of the menu bar. The **Activate Alert** option appears at the end of the action bar.



Mass Alert Notification

The Mass Alert Notification feature allows users who have been given responsibility for activating mass alert messages to override all scheduled content and send an alert message to all media players in the AxisTV deployment using just a few mouse clicks. Customers with an Enterprise License may choose to specify groups of players to receive Alert Messages. **Activate Alert** will be available only to those users who have been assigned responsibility for activating mass alerts in the AxisTV System.

Mass Alert Notification is a licensed feature. If the system is licensed for Mass Alerts, system administrators will see the **Activate Alert** button on the right side of the action bar. The system can be activated manually by clicking this button, or through a trigger from an external source via an email, a SOAP Web Service, a post to the CAP (Common Alerting Protocol) listener, or through CAP Polling. CAP Listener and CAP Polling are mutually exclusive of one another. To add Mass Alert to your AxisTV system contact sales@visix.com.

Contact [Visix Technical Support](#) to configure Mass Alert Notification.

System Tools

Change Password

The AxisTV System Administrator will provide you with a UserID and password for accessing the system. You should change your password upon accessing the system the first time. Changing the password in AxisTV is similar to changing passwords in other Windows applications.



To change your AxisTV password:

1. Click **System Tools** on the Navigation Menu
2. Click the **Password** icon in the action bar
3. Type the current password in the **Old Password** field
4. Type the new password in the **New Password** field
5. Type the new password in the **Verify** field
6. Click the **Done** button

Password Settings	
The following password rules are currently in effect:	
Minimum Length	None Set
Maximum Length	None Set
Numbers Count	Upper and Lower case letters are optional
Special Characters Count	No numbers are required in the password
	No special characters (non alphanumeric) are required in the password

Change Password Screen

AxisTV System Administrators do not have to know the old password in order to change a user's password. Instead of seeing a static UserID, Administrators will see a pull down menu containing a list of all the users configured in the system.

To change the password for a user:

1. Click **System Tools** on the Navigation Menu
2. Click the **Password** icon in the action bar
3. Select the desired UserID from the pull down menu
4. Type the new password in the **New Password** field

5. Type the new password in the **Verify** field
6. Click the **Done** button

The password rules that are in effect for your AxisTV system appear below the password fields.



Change Mode

The Change Mode Screen is used to change the current display mode of one or more media players which often are referred to as displays. By default, all systems have a Normal Mode of play and an Alert Mode of play. Clients who are licensed for Mass Alert Notification will see additional options in the *New Mode* pull down list.

To change the mode of a media player:

1. Click **System Tools** on the Navigation Menu
2. Click the **Mode** button on the action bar
3. Select the desired mode from the drop down list under **New Mode** for the appropriate media player
4. Click the **Activate** button

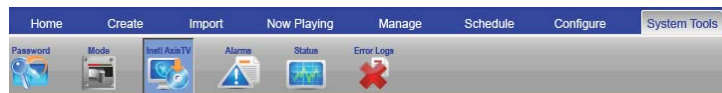
Note: When changing the mode from this screen, users must click the **Activate** button beside each media player being changed.

When you schedule a message to an alert playlist, you will be prompted to activate alert mode from the schedule screen. In this case, it is not necessary to use the **System Tools | Mode** screen.



Install and Configure Desktop Clients

AxisTV has three client applications that can be installed for use on desktop computers: AxisTV Desktop, Desktop Messenger, and Screensaver.



AxisTV Desktop
Installs AxisTV Desktop on your computer.



AxisTV Desktop Messenger
Installs Desktop Messenger on your computer.



Screensaver
Installs AxisTV Screensaver to your computer.

[Install Client Applications Screen](#)

AxisTV Desktop

AxisTV Desktop is a client application that connects to the AxisTV Content Manager. It is comprised of four tools:

- Free Form Editor
- Template Editor
- Display Layout Editor
- Media Importer



Depending on how your role and privileges have been configured by your AxisTV System Administrator, you may have access to some or all of these functions.

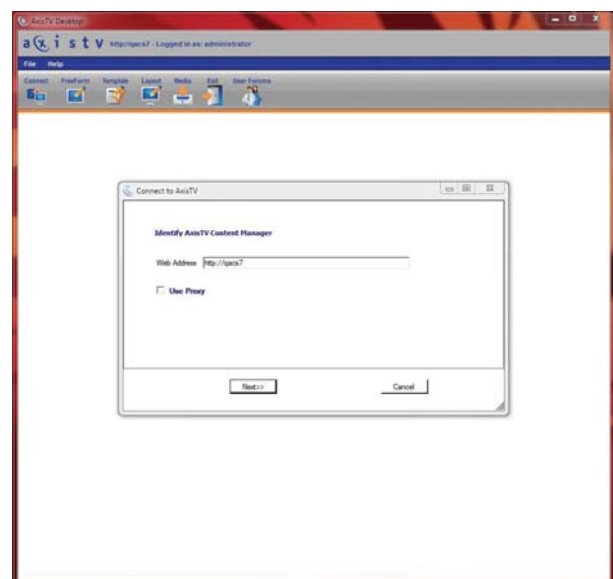
To install AxisTV Desktop:

1. Click **System Tools** on the Navigation Menu
2. Click the **Install AxisTV** icon on the action bar
3. Click **AxisTV Desktop** in the window
4. A Windows® security dialog box will appear on screen
5. Press the **Save** button to store the setup file to the hard drive to install later
OR
Press the **Run** button to install the application from the Content Manager
6. If the setup file was saved to the hard drive, browse to the file location and double click the setup icon to begin installation
7. Follow the on-screen instructions to complete the installation

The first time you open AxisTV Desktop the application will need to connect to the Content Manager. You will need the same URL and UserID information provided by the AxisTV System Administrator to access the system via the web interface.

To connect to the Content Manager using AxisTV Desktop:

1. Enter the URL for the Content Manager in the *Web Address* field
2. If the organization uses a proxy server, check the *Use Proxy* check box and click the **Edit Proxy Settings** button to enter the proxy settings⁴



Connect to Content Manager Dialog Box

⁴ Proxy Settings will be provided by the AxisTV System Administrator.



3. Press the **Next** button to go to the login screen
Enter the *UserID* and *password*
4. Press the **Finished** button

Desktop Messenger

Desktop Messenger is a publisher that shows AxisTV messages as pop-ups on the screen of computers that have the Desktop Messenger client installed and configured.

To install Desktop Messenger:

1. Click **System Tools** on the Navigation Menu
2. Click the **Install AxisTV** icon on the action bar
3. Click AxisTV Desktop Messenger in the window
4. A Windows® security dialog box will appear on screen
5. Press the **Save** button to store the setup file to the hard drive to install later

OR

Press the **Run** button to install the application from the Content Manager

6. If the setup file was saved to the hard drive, browse to the location of the setup file and double click the setup icon to begin installation
7. Follow the on-screen instructions to complete the installation

To configure AxisTV Desktop Messenger:

1. Enter the URL of your publisher server followed by */DesktopPublisher/DesktopGateway.aspx*

Configure Desktop Messenger Screen

2. Click **Test**.
3. If using a proxy server, enter proxy information.
4. Click the **Add/Change** button to subscribe to a distribution list.

Note: Some distribution lists are password protected. If so, user must enter the password in order to subscribe.



Screensaver

The Screensaver is another client application that connects to the AxisTV Content Manager. Once installed, the AxisTV screen saver can be selected in the Windows display options to show AxisTV messages on-screen when the computer goes to screen saver mode.

To install Screensaver:

1. Click **System Tools** on the Navigation Menu
2. Click the **Install AxisTV** icon on the action bar
3. Click **Screensaver** in the main window
4. A Windows® security dialog box will appear on screen
5. Press the **Save** button to store the setup file to the hard drive to install later

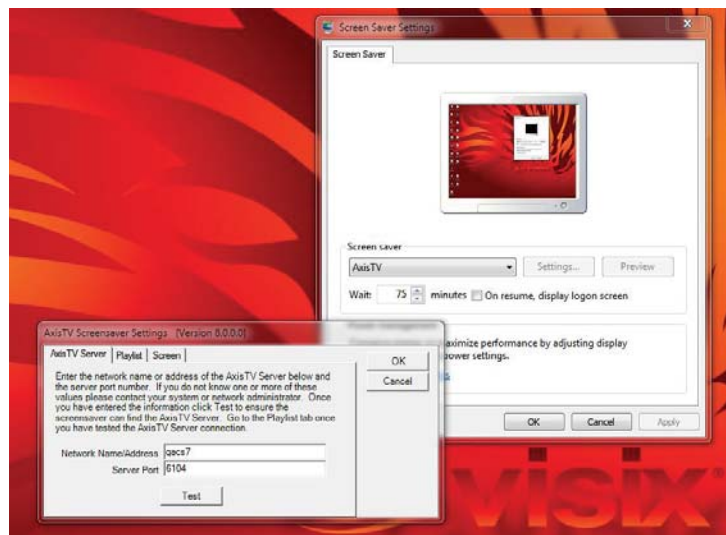
OR

Press the **Run** button to install the application from the Content Manager

6. If the setup file was saved to the hard drive, browse to the location of the setup file and double click the setup icon to begin installation
7. Follow the on-screen instructions to complete the installation

To configure the AxisTV Screensaver:

1. Go to the *Display Properties* in the Windows Control Panel
2. Select *AxisTV* as the screen saver
3. Press the **Settings** button
4. Enter the name of the AxisTV Content Manager and the server port in the appropriate fields on the *AxisTV Server* tab



Configure Screensaver Dialog Box

5. Select the desired Playlist and Refresh interval on the *Playlist* tab
6. Designate whether to move the message images around the screen or to fill the screen using the radio buttons on the *Screen* tab
7. Set the speed of the images using the sliding bar on the *Screen* tab
8. Press the **OK** button

Alarms



The Active Alarms screen will list all current alarms on the AxisTV System as long as the device reporting the alarm is able to communicate with the Content Manager.

The Active Alarms screen will show the alarm description, the device reporting the alarm, and the most recent date and time of the alarm. If an alarm is active, it can be cleared manually by clicking the **Clear** button.

If there are no active alarms, the text indicating that there are no alarms currently active will be displayed. Clicking the **Configure** button will take you to the screen where Alarms can be turned on or off and can be configured.

Configure Alarms

A screenshot of a configuration form for email notifications. It features a text input field labeled 'Email Address' and a blue 'Change' button below it.

Configure Email Address for Alarm Notifications

To receive alarm notification via email:

1. Click **System Tools** on the Navigation Menu
2. Click the **Alarms** icon on the action bar
3. Click the **Configure** button on the Alarms screen
4. On the next screen, enter the email address to receive the notifications
5. Click **Apply Changes**

Note: Outgoing email must be configured for this feature to work. See the *Configuring Users and Settings* portion of the training guide for details.

Each available alarm is listed on this screen, along with a brief description of the alarm.

A screenshot of the 'Free Disk Space' alarm configuration screen. The title bar reads 'Free Disk Space'. Below it, a message states: 'At least one disk on the device is reporting free disk space below the threshold you specify below. Low free disk space can cause a system to stop working.' There are three checkboxes: 'Enable the alarm for this condition' (checked), 'Send email when below' followed by a text input field and a '%' sign, and 'Automatically clear alarm after' followed by a text input field and the word 'minutes'. A blue 'Change' button is at the bottom.

Configure Alarms

To configure an alarm:

1. For the desired alarm, check the check box beside Enable the alarm for this condition
2. Specify the parameters of the alarm that are requested in the area below the check box
3. Check the box labeled send email if wish to receive an email notification of the alarm
4. Click the Apply Changes button under each alarm to save the settings

Status Reports

The Status screen shows a list of the AxisTV Services currently running along with a description of each of the services, the current software version of each service, and a time and date stamp of the most recent status check for each service.



To view, print, or save a status report:

- Click **System Tools** on the Navigation Menu
- Click the **Status** icon on the action bar
- Select a device from the *Select Device* pull down menu
- Click the Status Report link at the top of the page to access an html version of the status report

When you request a software update from Visix, we may request a system configuration report to verify information on your system.

To view, print, or save a System Configuration Report:

- Click the System Configuration Report link at the top of the page

Service Name	OK as of	Version	Description
AxisTV Alarms Service	7/20/2012 10:51:33 AM	8.0.0.0	Monitors critical AxisTV device functions and reacts to error conditions, based on settings established by an AxisTV Administrator.
AxisTV Alert Service	7/20/2012 10:51:08 AM	8.0.0.0	Provides a mechanism for monitoring alerts in AxisTV.
AxisTV Boot Service	7/20/2012 10:51:49 AM	8.0.0.0	Boots/Reboots AxisTV devices automatically.
AxisTV CEO Software Adapter	7/20/2012 10:51:13 AM	8.0.0.0	Regularly adapts data from the CEO Software Scheduler Plus software to the AxisTV database.
AxisTV Content Purge Service	7/20/2012 10:50:54 AM	8.0.0.0	Purges the AxisTV Content Server of old playlist and crawlset items automatically.
AxisTV Content Server	7/20/2012 10:51:32 AM	8.0.0.0	Provides services from the AxisTV Content Server to client software.
AxisTV Dean Evans EMB Adapter	7/20/2012 10:51:20 AM	8.0.0.0	Regularly adapts data from the Dean Evans EMB software to the AxisTV database.
AxisTV Depth Adapter	7/20/2012 10:51:31 AM	8.0.0.0	Regularly adapts data from the Depth Export File to the AxisTV database.
AxisTV Desktop Distributor	7/20/2012 10:51:05 AM	8.0.0.0	Provides publishers for desktop messages.
AxisTV Desktop Publisher	7/20/2012 10:50:53 AM	8.0.0.0	Provides publishers for desktop messages.
AxisTV EMail Plugin	7/20/2012 10:51:23 AM	8.0.0.0	Accepts and processes content for bulletins and crawls from external e-mail messages.
AxisTV Event Schedule Plugin	7/20/2012 10:51:36 AM	8.0.0.0	Regularly regenerates all Event Schedule bulletins within AxisTV.
AxisTV Event Schedule Text Adapter	7/20/2012 10:51:25 AM	8.0.0.0	Regularly imports events from external text files on behalf of the AxisTV Event Schedule Plugin.
AxisTV External Graphic Bulletin Generator	7/20/2012 10:51:07 AM	8.0.0.0	Regularly generates/regenerates External Graphic Bulletins in AxisTV.
AxisTV National Weather Service Adapter	7/20/2012 10:51:28 AM	8.0.0.0	Regularly updates weather data within AxisTV from the National Weather Service public sites.
AxisTV News Plugin	7/20/2012 10:51:01 AM	8.0.0.0	Regularly regenerates all Premium News bulletins and crawls within AxisTV.

Status Report Screen

Note: You can send the Status and/or System Configuration Report(s) to Visix Technical Support by saving the html file(s) to the local PCs or to a network location then emailing the attachment(s) to support@visix.com.

Error Logs

The Error Logs screen displays errors reported by all devices within the AxisTV installation. This screen records all internal application errors and many logical errors that can occur while running the system. The most recent errors will be listed first.

To view errors on a device:

- Click **System Tools** on the Navigation Menu
- Click the **Error Logs** icon on the action bar
- Select a device from the *Select Device* pull down menu
- 5. Press the **Refresh** button to refresh the data
- 6. Click the **Error Report** link at the top of the page to view, print, or save the error report
- 7. Click the **Email Visix Support** button to email the report to Visix Technical Support or attach the report to an e-mail and send it to support@visix.com

For your convenience, there is a link to the System Configuration Report at the top of the Error Reports page as well.



The screenshot shows the AxisTV web interface. At the top, there is a navigation menu with 'System Tools' selected. Below the menu, there are buttons for 'Refresh' and 'E-Mail Visix Support'. A message box says: 'Click on the following link to open the status report as a separate window that you can save as a text file. [Error Report](#) If you need to contact support and cannot use the E-Mail Visix Support button above you can open and save the system configuration as a text file. [System Configuration Report](#)'. Below this is a table of error logs.

Timestamp	Error Code	Description
7/20/2012 10:55:17 AM	Tai.Common.ScriptSchedule.ScheduleThread.ExecuteTasks:999	System.IO.FileNotFoundException: Could not find the 'C:\Program Files\visix\AxisTV Content Services\Tai.Common.ScriptSchedule.xml' File name: 'C:\Program Files\visix\AxisTV Content Services\Tai.Common.ScriptSchedule.xml' at System.IO._ErrorInfo.get_ErrorCode(String mackefullPath) at System.IO.FileSystemInfo.get_Exists() FileAccess: access: int32 rights: Boolean useRights: FileShare
7/20/2012 10:54:03 AM	Tai.Common.BusinessObject.BO_Content\Publish.PublishContent:999	System.Exception: No connection at Tai.Common.BusinessObject.BO_Content\Publish.PublishContent:999 at Tai.Common.BusinessObject.BO_Content\Publish.PublishContent()
7/20/2012 10:32:39 AM	Tai.Content.NVAdapter.RefreshThread.refresh:100	Exception Tai.Common.AnsiException Assembly: Tai.Content.NVAdapter.exe Error Code: Tai.Content.NVAdapter.RefreshThread.refresh:100 Description: One or more errors were reported: Exception Tai.Common.AnsiException
7/20/2012 10:17:54 AM	Tai.Content.PurgeThread.SendPurgeToPlayer:999	System.Net.Sockets.SocketException (0x80004005): A connection attempt failed because the connected party did not properly respond after a period of time, or established connection failed because connected host has failed to respond 192.168.1.142:8500 at System.Net.Sockets.Socket.DoConnect(EndPoint endPointSnapshot, SocketAddress socketAddress) at System.Net.Sockets.Socket.Connect(EndPoint remoteEP)
7/20/2012 9:33:27 AM	Tai.Content.Update.ParseNVIFForecast:411	Exception Tai.Common.AnsiException Assembly: Tai.Content.Management.dll Error Code: Tai.Content.Update.ParseNVIFForecast:411 Description: Non-critical exception encountered. Ignoring. The error text is attached.

Error Logs Screen

Managing Content

Welcome to Managing Content Training

Welcome to Managing Content training for AxisTV Digital Signage Software! The purpose of this course is to introduce you to the AxisTV web-based interface and to show you how to access, organize, modify, and delete content in AxisTV.

Prerequisites

The AxisTV Training Video is a prerequisite for this course. The video covers key concepts and terminology you will need to know in order to get the most out of Managing Content training.

Who Should Attend?

Any individual who will create or approve AxisTV content should attend this training.

Course Objectives

After completing this course, participants should be able to:

- Access the Now Playing menu to manage playlists, crawllists, streams and video feeds
- Use the Manage menu to organize, edit, and delete content
- Use the Schedule menu to view and schedule user-created content
- Import files using the Media Importer tool in AxisTV Desktop

Course Outline

1. Using Now Playing
 - a. Playlists
 - b. Tickers
 - c. Streams
 - d. Video Feeds
 - e. Publishers
 - f. Player Snapshots
2. Managing Content
 - a. Approval
 - b. My Content
 - c. My Tickers
 - d. My Templates
 - e. Events
 - f. Graphic Files
 - g. Video Files
 - h. Audio Files
 - i. Background Library
3. Schedule
 - a. My Content
 - b. My Tickers
4. AxisTV Desktop
 - a. Media Importer
5. Q & A

Now Playing

You can check the status of the content that has been scheduled to play on the **Now Playing** menu. You can view and edit messages and tickers that are scheduled to playlists and crawllists and make adjustments to the play rotation and/or scheduling.



Now Playing Tab

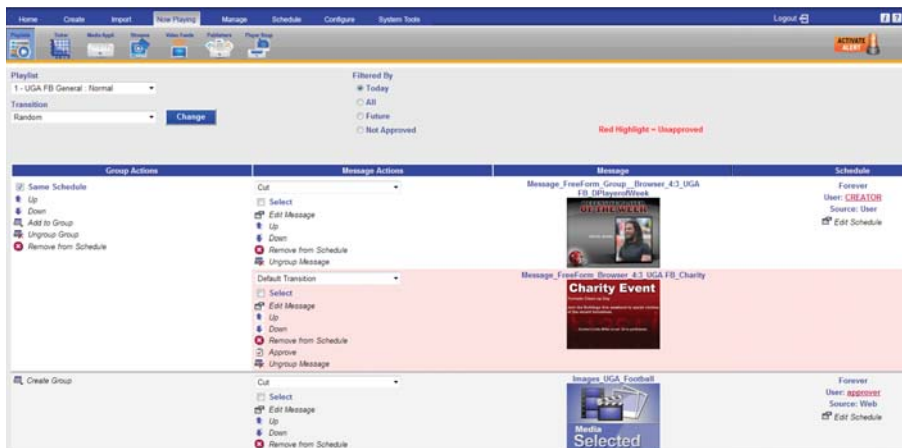
Playlists

Under the Playlists menu option, you can view and edit messages that are scheduled to available playlists.



To view content scheduled to playlists:

1. Click **Now Playing** on the navigation menu
2. Click **Playlists**
3. Use the pull down menu labeled *Playlist* to select a playlist to view
4. Select the appropriate radio button to view the playlist content
 - **Today** – filters for content scheduled for the current date
 - **All** – filters for all content scheduled currently and into the future
 - **Future** – filters for content scheduled to begin at a future date only
 - **Not Approved** – filters for content that has been created and scheduled to the playlist but has not been released by a Content Approver to begin to display in the play rotation



Now Playing Playlists Screen

There are several useful options available from the Playlists feature including the ability to edit a message, edit the schedule, and rearrange the order of messages in a playlist. Also, users with approval privileges can approve messages created by users who do not have approval privileges.

To edit a message:

- Click the image preview of the message

OR

- Click the **Edit Message** icon

You will be taken to an appropriate screen to make changes to the message

To edit the schedule for a message to display:

1. Click the *Edit Schedule* icon next to the desired message
2. Schedule message as described in the *Scheduling Messages in AxisTV* section of the training guide

Approving and Rearranging Messages

To approve messages:

1. Click **Now Playing** on the Navigation Menu
2. Click **Playlists**
3. Select the correct playlist from the *Playlist* pull down menu
4. Messages requiring approval will appear in the main window inside a pink band
5. Approve the message by clicking the **Approve** icon
6. Move the message up or down in the play rotation using the **Up** and **Down** buttons next to the message



Approving Messages

Once the message has been approved, it will be released into the playlist rotation and will play on the displays and/or publishers according to the schedule.

To remove a message from a playlist:

- Press the **Remove from Schedule** button next to the message *Preview PowerPoint® Message Before Approval*

To preview a PowerPoint® Message before approval:¹

1. PowerPoint® Messages requiring approval will appear with a PowerPoint Selected icon inside a pink band in the main window
2. Double-click the *Media Selected* icon
3. A dialog box will offer the option to **Open** or **Save** the PowerPoint® file
4. Select the desired option to either Open or Save a copy of the presentation to view it in PowerPoint

Changes made to the PowerPoint® will not be saved to the message. Changes will have to be saved to the local computer. You will have to import the presentation into AxisTV again.

To make changes to a PowerPoint® Message prior to approval:

1. Preview the message using the instructions above
2. Make the desired changes to the file in PowerPoint®
3. Save the file with a new name
4. In AxisTV, select **Now Playing | Playlists**
5. Choose the appropriate Playlist from the *Playlist* pull down menu
6. Press the **Remove from Schedule** icon for the PowerPoint® message you wish to replace
7. Use the **Import | PowerPoint** menu option to create a new PowerPoint® message using the new file²

Tickers

The Tickers option operates in much the same way as Playlists; however, only tickers are shown here. The same function as that are available for messages under **Now Playing | Playlists** are available for tickers with the exception of grouping.

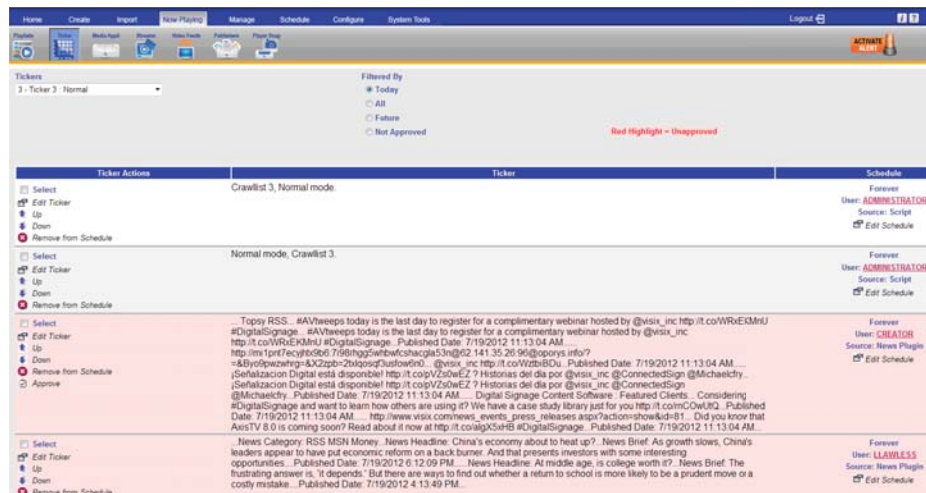


¹ PowerPoint® must be installed on your computer to preview PowerPoint® Messages.

² See [Content Creation](#) for information about creating a PowerPoint® message in AxisTV.

To manage your tickers using **Now Playing | Tickers**:

1. Click **Now Playing** on the Navigation Menu
2. Click **Tickers**
3. Select the correct crawllist from the *Crawllist* pull down menu
4. Tickers requiring approval will appear in the main window inside a pink band
5. In this window, the content approver can:
 - Edit the ticker by clicking the **Edit Crawl** icon next to the ticker
 - Move the ticker up or down in the crawllist rotation using the **Up** and **Down** icons
 - Remove the ticker from the crawllist rotation by clicking the **Remove from Schedule** icon
 - Approve the ticker by clicking the **Approve** icon, or
 - Edit the schedule for the ticker to show by clicking the **Edit Schedule** icon



Approving Tickers



Video Streams

If Video Streams are configured for your AxisTV system, a content approver can view, add, edit, approve, and delete video streams. The Video Stream option must be configured in the software and designed into the layouts. Contact your AxisTV System Administrator for details about whether or not Video Streams are available on your system.

To view the scheduling of a video stream:

1. Click **Now Playing** on the Navigation Menu
2. Click **Streams**
3. Choose the desired media player and mode of play from the pull down menu labeled *Display Server*
4. Select the desired date on the calendar to view streams that are scheduled

To add a video stream:

1. Click **Now Playing** on the Navigation Menu
2. Click **Streams**
3. Choose the desired media player and mode of play from the pull down menu labeled *Display Server*
4. Press the Add Program link to go to the scheduling screen
5. On the scheduling screen, enter a name for the stream in the *Program Name* field
6. Enter the URL for the stream in the field labeled *Program URL*
7. Indicate whether or not the stream has audio using the *Has Audio* check box
8. To schedule the stream to be always on, check the *Play forever* box

if not

Choose a start and end times and choose the start and end dates using the options under *Schedule*

9. Click the **Done** button

Schedule Streams Screen

Video Feeds



Video Feeds

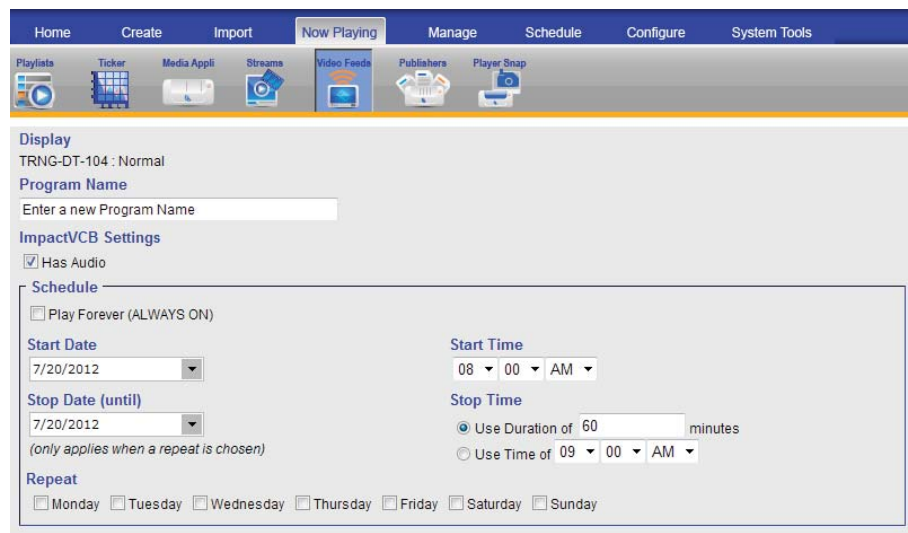
If Video Feeds are configured for your AxisTV system, a content approver can view, add, edit, approve, and delete video feeds. The Video Feed option is both hardware and software dependent and must be designed into your layouts in order to show on the displays. Contact your AxisTV System Administrator for details about whether or not Video Feeds are available on your system.

To view the scheduling of a video feed:

1. Click **Now Playing** on the Navigation Menu
2. Click **Video Feeds**
3. Choose the desired media player and mode of play from the pull down menu labeled *Display Server*
4. Select the desired date on the calendar to view video feeds that are scheduled

To add a video feed:

1. Click **Now Playing** on the Navigation Menu
2. Click **Video Feeds**
3. Choose the correct media player from the pull down menu labeled *Display Server*
4. Press the Add Program link to go to the scheduling screen
5. On the scheduling screen, enter a name for the video feed in the *Program Name* field
6. Indicate whether or not the video feed has audio using the *Has Audio* check box



Home Create Import **Now Playing** Manage Schedule Configure System Tools

Playlists Ticker Media Appli Streams **Video Feeds** Publishers Player Snap

Display
TRNG-DT-104 : Normal

Program Name
Enter a new Program Name

ImpactVCB Settings
 Has Audio

Schedule
 Play Forever (ALWAYS ON)

Start Date: 7/20/2012 Start Time: 08:00 AM

Stop Date (until): 7/20/2012 Stop Time: Use Duration of 60 minutes
 Use Time of 09:00 AM

Repeat
 Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Schedule Video Feeds Screen

- To schedule the video feed to be always on, check the *Play forever* box

if not

Choose a start and end times and choose the start and end dates using the options under *Schedule*

- Click the **Done** button

Schedule Video Feed for a Tuner Card

The following is a reference for setting up the different types of video feeds on a Windows 7 Channel Player.

Analog Signal (cable box or DVD player)

- Tuning Space = Cable (Analog)
- Channel = the output channel of the source, typically channel 3
- Physical Channel = not used, can leave blank
- Minor Channel = not used, can leave blank

QAM Signal (direct cable line or digital modulator)

- Tuning Space = Cable (Digital)
- Channel = not used but must be entered, any number is acceptable
- Physical Channel = the “major” channel, would be 42 if the channel is 42.201
- Minor Channel = the “minor” channel, would be 201 if the channel is 42.201

Non-tuned Signal (composite or S-Video)

- Tuning Space = Auxiliary (Non-Tuned)
- Channel = 1
- Physical Channel = not used, can leave blank
- Minor Channel = not used, can leave blank

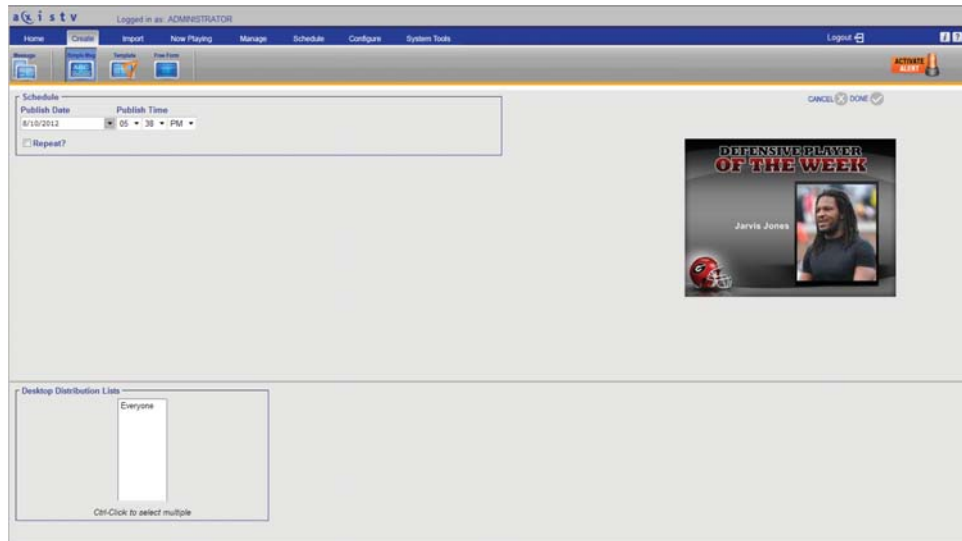
Publishers



Publishers

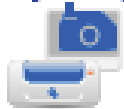
To view content scheduled to a publisher:

1. Click **Now Playing** on the Navigation Menu
2. Click **Publishers**
3. Choose the desired distribution list from the pull down menu labeled *Distribution List*
4. Filter the content using the *Filtered By* radio buttons:
 - Today
 - All
 - Future



Schedule to Publisher Screen

Player Snap



Player Snapshots

If you have access to Media Players in your AxisTV system, you can view a thumbnail of each player on the Player Snapshot screen. The thumbnails will have a date and time stamps to show when the Content Manager took the snapshot. Double click the thumbnail image to see a larger view of the snapshot.

To sort the player snapshots:

1. Click **Now Playing | Player Snap** on the Navigation Menu
2. Sort the available player using the *Sorted By* radio buttons:
 - Device Name
 - Description
 - DNS Name
 - Snapshot Time

To update a player snapshot:

1. Check the *Select* box next to the device name
2. Click the **Refresh** button



Player Snapshot Screen

Managing Content

AxisTV has several tools to help you manage various aspects of the system. The level of control over the system you have will depend upon the role and privileges associated with your UserID. Roles and privileges are configured by your AxisTV System Administrator.

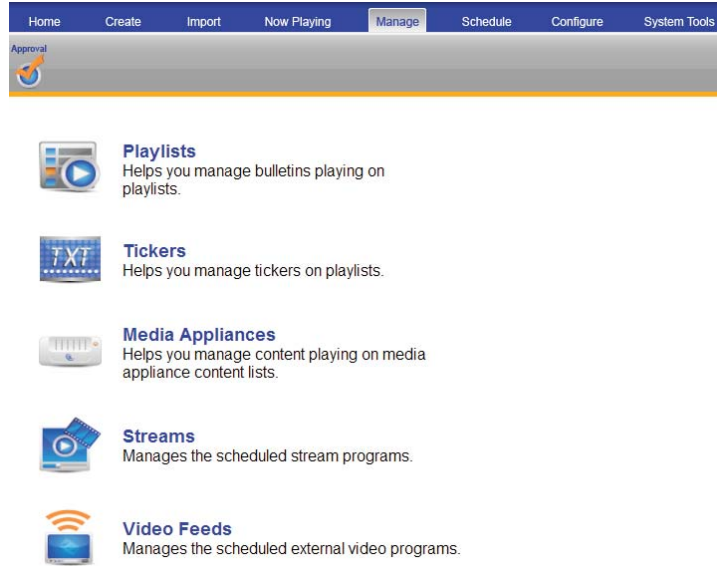


Manage Tab

Approval

Users with roles such as Template User and Content Creator can create and schedule content; however, their content will not begin to play until it has been approved. Users with approval privileges have the ability to approve content created by those users who do not have approval privileges.





Manage Approval Screen

Approving Messages on a Playlist

To approve messages:

1. Click **Manage | Approval** on the Navigation Menu
2. Click **Playlists**
3. Select the desired playlist from the *Playlist* pull down menu
4. Messages requiring approval will appear in the main window inside a pink band
5. Approve messages by clicking the **Approve** icon.



Manage Approval Playlists Screen

Preview PowerPoint® Message Before Approval

To preview a PowerPoint® Message before approval:³

1. PowerPoint® Messages requiring approval will appear with a PowerPoint Selected icon inside a pink band in the main window
2. Double-click the *Media Selected* icon
3. A dialog box will offer the option to **Open** or **Save** the PowerPoint® file
4. Select the desired option to either Open or Save a copy of the presentation to view it in PowerPoint

Changes made to the PowerPoint® will not be saved to the message. Changes will have to be saved to the local computer. You will have to import the presentation into AxisTV again.

To make changes to a PowerPoint® Message prior to approval:

1. Preview the message using the instructions above
2. Make the desired changes to the file in PowerPoint®
3. Save the file with a new name
4. In AxisTV, select **Now Playing | Playlists**
5. Choose the appropriate Playlist from the *Playlist* pull down menu
6. Press the **Remove from Schedule** icon for the PowerPoint® message you wish to replace
7. Use the **Import | PowerPoint** menu option to create a new PowerPoint® message using the new file⁴

Approving Tickers

The process for approving tickers is the same as for approving messages.

To approve tickers:

1. Click **Manage** on the Navigation Menu
2. Click **Approval**
3. Click **Tickers**
4. Select the correct crawllist from the *Crawllist* pull down menu
5. Tickers requiring approval will appear in the main window inside a pink band

³ PowerPoint® must be installed on your computer to preview PowerPoint® Messages.

⁴ See [Content Creation](#) for information about creating a PowerPoint® message in AxisTV.

Approval | Tickers has works in much the same way as **Approval | Playlists**; however, only tickers are shown here. The same functions that are available for messages under **Now Playing | Playlists** are available for tickers by clicking the **Approve** icon.

Approving Streams

To approve a stream:

1. Click **Manage** on the Navigation Menu
2. Click **Approval**
3. Click **Streams**
4. Choose the correct media player from the pull down menu labeled *Display Server*
5. Click the **Approve** icon

Approving Video Feeds

If Video Feeds are configured for the AxisTV system, a content approver can add, edit, or delete video feeds. The Video Feeds must be configured in the hardware and designed into the layouts. See your AxisTV System Administrator for details about whether or not Video Feeds are available.

To approve a video feed:

1. Click **Manage** on the Navigation Menu
2. Click **Approval**
3. Click **Video Feeds**
4. Choose the correct media player from the pull down menu labeled *Display Server*
5. Click the **Approve** icon

My Content



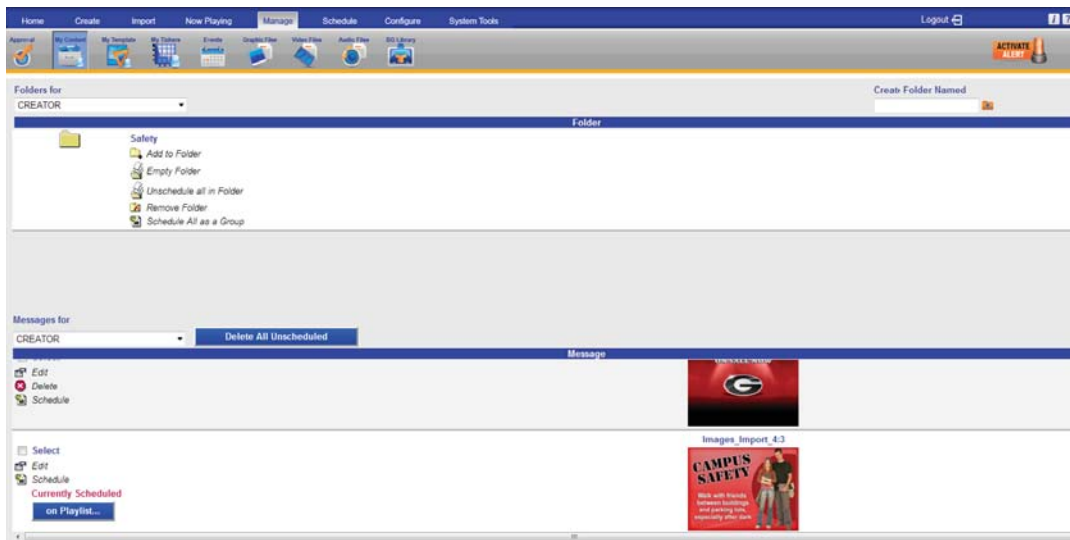
My Content

My Content allows you to view, edit, move, and delete content that had been previously created in AxisTV. My Content also gives you access to content created by other users via a folder system. Your role in the AxisTV system will determine what functions you can perform with other users' content.

To access My Content:

1. Click **Manage** on the Navigation Menu
2. Click **My Content**
3. The main screen contains two sections:
 - a. The first section contains two fields:
 - **Folders for** contains folders created under the selected UserID

- **Create Folder Named** allows you to create folders for organizing AxisTV messages
- b. The second labeled **Messages for** shows messages created under the selected UserID that are not organized into folders



Manage My Content Screen

Creating and Using Folders

You can create folders to organize your messages in AxisTV and can move non-foldered messages into folders.

To create a folder:

1. Click **Manage** on the Navigation Menu
2. Click **My Content**
3. Enter a name for the new folder in the *Create Folder Named* field
4. Press the **Add Folder** button represented by a folder with a plus sign next to the field

The default setting for **Manage | My Content** is to show the content created under the UserID that is currently in use. You also can view content created by other users.

To view the contents of a folder:

- Click the icon representing the folder you wish to open

To view another user's foldered messages:

1. Choose the UserID whose folders you wish to view from the pull down menu labeled *Folders for*
2. Click the folder icon for the folder to open

To view another user's non-foldered messages:

- Choose a UserID from the pull down menu labeled *Messages for* under the *Folders* portion of the window

To add messages to a folder:

1. Check the *Select* check box for the message(s) being moved
2. Click the **Add to Folder** icon for the folder the message is being moved into

To remove a message from a folder:

1. Open the folder by clicking the icon representing the folder you want to open
2. Select the content(s) being removed from the folder using the *Select* check box(es)
3. Press the **Remove from Folder** icon
4. The selected message(s) will be moved into the non-foldered messages section below

To remove all messages from a folder:

1. Click the **Empty Folder** icon
2. All messages will be moved into the non-foldered messages section below

To unschedule all content in a folder:

- Click the **Unschedule all in Folder** icon

To schedule all contents of a folder:

1. Click the **Schedule All as Group** icon
2. Schedule message(s) in the same manner as all other messages in AxisTV. See Scheduling Content in AxisTV in the Creating Content course guide for details on scheduling.
3. All of the contents of the folder will be scheduled on the same playlist(s) using the same schedule

Editing, Scheduling, and Deleting Messages

To edit a message:

- Click the image preview of the message
OR
- Click the **Edit** icon

You will be taken an appropriate screen to make changes to the message

To schedule a message:

1. Click the **Schedule** icon
2. Schedule message as described in the *Scheduling Content in AxisTV* section of the training guide.

You can delete unscheduled messages under the **Manage | My Content** option. Content that is scheduled to play cannot be deleted. Scheduled content must be removed from all playlists or crawllists before you can delete it. In My Content, a scheduled message will be labelled **Currently Scheduled** and will have an **on Playlist** button next to its preview.

To unschedule and delete a message:

1. Press the **on Playlist** button
2. On the Unschedule Message screen, select the playlists to remove the message from and press the **Unschedule** button

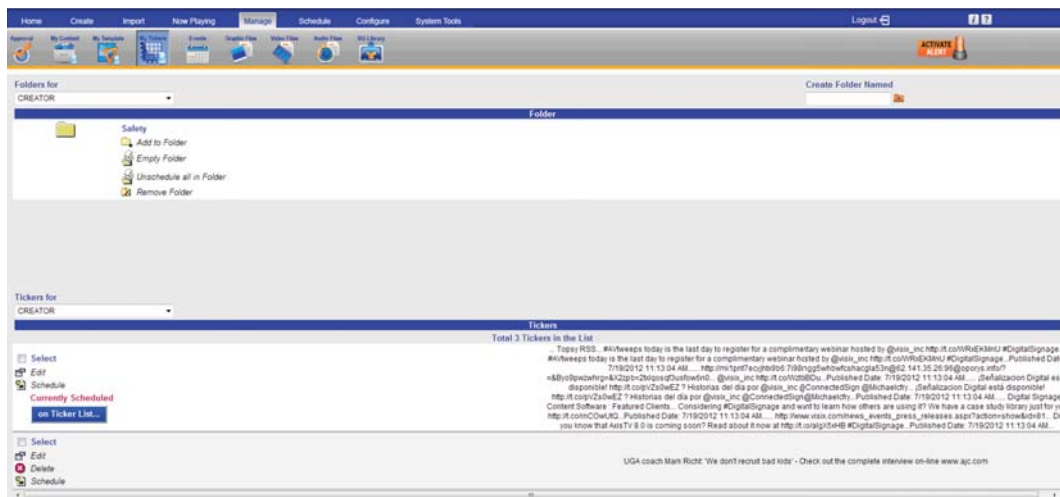
OR

Press the **Unschedule All** button

3. Once the message has been unscheduled, the delete option will appear next to the message preview in the My Content window. Press the **Delete** icon to delete the message.

My Tickers

My Tickers works in much the same way as My Content; however, only tickers are shown here. Creating a folder under My Content will create another one with the same name under My Tickers and vice versa.



Manage My Tickers Screen

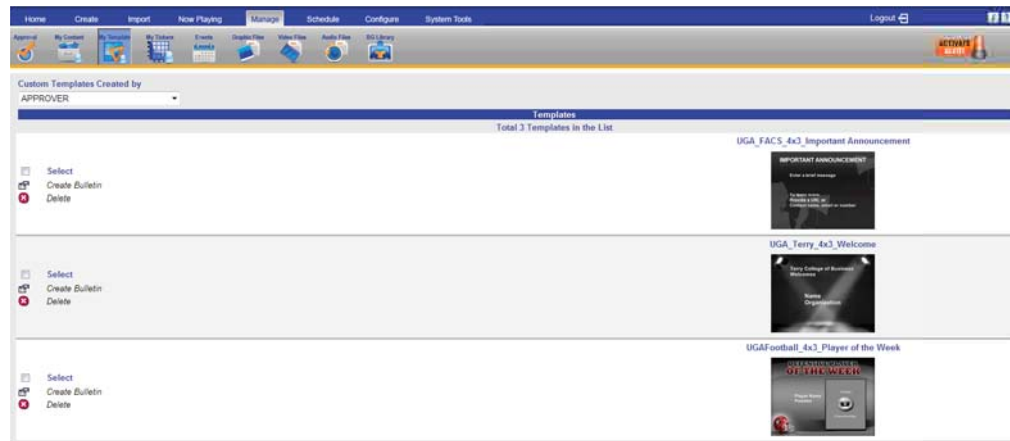
Similarly, removing a folder under My Content or My Tickers will remove the companion folder under the other heading. Any remaining content or tickers will be moved back into the non-foldered content (or tickers) area of the screen. You can edit, schedule, move and delete tickers in **My Tickers**.



My Templates

My Templates allows users with the appropriate permissions to manage templates that have already been created in AxisTV. The default setting for **Manage | My Templates** is to show the templates created under the UserID that is currently in use. You can view templates created by other users by selecting another UserID from the *Custom Templates Created by* pull down menu.

You can create a message from a template by pressing the **Create Message** icon or can delete a template by clicking the **Delete** icon for the appropriate template.



Manage My Templates Screen

To delete more than one template at a time:

1. Select the templates you wish to delete using the *Select* check boxes
2. Press the **Delete** icon

Events



Events

There are several ways to show event information in AxisTV. The features under **Manage | Events** allow you to manually configure event information for use in the system. The following components will need to be configured to use event scheduling:

- Statuses
- Types
- Rooms
- Daily Events

Configuration of Event Schedule Adapters will be discussed in *Configuring Users & Settings*.

Rooms

To define the rooms or other locations for use in event messages:

1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Rooms**
4. Under the heading *Building* enter the name of the building where the room is located
5. Under the heading *Room* enter the name of the room where events will be held
6. Press the **Add** button



Types

To define the type of event for use in event messages:

1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Types**
4. Under the heading *Name or Description* enter the name of the type of event (for example, seminar)
5. Press the **Add** button



Statuses

To define the status for use in event messages:

1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Statuses**
4. Under the heading *Name or Description* enter the name of the meeting status (for example, tentative)
5. Under the heading *Represents canceled?* choose *Yes* or *No* from the pull down menu
6. Press the **Add** button



Daily Events

To configure an event for use in event messages:

1. Select the date(s) of the event on the calendar
2. Enter a name for the event in the *Description* field
3. Select the *start* and *end times* using the pull down menus



4. Select the room where the event will be held using the *Room* pull down menu
5. Select the type of meeting from the *Type* pull down menu
6. Select the status from the *Status* pull down menu
7. Press the **Add** button



Manage Daily Events Screen

Graphic Files

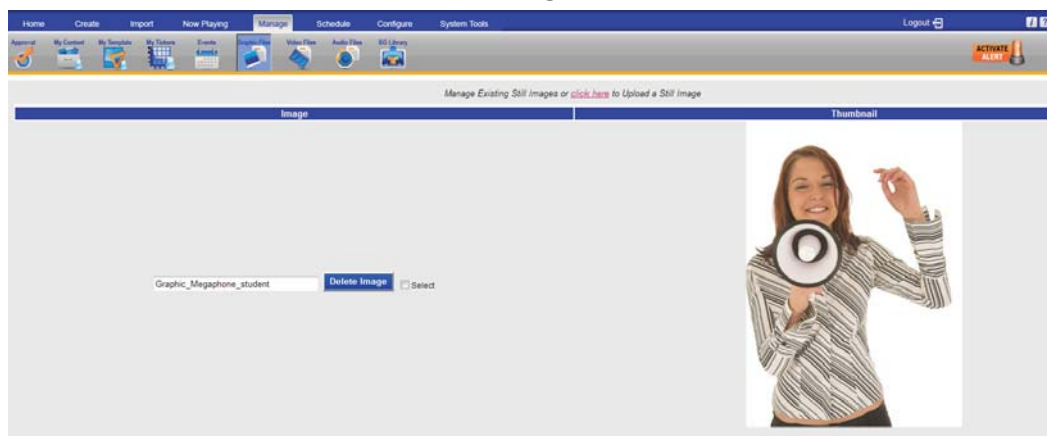


Graphic Files

The **Manage | Graphic Files**^{5,6} option in AxisTV allows you to view existing images, upload new images, and delete images that have been uploaded to AxisTV.

To view available graphic files:

1. Click **Manage** on the Navigation Menu
2. Click **Graphic Files**
3. Any images that have been uploaded for use in AxisTV will appear in the main window under the label *Manage Existing Still Images* or click here to *Upload a Still Image*



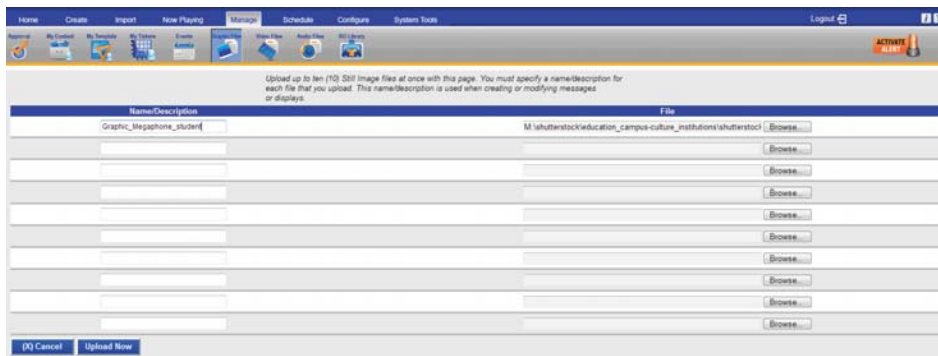
Manage Graphic Files Screen

⁵ For a list of graphic file formats that can be imported into AxisTV see the AxisTV Media Guide in the Appendix.

⁶ Files over 20MB in size will need to be imported using the Media Importer in AxisTV Desktop. See *Media Importer* at the end of this section for details.

To upload a new graphic image:

1. Click the [click here](#) link in the main window labeled *Manage Existing Still Images* or *click here to Upload a Still Image*
2. On the upload screen, enter the name for the image file in the *Name/Description* field
3. Browse to the file location and select the file for upload
4. Press the **Upload Now** button at the bottom of the screen



Upload Graphic Files

You can upload up to ten images at a time through the web interface.

To delete available graphic files:

1. Click **Manage** on the navigation Menu
2. Click **Graphic Files**
3. Select an image or images for deletion by checking the *Select* box next to the image
4. Press the **Delete** button

Video Files

Like the **Manage | Graphic Files** feature, the **Manage | Video Files**^{7, 8} feature allows you to view existing video, upload new video, and delete video that has been uploaded to AxisTV.



To upload a new video:

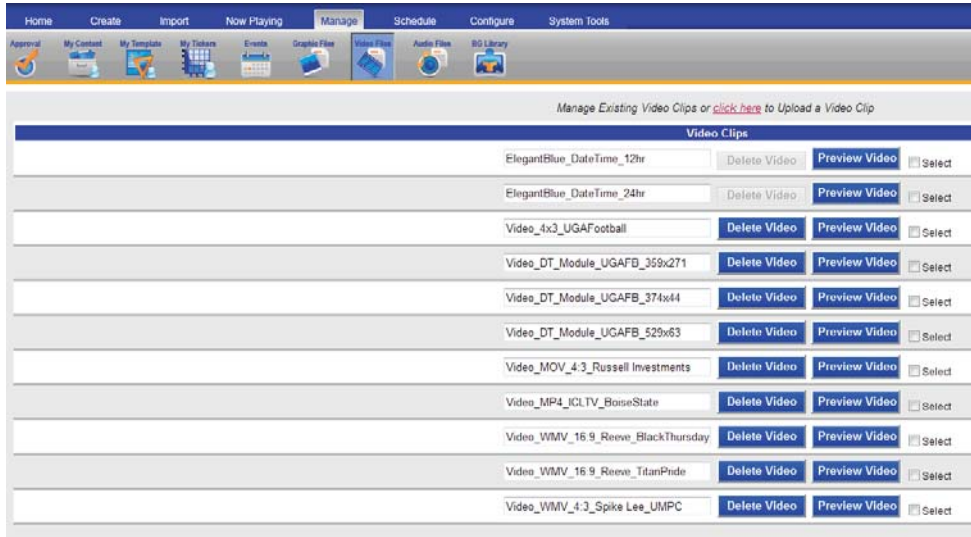
1. Click the [click here](#) link in the main window label *Manage Existing Video Clips* or *click here to Upload a Video Clip*

⁷ For a list of video file formats that can be imported into AxisTV see the AxisTV Media Guide in the Appendix.

⁸ Files over 20MB in size will need to be imported using the Media Importer in AxisTV Desktop. See *Media Importer* at the end of this section for details.

2. On the upload screen, enter a name for the video in the *Name/Description* field
3. Browse to the file location and select the video file for upload
4. Press the **Upload Now** button at the bottom of the screen

You can upload up to ten videos at a time through the web interface.



Manage Video Files Screen

To delete available video files:

1. Click **Manage** on the navigation menu
2. Click **Video Files**
3. Select a video for deletion by checking the *Select* box next to the *Preview* button
4. Press the **Delete Video** button

To preview available video files:⁹

1. Click **Manage** on the navigation Menu
2. Click **Video Files**
3. Click the **Preview** button next to the video



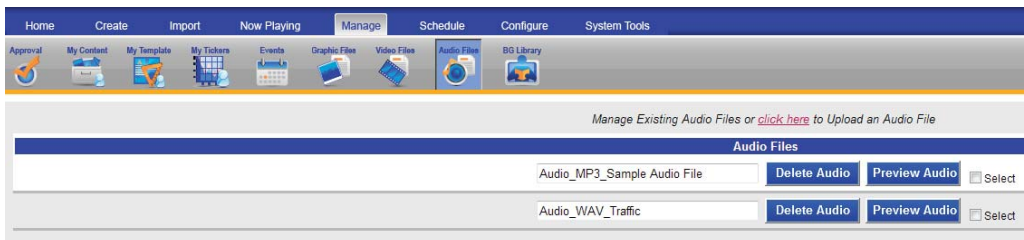
Audio Files

The **Manage | Audio Files** option in AxisTV allows you to preview audio, upload new audio, and delete audio that has been uploaded to AxisTV.

⁹ The appropriate viewer for the video file type will need to be installed on the user's computer in order to use the Preview feature.

To preview available audio files:

1. Click **Manage** on the navigation Menu
2. Click **Audio Files**
3. Any audio files that have been uploaded for use in AxisTV will appear in the main window under the label **Manage Existing Audio or click here to Upload an Audio File**



Manage Audio Files Screen

To upload a new audio file:

1. Click the [click here](#) link in the main window label *Manage Existing Audio or click here to Upload an Audio File*
2. On the upload screen, enter a name for the audio file in the *Name/Description* field
3. Browse to the file location and select the audio file for upload
4. Press the **Upload Now** button at the bottom of the screen

You can upload up to ten audio files at a time through the web interface.

To delete available audio files:

1. Click **Manage** on the navigation Menu
2. Click **Audio Files**
3. Press the **Delete** button next to the file name

Background Library

All message backgrounds and layout backgrounds are stored in the Background Library. To see the image files available in the Background Library go to **Manage | Background Library** on the tree-style navigation menu. AxisTV comes with message backgrounds and layout backgrounds already installed.



A new Archive folder will be created when the Content Manager is upgraded to version 8.0. The following items will be moved into the Archive folder:

- all of the images from the old Alert folder
- all of the images from the old Elegant folders, and
- any image from the Non-Foldered folder whose name starts with "A-", "B-" or "S-"

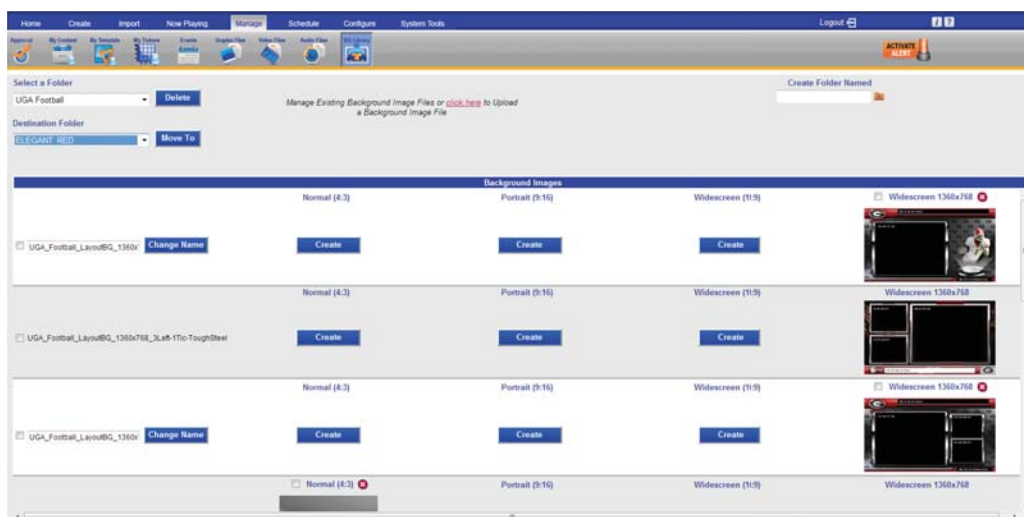
Weather images that begin with "W-" remain in the Non-Foldered folder. New message background and layout background images have been created and will be placed into a folder that designates their color. These new folders are called STOCK_BLUE, STOCK_GRAY, STOCK_GREEN, STOCK_PURPLE, and STOCK_RED. New layout background images are created in the Widescreen format only. New message background images are created in both Normal and Widescreen formats.

By default, the main screen will show any message backgrounds and/or layout backgrounds that are not organized into folders; however, you may want to create folders for organization purposes. Message and layout backgrounds that are provided with the AxisTV system are organized into folders named for the primary color of the images, for example: STOCK_BLUE.

Managing Background Folders

To view the contents of a message background folder:

1. Go to **Manage | Background Library**
2. Click the arrow for the pull down menu labeled *Select a Folder*



Manage Background Library Screen

3. Select the desired folder from the list. The window will update to show the contents of the folder

To create a message background folder:

1. Type a name for the new folder in the field labeled *Create Folder Named*
2. Press the **Add Folder** button represented by a file folder with a plus sign

To move a message background into a folder:

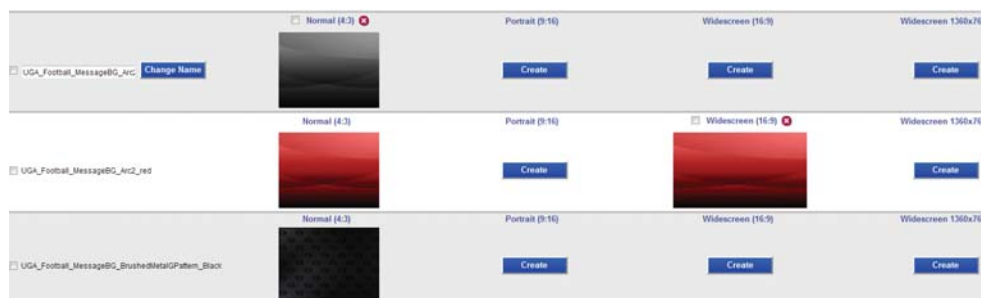
1. Select the desired message background by placing a check in the check box at the beginning of the message background's row
2. Select the desired destination folder from the pull down menu labeled *Destination Folder*
3. Press the **Move To** button

To delete a message background folder:

1. Select the desired folder using the pull down menu labeled *Select a Folder*
2. The **Delete** button will now be available for use
3. Press the **Delete** button next to the pull down box
4. At the dialog box, press the **Yes** button to confirm deletion

Message and Layout Backgrounds in Other Aspect Ratios

The Background Library is organized on the screen somewhat like a spreadsheet – there are rows for the individual images and the columns are for the aspect ratios available in the AxisTV system. Not every image will appear under each aspect ratio. For example, some images will only have a *Normal (4:3)* version in which case only one copy of the image will appear in the row. Others may have additional versions of the image in which case there may be several versions of the image in the row, for example: a *Normal (4:3)* image, a *Portrait (9:16)* image and a *Widescreen (16:9)* image.



Manage Background Library Aspect Ratios

AxisTV can create additional versions of an image in the other aspect ratios that are configured in the system. This simplifies the message background and layout background creation process for you. You need only create the message background image in one aspect ratio such as 4:3. AxisTV can create its duplicate in the other aspect ratio(s) on demand.

To create message background images in another aspect ratio:

1. Go to **Manage | Background Library**
2. Select the desired image by checking the box above the image
3. Press the **Create** button in the column for the desired aspect ratio

Importing Message and Layout Backgrounds

You can create custom message backgrounds and layout backgrounds that can be imported into AxisTV. Up to five files at a time can be uploaded using the web interface. To upload more than five message backgrounds or layout backgrounds at one time or to upload files that exceed 20 MB in size, use the Media Importer tool in AxisTV Desktop.

To upload message backgrounds/layout backgrounds in the web interface:

1. Go to **Manage | Background Library**
2. Click the red [click here](#) link at the top of the page to go to the upload screen
3. Use the pull down menu labeled *Import to Background Folder* to select the folder you want to import the file(s) into
4. Type a name for the file into the *Name/Description* field
5. Press the **Browse** button to navigate to the file location in the computer or network
6. Choose the primary aspect ratio for the file using the pull down menu labeled *Primary Aspect Ratio*
7. Press the **Upload Now** button

Deleting Message and Layout Backgrounds

You also can delete message backgrounds and layout backgrounds in the Background Library. Message and layout backgrounds that are in use in a message, template or layout cannot be deleted from the AxisTV system. If a message background or layout background is not being used

in a message or a layout, a small red circle with a white “x” will appear above the image.

To delete a message background/layout background:

- Click the red circle with the white “x” that appears above the image of the message background or wall paper to be deleted

Schedule

In addition to scheduling content immediately after it is created, you can schedule content that already has been created in AxisTV using the **Schedule** feature. Under the **Schedule | My Content** and **Schedule | My Tickers** functions you have access to the same options as under the **Manage | My Content** and **Manage | My Tickers** functions.



Schedule Tab

My Content

To schedule a message from **Schedule | My Content**:

1. Click **Schedule** on the Navigation Menu
2. Click **My Content**
3. Click the **Schedule** icon on the row of the message being scheduled
4. Schedule message as described in the *Scheduling Content in AxisTV* section of the Creating Content training guide.



My Tickers

To schedule a ticker from **Schedule | My Tickers**:

1. Click **Schedule** on the Navigation Menu
2. Click **My Tickers**
3. Click the **Schedule** icon on the row of the ticker being scheduled
4. Schedule ticker as described in *Scheduling a Ticker in AxisTV* section of the Creating Content training guide.



Importing Files Using AxisTV Desktop

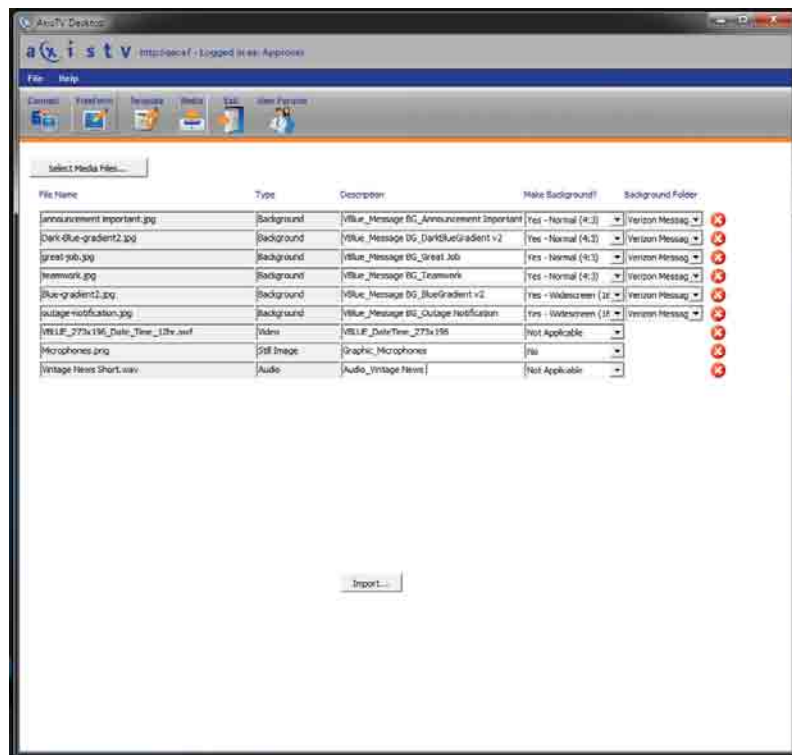
To create import large files, AxisTV Desktop must be installed on your PC. Once the application is installed, you will be able to import media files that are larger than 20 MB in size.

Media Importer

Media Importer is a tool within AxisTV Desktop that allows you to import files that are larger than 20MB in size. You can upload multiple images and/or videos at one time using the **Media Importer**.

To upload graphic and/or video files using Media Importer:

1. Click the **Media Importer** tab in AxisTV Desktop
2. Press the **Select Media Files** button at the top of the screen
3. Browse to the file location and select the file for upload
4. When the file information appears in the import screen, enter a name in the *Description* field
5. If the file is an image, choose whether or not to make the image available as a message background in AxisTV by selecting Yes (and the aspect ratio for



AxisTV Desktop Media Importer Screen

the message background image) or *No* from the pull down menu labeled *Background?*

6. Repeat steps 2 through 5 until all of the desired files have been selected for upload¹⁰
7. Press the **Import** button at the bottom of the screen

The image(s)/video(s) will now be available for use in AxisTV.

¹⁰ There is no limit to the number of files that can be imported at one time using the Media Importer; however, the total maximum files size of all files being imported cannot exceed 1.9 GB.

Visix Support Contacts

Regardless of their purchase level, Visix application users have access to support. If you're having any difficulties with your Visix products, you can get the answers you need.

1. Visit the Visix Digital Signage Solutions Blog at <http://www.visix.com/digital-signage-solutions.html> where you can share questions and answers with other users. The blog is categorized by task-oriented topics. Users can post questions, ideas and tips; share creative content, policies and news; and can access Visix-provided user resources.
2. Search our extensive knowledge base of frequently asked questions (FAQs) based on questions from others Visix customers. You're guaranteed to find valuable guidance for the most common issues at: <http://support.visix.com/sd/SolutionsHome.sd>.
3. Contact our support team for assistance: Our technical support hours are 8:30AM to 7:00PM Eastern Time, Monday through Thursday, and 8:30AM to 5:00PM Eastern Time on Friday, except published holidays. You can open a support request online at www.visix.com, via email to support@visix.com or by leaving a voice mail using our toll free phone number.

Visix offers help desk support at no charge for 90 days to all customers purchasing a new system. After 90 days, free support is only available to customers who have purchased a Software Maintenance Agreement (SMA) or Service Level Agreement (SLA). All other support requests are available by appointment only and charged on a per incident basis. Billable support hours are available for purchase online or by phone.

We offer two levels of support, depending on your support agreement and the level of escalation you'd like to request:

Priority Support

- Priority response over fee-based support issues during normal business hours, including remote support via WebEx where appropriate
- Priority support is available at no cost to current SLA and SMA subscribers and to registered users who have recently purchased a Visix application (within 90 days) or an upgrade (within 10 days)

Fee-based Support

- Billed at an hourly rate with a minimum charge of one-half of an hour
- Typically includes phone support and remote diagnostics via WebEx
- Your content manager/server must have access to the Internet

Visix Services – We have a range of services available to clients who need assistance getting their digital signage system off the ground – consulting, content design, software configuration, and implementation. Get more details online about these and other Visix services at <http://www.visix.com/digital-signage-services.html>.

Training - Our certified trainers teach your users how to get the most out of your Visix software. We offer a comprehensive training package, customized on-site sessions or fee-based web training via WebEx. To request information or schedule training, please contact us at training@visix.com.

This manual was last updated April 1, 2013.

Visix reserves the right to alter specifications at any time without notice.

Appendices

AxisTV Creative Terminology

Layouts

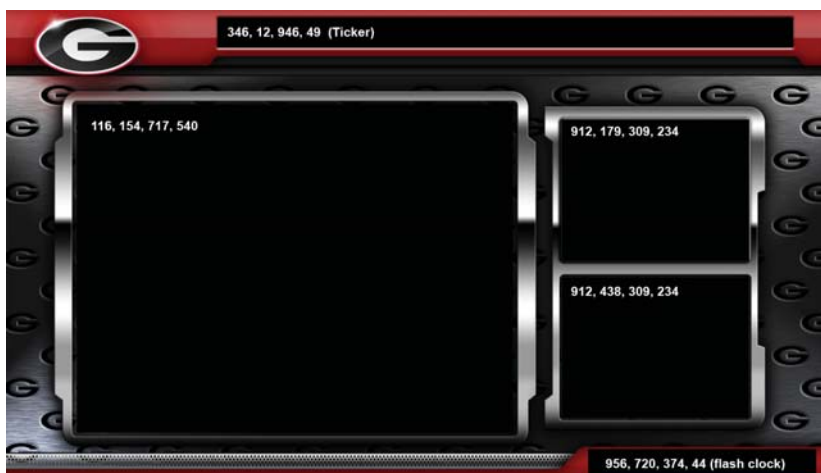
The layout is the positioning of content blocks and ticker blocks on the screen. This layout shows three content blocks and one ticker block. You create layouts in the AxisTV Layout Editor using layout backgrounds as the background and assigning specific playlists or crawllists to each block.



Layout Backgrounds

These are the decorative designs that cover the entire display and provide the layout for your content blocks. A good tip is to always include the coordinates for each content block in the layouts for easy reference.

Coordinates are "x" and "y" pixel coordinates for the top left corner of the content block and "w" and "h" width and height of the block.



Message Backgrounds

These will be housed in your Background Library and can be designed to match the color scheme of your layout backgrounds. You will use message backgrounds whenever you create a bulletin or template in AxisTV. AxisTV also comes with a stock library of message backgrounds for your convenience.



Templates

Templates are created inside your AxisTV system using message backgrounds from your library. These provide easy fill-in-the-blank templates for users and allow you to control background graphics, text styles and positioning of various elements.

B *I* U abc --Select a Color--
Aharoni 6

PREVIEW GROUP CANCEL NEXT

Name Your Message
UGAFootball_4x3_Player of the Week

Edit Section Text
Player NamePosition

Edit Section Image
-OR-
Choose an Existing File
--Select File--



AxisTV Media Guide

AxisTV supports a wide variety of media formats you can use to energize your visual communications. Import sharp still graphics or dynamic animated content to capture and maintain your audience's attention.

To help you get the most out of your message, follow these suggestions to optimize content from the most popular media platforms:

- Graphics
- Video and Audio
- Flash
- Media Streaming
- Media Library

Graphics

Import graphics from a wide range of software applications by saving or exporting them into popular graphical formats. AxisTV supports JPG, TIF, GIF, PNG, WMF and Microsoft Windows bitmap (BMP) files.

Here are some tips for optimizing your graphics for AxisTV:

- Build your graphics to 1024x 768 pixels, or match the pixel dimensions of the AxisTV content block(s) in which they will be displayed.
- If the graphics will be used in content blocks with 16:9, 9:16 or other unique aspect ratios, build them to match that aspect ratio and content block pixel dimensions. Otherwise, your content may appear distorted, like it has been squeezed or stretched.
- Set the image resolution to 72 DPI (dots per inch). With this technology, there is no need to worry about print quality DPI.
- Animated GIFs cannot be directly imported, but third-party software can be used to convert animated GIFs to Flash files or other video file formats.

To import a graphic as a message, navigate to **Import** in the AxisTV browser interface. To import a graphic into the library for reuse, navigate to **Manage | Graphic Files** in the AxisTV browser interface. If you intend to use the graphic file as a message background or player wallpaper, navigate to **Manage | Background Library** in the AxisTV browser interface.





Video and Audio

Attract and entice your audience with dynamic video content. Video files in the following formats can be uploaded into AxisTV*:

- Adobe Flash: SWF (Requires Adobe Flash Player installed on the Channel Players.)
- Windows Media: ASF, AVI, MPEG, MPG, WMV
- Apple QuickTime: MOV, MP4, M4V (Requires AxisTV v.7.0.22 or later and QuickTime Player installed on the Channel Players.)

Consider these tips when creating and optimizing your video content for AxisTV:

- For best playback performance, encode or convert videos to the Microsoft Windows Media Video format. Other formats will work, but utilizing the most efficient format will get the best performance from your Channel Players.
- Encode videos at a bit rate of 1 to 4 megabits per second. AxisTV can play back higher bit rates, but if you intend to display tickers, transitions, backgrounds, Flash or other media simultaneously, you may run low on processor resources. Encoding your videos to a lower bit rate will avoid using a majority or all of the playback resources for just one video.

To import a video as a message, navigate to **Import** in the AxisTV browser interface. To import a video into the library for reuse, navigate to **Manage | Video Files** in the AxisTV browser interface. Files that are larger than 20MB should be imported using AxisTV Desktop.

Audio files in the following formats can be uploaded into AxisTV*:

- MP3
- Wave File (WAV)*

* Depending on the version of AxisTV, some versions of these formats may not be supported.



Flash

Wow your audience with creative content built in Adobe Flash.

There are a wide variety of ways to create content in Flash, so here are some tips for optimizing your material for playback in AxisTV:

- Visix recommends a frame rate of 12 fps for Flash files used in AxisTV. A higher frame rate can be used, but may diminish Channel Player performance.
- Match the aspect ratio or pixel dimensions of the Flash video to that of the content block(s) scheduled to display the file. (Flash scales all movies, maintaining the original aspect ratio – if the content block aspect ratio differs, black bars will be seen above and below or to the left and right of the Flash video.)
- AxisTV will not recognize stop action on the main timeline. AxisTV will recognize this script only within movie clips. You can also use tween animations within movie clips or utilize TweenMax or TweenLite.
- Animations can be created using ActionScript versions 2.0 or 3.0. Just make sure the latest version of Adobe Flash Player is installed on the Channel Players.
- A Flash video can be set to loop via scripting if it will be the only item in an AxisTV playlist.
- Only incorporate interactive elements if you intend to deploy the Channel Player with a touchscreen display.
- AxisTV will support SWF files that reference video files or graphic files located on a network drive or locally in the Binary Storage directory of the Channel Player.

To import a Flash movie (SWF) as a message, navigate to **Import** in the AxisTV browser interface. To import a Flash movie into the library for reuse, navigate to **Manage | Video Files** in the AxisTV browser interface.





Media Streaming

Your organization may already be using media streaming as a way to share video and audio content over the network. AxisTV offers media stream playback, allowing you to display a compatible video stream on one or more Channel Players.

AxisTV supports several media streaming formats:

- WMV (Windows Media)
- MPEG-1
- M4V
- H.264
- MPEG-2 streams originated by VBrick encoders or servers

Note: One licensed copy of the VBrick StreamPlayer Plus software is required for each Channel Player using MPEG-2 media streaming.

Visix recommends media encoding products by VBrick Systems, Inc. and additional information can be found at www.vbrick.com. Visix does not warrant or claim to support all video stream encoders or decoders.

To schedule the playback of streaming media, navigate to **Now Playing | Streams** and choose a Channel Player and mode to add a streaming program.

Media Library

AxisTV supports a library of media files that can be reused for many messages. This library is accessed via the Manage menu in the AxisTV browser interface.

Even if you don't intend to reuse a particular media file for more than one message, sometimes files must be imported into the library before use. Files that are larger than 20 megabytes in size should not be imported directly through the AxisTV browser interface. Larger files can overwhelm the web server and may timeout. Therefore files over 20MB should be imported using the AxisTV Desktop, Media Importer utility.

AxisTV Desktop can be downloaded through the AxisTV web interface by browsing to **System Tools | Install AxisTV Desktop**. The AxisTV Desktop installer will place the utility directly onto your PC and can upload large files (or many files at once) without burdening the web server.



Glossary of Key Axis TV Terms

Account – a function by which users are granted access and privileges within a software system.

Adapter – a function that allows the user to retrieve and display content from an external source.

Administrator – a default user role that allows the user to manage and configure all aspects the AxisTV system.

Aspect ratio – the relationship between the width and height of an image or a display. Aspect ratios are expressed mathematically as x:y and are used to ensure that messages fit into a defined area. The standard display aspect ratio is 4:3. The widescreen aspect ratio is 16:9.

Audio – a sound file that can be imported into the AxisTV system for use with messages, templates, and layouts.

AxisTV Desktop – an AxisTV client application that allows users to connect to the AxisTV Content Manager using four tools: *Free Form Editor*, *Template Editor*, *Display Layout Editor*, and *Media Importer*.

AxisTV Desktop Messenger – an AxisTV client application that displays messages from assigned playlists on a client computer as a pop up message in the corner of the screen.

AxisTV Screensaver – an optional Axis TV publisher that displays messages in a specified playlist on client computers when they are not in use.

Background – See *Message Background*.

Bulletin – a message content created in the AxisTV system. See *Message*.

Channel Player – See *Media Player*.

Configuration – (software) the particular choice of settings within a software program; (hardware) the particular choice of hardware items and their interconnection that make up a computer system. An AxisTV system consists of at least one *Content Manager* and one *Channel Player* connected to one or more displays.

Content - information or creative material designed for display in AxisTV.

Content Approver – a default user role in AxisTV that allows the user to create, manage and schedule their own content; to edit, manage and schedule others' content; and to approve content for play in the playlist rotation.

Content Block – a defined area for the planned display of a message or messages.

Content Creator – a default user role in AxisTV that gives a user the right to create, manage, and schedule their own content but limits access to others' content and denies their content immediate play until a user with approval rights has authorized the content to begin playing in the playlist rotation.

Content Manager - a computer on a network with the AxisTV Content Manager software installed which hosts the AxisTV web interface (also called a *Content Server*).

Content Server – See *Content Manager*.

Crawlist – a series of tickers that is scheduled for display. See *Ticker List*.

Date and Time Overlay – a date and time overlay (DTO) in a display layout is a defined area on the display hardware that shows the date and/or time on top of a content block or a layout background.

Display – any monitor or TV connected to a channel player (media player) on the AxisTV Digital Signage system.

Display Layout Editor – a tool within the AxisTV Desktop client applications used to create and edit layouts for AxisTV Media Players.

Editor – the functional part of a software program that allows users to create, change, add, or delete information.

Flash® – an Adobe application for creating, editing, and displaying Adobe Flash® video files.

Free Form Editor – a component of AxisTV Desktop that permits users to create messages without the use of a pre-designed template.

Graphics – images created for electronic display.

Import – the act of retrieving information external to the application and incorporating it for use within the application.

Layout – the arrangement of content blocks and ticker blocks within the display area.

Layout Background – decorative graphic images used to cover the display and to act as a backdrop for the content being displayed through AxisTV. Layout Backgrounds may be custom designed and coordinated to include an organization's branding elements such as logos and official colors. *Formerly known as a Wallpaper*.

Media – different types of data that can be stored for use in a computer system. The term *Media* generally refers to video, graphics and/or audio files in a software environment.

Media Importer – a tool within the AxisTV Desktop client application used to import media files, e.g. graphics or video, larger than 20 MB in size and/or to import multiple files at once.

Media Player – a computer on the network that runs AxisTV Channel Player software which sends content to a display or set of displays, also known as a *Channel Player*.

Meeting Minder – a room sign that acts as a stand-alone player primarily for the purpose of displaying meeting or other event information related to its assigned location. Meeting Minders may be interactive using a touch screen or non-interactive.

Message – content created using AxisTV tools or by importing images or video created in other applications for display within a content block. Multiple messages can be displayed simultaneously on a single AxisTV *Layout*. *Formerly known as a Bulletin*.

Message Background – an image file that has been imported into the AxisTV system for the purpose of creating messages and/or templates. Backgrounds can be custom designed using graphic elements and custom colors for branding purposes and/or to coordinate with *Layout Backgrounds*. *Formerly known as a Background*.

Network – any combination of servers, computers, printers, display devices, and/or telephones interconnected to transmit, receive, and/or share information.

Overlay – a content block that can be placed on top of other content blocks in a display layout.

Permissions – defined sets of functionality within a software system that can be granted to users based on role.

Playlist – a series of messages scheduled for display within content blocks according to a defined sequence and duration.

Play Rotation – the order in which a series of messages or tickers are scheduled to be displayed.

Plugin – software functionality that allows one software application to interact with another for the purpose of accessing data or specific functions that would otherwise be unavailable.

Policy – a rule or set of rules that governs how software is run, accessed, and used.

Role – a set of privileges that define a user's ability to utilize various aspects of a software application.

Room Sign – *See Meeting Minder*.

RSS feed (Really Simple Syndication) – a simple file format used to disseminate up-to-date information based on user subscription to a URL.

Streaming Window – a specialized content block created for the purpose of displaying streaming video content within a display layout.

System – an assembly of hardware, software, and/or data communications devices that interdependently support functional software programs on a network.

Template - a message with a pre-designed format that is ready to be filled in with text and/or graphic elements. Templates are created using the *Template Editor*.

Template Creator – a default role in AxisTV that only permits the user to create messages from templates. The *Template Creator* has no other content creation or management privileges within the AxisTV system.

Template Editor – a component of *AxisTV Desktop* that enables users to create templates for use in AxisTV.

Ticker – text data that flows across a defined ticker block within a visual display (also called a *Crawl*).

Ticker List – a series of tickers that is scheduled for display within a ticker block according to a defined sequence and duration.

User – an individual who has access to the AxisTV system.

Video – an electronic file containing movie images that can be imported into AxisTV for display in a content block.

Video Feed – a means of sending video data to AxisTV for display in a layout through a combination of hardware and software components

Video Stream – a video stream overlay (VSO) in a display layout is a defined area on the display hardware that shows live or recorded video using a streaming media source such as a streaming server or a web-based URL that links to a video stream.

Video Window –a video feed overlay (VFO) in a display layout is a defined area (4:3 aspect ratio) on your display hardware that shows live or recorded video using an S-Video or Composite source. Requires a supported video capture card installed on the channel player.

Video Window with Tuner –a video feed overlay (VFO) in a display layout is a defined area (4:3 aspect ratio) on your display hardware that shows live or recorded video using an RF(coaxial cable), S-Video or Composite source. When using a RF (coaxial cable) source, the tuner allows users to create an automated program schedule within the AxisTV web

interface rather than manually changing the channel on the video source hardware showing more than one program (channel). Only analog tuning is supported at this time. Requires a supported tuner card installed on the channel player.

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