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Content Creation

Welcome to Content Creation Training

Welcome to Content Creation Training for AxisTV Digital Signage Software! The purpose of this course is to introduce you to the AxisTV browser-based interface and to show you how to quickly and easily create dynamic, eye-catching content for your audiences.

Prerequisites

Introduction to AxisTV is a prerequisite for this course. Introduction to AxisTV covers key concepts and terminology you will need to know in order to get the most out of your training.

Who Should Attend?

Anyone who will create AxisTV content should attend the Content Creation course.

Course Objectives

After completing this course, participants should be able to:

- Import content from other applications to create messages
- Create content using AxisTV browser tools
- Schedule content (time, date, and location)

Course Outline

1. Create Messages
   a. Importing Content to Create Messages
   b. Creating Messages Using AxisTV Tools
      i. Message
      ii. Graphic Link Message
      iii. Web Page Message
      iv. Event Schedule Message
      v. Weather Message
      vi. News Message
2. Create Tickers
   a. Text Ticker
      i. Scheduling Tickers
   b. Weather Ticker
   c. News Ticker
3. Q & A
Creating Messages in the Web Interface

Importing Content

The fastest way to get started creating exciting message content in AxisTV is to import files that already have been created using other applications such as PowerPoint, Flash, and Photoshop. You can import up to 20 files of different types at one time as long as they are in the same folder and their combined file size does not exceed 20 MB. All of the files will be imported as a group of messages that will play on the same schedule and play rotation. When using the Choose an Existing file option, only one file at a time can be used to create a message.

Importing a file to create a message

To create a message using an existing image, video, or PowerPoint file:

1. Click Import on the navigation menu
2. Enter a name for the message in the Name Your Message field
3. Choose the correct aspect ratio from the pull down menu
4. Select a file for upload by clicking the Browse button to browse to the file location
   or
   Choose an Existing File using the pull down menu and choosing the desired file from the list
5. Click the Next button

When you click the Next button, the message is saved into the AxisTV database. You will be taken to the scheduling screen.
NOTE: If you have imported multiple files, you can toggle through the previews of the messages using the back (<) and forward (>) buttons underneath the message preview. Only image files (e.g. .jpg, .png) will show a thumbnail preview of the image. PowerPoint and video files will display as a Media Selected thumbnail.

Scheduling Messages

After creating a message and pressing the Next button, you will be taken to the scheduling screen. On the left side of the screen you will find various scheduling options that must be set to ensure your message plays for the appropriate amount of time and in the desired location.

Title

The title of the message will carry over from the previous screen.

Pace

The Pace option allows you to set the length of time the message remains on screen each time it is displayed. The default option for Text Messages is Automatic, based on amount of text. This option lets AxisTV determine the pace of display for the message based on settings configured by your system administrator.

To set the pace manually for any message:

1. Select the Seconds radio button
2. Enter the number of seconds you want the message to be displayed on-screen
Schedule

You will set the date range and time(s) of day that you wish your message to be displayed in the Schedule section.

Show Duration

The Show Duration options allow you to set the days or dates during which the content will be displayed. Using the radio buttons you can:

1. Select the Today radio button, and
2. Use the pull down menu to choose the number of days, weeks, months, or years you wish the content to play

or

Select the From radio button, and

Use the From date pull down menu to access the calendar to choose the date you want to start showing the content
3. Use the corresponding time pull downs to choose the start hour, minute, and am/pm
4. Use the To date pull down menu to access the calendar to choose the date you want to stop showing the content
5. Use the corresponding time pull downs to choose the end hour, minute, and am/pm

Under the Show Duration option you also can set specific days for the message to be shown within the selected date range by checking the Repeat box and then checking the corresponding box for the day(s) you want the message to appear.

Display Period

The default setting for the times of the day the message will play is All Day Long; however, AxisTV also offers a day-parting option.

Day-parting refers to segmenting the day into specific times so the message or set of messages will display only during those times. Day-parting can be useful for showing targeted messages to audiences you know will be in the vicinity of the digital signage display during a specific time period.

To use the day-parting option:

1. Select the Selected Periods radio button
2. Select the time using the From and To hour, minute, and am/pm pull down menus
3. If more time periods are desired, press the Add More Display Period button and repeat step two
4. Repeat step three until all desired time periods have been added
Playlists

Messages are scheduled to playlists. Which playlists you can access depends on how your system administrator configures your UserID.

Playlist Groups

If Playlist Groups have been defined and are available, you can select groups of playlists where you want the message to play.

Publishers

If Publishers such as Desktop Messenger or Screensaver are licensed for your system, you can schedule standard messages to these publishers if the option is available to you.

If you want the message to play in Desktop Messenger, you will have to schedule the date(s) and time for the message to pop up on client computer screens. This scheduling will be done on a separate screen.

After you have selected the options for the message scheduling, press the Done button on the upper right side of the screen.

Creating Messages Using Web Tools

Several types of messages and tickers can be created in AxisTV ranging from simple messages consisting of text only to highly customizable messages containing text and graphic images. All messages and tickers are created on the Create menu.

Message

The Message button allows you to create three types of messages:

- Simple Message
- Message from Template
- Free Form Message¹, ²

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¹A default AxisTV installation will not display the Free Form Message option in the web interface. Your system administrator should contact Visix Technical Support for instructions on how to turn this feature on in the web interface.

²The Free Form Editor is covered in AxisTV Desktop training.
Simple Message

The Simple Message is the easiest message to create using AxisTV tools. Simple Messages are text only messages.

To create a simple message:

1. Click **Create** on the Navigation Menu
2. Click the **Message** button on the action bar
3. Click **Simple Message** in the window
4. If desired, check the **Add Title** box to add a title field onto the message
5. Type your message into the **Text** field(s)
6. Type a name for the message in the **Name Your Message** field
7. Use the pull down menu labeled **Select Background Folder** to choose one of the message backgrounds within a folder

   or

   Select **Non-Foldered** to choose a message background that is not grouped into a folder
8. Click the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds
9. To navigate the message backgrounds preview window, use the **First, Previous, Next, and Last** buttons at the bottom of the window.
   - To select a message background, click the preview of the desired message background

   or

   Use the pull down menu labeled **Select Background** to select a message background from a list
10. To add an audio file to the message, use the pull down menu labeled **Select Audio** to choose a file that is already available in the system

**NOTE:** Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.

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1 Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the system administrator for details about specific roles and privileges.
Modifying Text

You can modify the text using the tools above the text field. The following text options are available:

- Click the **Spell Check** button to check the spelling
- The **B / U** and **abc** icons are used to apply bold, italics, underline, and strike through formatting
- The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu
- The **Alignment** buttons change where the text is anchored within its existing text box
- The black arrows are **Nudge** buttons and are used to move the entire section of text a little at a time

Creating a Message Group

You also can create a group of messages that will play in order on the same playlist and schedule.

To create a group of messages:

1. After creating the first message, press the **Group +** button on the upper right side of the screen above the message thumbnail
2. You will then have the ability to create another message and modify the text formatting as described in the previous section
3. Toggle between your messages using the arrow buttons on either side of the message preview
4. Create additional messages by pressing the **Group +** button
5. After all of the messages in the group have been created and formatted, click the **Next** button to move to the scheduling screen
Scheduling a Simple Message

Simple messages are scheduled in the same manner as all other messages. See Scheduling Messages in AxisTV.

Message from Template

Message from Template is a quick way to create attractive messages without spending time on design elements. Templates are designed and created by staff within your organization. Templates are designed to meet you organization’s communication goals and branding guidelines. See "Creating a Message Template Using AxisTV Desktop".

To create a message from a template:

1. Click Message from Template on the Create | Message screen

   or

   Click the Template icon on the action bar

2. Click the desired template thumbnail to select it to create your message

3. Type text into the text field(s)

4. Modify text using the available options

5. If the options are available to you, add images and/or audio to the message

NOTE: You may have access to none, some, or all of the text editing options that are available under Text Message depending on how the template was designed.

Scheduling a Message from Template

Messages created from templates are scheduled in the same manner as all other messages. See Scheduling Messages in AxisTV Scheduling Messages in AxisTV.
Auto-Updating Messages

Graphic Link Message

The Graphic Link option allows you to create messages by linking to an image somewhere else on your network or on the Internet. Graphic Link is best utilized with images that update periodically and provide useful or entertaining information to your audience. Some examples of the types of images that work well with Graphic Link are:

- Traffic camera images
- Weather maps
- Images that update based on database information (for example, sports statistics or poll results)

To use the Graphic Link feature:

1. Click Create | Graphic Link on the Navigation Menu
2. Enter a name for your message
3. Select the desired aspect ratio for the message
4. If desired, choose the option to preserve the aspect ratio of the original image by checking the box next to the option
5. If desired, select a message background for your event message by choosing a message background from the Select Background Folder pull down menu and selecting a message background from the Background Browser
6. Select the appropriate link type from the pull down menu
   - Web (http)
   - Secured Web (https)
   - FTP (ftp)
   - Passive FTP (ftp)
   - File Share (\server\share\dir)
7. Type or copy and paste the file location into the Enter Link Path field
8. Select how often AxisTV should fetch image updates using the pull down menus
9. Use the pull down menu to select what AxisTV should do in the event of an error when fetching the updated image
10. Continue (with old image)
11. Make Blank
12. Display Alternate Text/Background
13. Click the Preview button
14. Click the Next button to move to the scheduling page
NOTE: If AxisTV is set to display alternate text in the event of an error, select a message background and enter the alternate text in the *Alternate Text* field.

**Scheduling a Graphic Link Message**

Graphic Link Messages are scheduled in the same manner as all other messages. See *Scheduling Messages in AxisTV*. See *Scheduling Messages in AxisTV*.

**Web Page Message**

Like the Graphic Link option, Web Page Message offers you the option to schedule content using links to auto-updating content. The Web Page Message is a great way to keep the audience up to date on what’s happening with the organization’s external and/or internal web site(s) or other web-based information.

To create a Web Page Message:

1. Click **Create | Webpage** on the Navigation Menu
2. Enter a name for the new message
3. Type or copy and paste the URL of the web page into the *Enter URL* field
4. Press the **Load** button to ensure the link to load the web page into the preview window
5. Use the pull down list under the preview window in the center of the screen to select a screen resolution as a reference point
   a. To show the web page from the upper left corner of the page to the height and width of the selected screen resolution, use the default dimensions
   b. To select a specific section of the web page, type the desired width and height in pixels in the dimensions fields, and then use the arrow buttons to select the desired area of the web site for display
6. Press the **Next** button to move to the scheduling page
Scheduling a Web Page Message

Web Page Messages are scheduled in the same manner as all other messages. See Scheduling Messages in AxisTV. See Scheduling Messages in AxisTV.

Event Schedule Message

The Event Schedule Message provides a means to share scheduling information for conference rooms, meetings, classes, and other events on your displays. Several event schedule adapters are available for importing schedule information into AxisTV including:

- EMS Software Adapter
- Scheduler+ Software Adapter
- CollegeNet Software Adapter
- Delphi Adapter
- Text Adapter/Periodic Text Import, and
- Exchange Adapter

Configuration of the event schedule feature is discussed in Configuring Users & Settings. For the purposes of Content Creation, we will discuss how to create and configure an Event Schedule Message after the event data has been imported.

To create an Event Schedule Message:

1. Click Create | Event Sch. from the navigation menu
2. Enter a name for the message in the Name Your Group field
3. To limit the number of messages, choose the maximum number of messages from *Limit to pull down menu*

4. Use the pull down menu to select when the event schedule should start pulling data for display using the *Start pull down menu*

5. Choose how many days, hours, or weeks of scheduling data AxisTV will display using the *Display pull down lists*

6. If necessary, adjust the time using the *Adjust Time by pull down list* and check the *Apply adjustments to events* check box

7. To set a specific time after the start time for the event to stop displaying on screen, check the *Stop Displaying Event* box and choose the amount of time from the pull down menu

8. To include the event end time on the message, check the *Include Stop Time* check box

   If the box remains unchecked, the default setting is for AxisTV to automatically stop showing an event on the schedule after it has ended.

9. To show all data from all available resources, deselect the filtering options for room, status and type

   or

   Filter the available data by room (as defined by the creator of the database the information is coming from), status (e.g. Scheduled/Tentative/C Cancelled), and/or Types (e.g. Exchange, Meetings, etc.) by checking the filter boxes and moving selections from the excluded column to the included column so the data will appear on the message.

10. Click the **Next** button to move to the message formatting screen

**Formatting an Event Schedule Message**

The formatting screen for Event Schedule Message allows you to modify how and where the scheduling data will appear on the message. Everything from the color and size of text to what information will or will not appear on the message can be configured on the formatting screen.

**Name Your Group**

The name of the message can be changed here.

**Select Aspect Ratio**

Use the pull down list labeled *Select Aspect Ratio* to choose the appropriate aspect ratio for your message.

**Select Background Folder**

1. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder

   or
Select Non-Foldered to choose a message background that is not grouped into a folder.

2. Press the Background Browser button above the pull down menu to get a preview of the available message backgrounds.

3. To navigate the message backgrounds preview window, use the First, Previous, Next, and Last buttons at the bottom of the window.

To select a message background, click the preview of the desired message background.

or

Use the pull down menu labeled Select Background to select a message background from a list.

Select Audio

To add an audio file to the message, use the pull down menu labeled Select Audio to choose a file that is already available in the system.¹

Select Message Pacing

Select the amount of time each message will appear on screen from the Select Message Pacing pull down list.

Enter Group Padding

Enter the amount of space, in pixels, that you wish to appear on screen between each event’s information in the Enter Group Padding field.

Text for NO EVENTS

Enter the text you wish to appear on the message when there are no scheduled events.

Format Text Sections

Event Message text (Date, Title, Event Attributes, Location, Canceled Event Attributes, and Time) can be formatted in much the same way as the text on a Simple Text Message is formatted. You can modify the text using the tools in the upper left side of the window.

To format the text for each section of the Event Message:

1. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message.
2. Select the Edit Attributes radio button for the section of text you wish to edit.

¹Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the system administrator for details about specific roles and privileges.
3. Use the available options to edit the text for the selected section:
   a. The B / U and a|b icons are used to apply bold, italics, underline, and strike through formatting
   b. The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu

4. Repeat the above steps for each section of text you want to format

After each change, the message preview on the right side of the window will update. After you have finished formatting the message, press the Next button to move to the scheduling screen.
Scheduling an Event Schedule Message

Event Schedule Messages are scheduled in the same manner as all other messages. See Scheduling Messages in AxisTV. See Scheduling Messages in AxisTV.

Weather Message

A Weather Message is another type of auto-updating content. Once the Weather Adapter has been configured by the system administrator, the weather information will be available to create weather messages and tickers. Weather adapter configuration is covered in Configuring Users & Settings. In Content Creation, we will focus on creating and scheduling weather messages after the weather data has been imported into the system.

To create a Weather Message:

1. Click Create | Weather on the Navigation Menu
2. Choose a location from the Select Location pull down list
3. If desired, change the name of the message in the Name Your Message field
4. Choose length of time for the forecast using the pull down menu labeled Forecast starts
5. Choose the desired aspect ratio from the Aspect Ratio pull down list
6. Use the pull down menu labeled Select Background Folder to choose one of the message backgrounds within a folder
   or
   select Non-Foldered to choose a message background that is not grouped into a folder
7. Press the Background Browser button above the pull down menu to get a preview of the available message backgrounds
   To navigate the message backgrounds preview window, use the First, Previous, Next, and Last buttons at the bottom of the window.
   To select a message background, click the preview of the desired message background
   or
   Use the pull down menu labeled Select Background to select a message background from a list
8. To add an audio file to the message, use the pull down menu labeled Select Audio to choose a file that is already available in the system.

1 Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete audio files. Check with the system administrator for details about specific roles and privileges.
9. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message.

10. Select the Edit Attributes radio button for the section of text you wish to edit.

11. Use the available options to edit the text for the selected section:
   a. The B / U and abc icons are used to apply bold, italics, underline, and strike through formatting.
   b. The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu.

12. Repeat the above steps for each section of text you want to format.

After each change is selected the message preview on the right side of the window will update. After formatting is complete, press the **Next** button to move to the scheduling screen.

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**Scheduling a Weather Message**

Weather Messages are scheduled in the same manner as all other messages. See *Scheduling Messages in AxisTV*. See [Scheduling Messages in AxisTV](#).

**News Message**

Like the Weather Message, the News Adapter that pulls in the data for News Messages will be configured by your system administrator. Configuration of the News Adapter is covered in Configuring Users & Settings.*Configuring Users & Settings*.  

To create a News Message:

1. Click **Create | News** on the Navigation Menu.
2. Type a name for the news message in the **Name Your Group** field.
3. Select the news source from the **Select Category** pull down list.
4. Choose the age of the oldest story that will be shown on the message using the *Select Oldest Story* pull down list
5. Choose the number of stories per category using the *Limit Stories per Categories* to pull down list
6. Click the **Next** button to move to the News Message formatting screen

**Formatting a News Message**

The formatting screen for News Message allows you to modify how and where the scheduling data will appear on the message. Everything from the color and size of text to what information will or will not appear on the message can be configured on the formatting screen.

**Name Your Group**

The name of the message(s) can be changed here.

**Select Aspect Ratio**

Use the pull down list labeled *Select Aspect Ratio* to choose the appropriate Aspect Ratio for your message.

**Select Background Folder**

1. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder

   or

   *select Non-Foldered* to choose a message background that is not grouped into a folder

2. Press the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds

3. To navigate the message backgrounds preview window, use the **First, Previous, Next, and Last** buttons at the bottom of the window.

   To select a message background, click the preview of the desired message background

   or

   Use the pull down menu labeled *Select Background* to select a message background from a list

**Select Audio**

To add an audio file to the message, use the pull down menu labeled *Select Audio* to choose a file that is already available in the system.¹

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¹Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the system administrator for details about specific roles and privileges.
Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.

Format Text Sections

News message text (Date, Title, Event Attributes, Location, Canceled Event Attributes, and Time) can be formatted in much the same way as the text on a Simple Text Message is formatted. You can modify the text using the tools in the upper left side of the window.

To edit the text for each section of the News Message:

1. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message
2. Select the Edit Attributes radio button for the section of text you wish to edit
3. Use the available options to edit the text for that section:
   - The B / U and abc icons are used to apply bold, italics, underline, and strike through formatting
   - The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu
4. Repeat the above steps for each section of text you want to format

After each change the message preview on the right side of the window will update. After formatting is complete, press the Next button to move to the scheduling screen.
Scheduling a News Message

News Messages are scheduled in the same manner as other messages. See *Scheduling Messages in AxisTV*. See *Scheduling Messages in AxisTV*.

Creating Tickers

Another type of content users can create in AxisTV is called a Ticker. A ticker, also known as a crawl, is a line of text data that scrolls across the screen. It is similar to the text that runs across the screen of some television news programs.

There are two types of tickers:

1. Manual – You type the text that will display as a ticker.
   - Text Ticker
2. Auto-updating – You select a category or categories of data that has been brought into the system by an adapter. That text will be displayed as a ticker.
   - Weather Ticker
   - News Ticker
To create a Text Ticker:

1. Click **Create | Ticker** on the Navigation Menu
2. Click **Text Ticker**
3. Enter the text for the ticker in the field provided
4. Spell check the text by pressing the abc icon above the text field
5. Press the **Next** button to move to the scheduling screen

There are no formatting options for tickers. See **Configuring Users & Settings** for ticker configuration.
Scheduling Tickers

Schedule

You will set the date range and time(s) of day that you wish your ticker to be displayed in the Schedule section.

Show Duration

The Show Duration options allow you to set the days or dates during which the ticker will be displayed. Using the radio buttons you can:

1. Select the Today radio button
2. Use the pull down menu to choose the number of days, weeks, months, or years you wish the ticker to play

or

Select the From radio button
3. Use the From date pull down menu to access the calendar to choose the date you want to start showing the ticker
4. Use the corresponding time pull downs to choose the start hour, minute, and am/pm
5. Use the To date pull down menu to access the calendar to choose the date you want to stop showing the ticker
6. Use the corresponding time pull downs to choose the end hour, minute, and am/pm

Under the Show options you also have the option to set specific days for the ticker to be shown within the scheduled date range that was selected by checking the Repeat box and then checking the corresponding box(s) for the day(s) you want the message to appear.

Display Period

The default setting for the times of the day the ticker will play is All Day Long; however, AxisTV also offers a day-parting option.

Day-parting refers to segmenting the day into specific times so the ticker will display only during those times. Day-parting can be useful for showing targeted messages to audiences you know will be in the vicinity of the digital signage display during a set time period.

To use the day-parting option:

1. Select the Selected Periods radio button
2. Select the time using the From and To hour, minute, and am/pm pull down menus
3. If more time periods are desired, press the Add More Display Periods button and repeat step two
Repeat step three until all desired time periods have been added.

4. After all scheduling options have been selected press the **Next** Button to complete scheduling.

**Crawllists**

Tickers are scheduled to Crawllists. The Crawllists that are available to you may vary depending on how your UserID was configured by your system administrator.

**Crawlist Groups**

If *Crawlist Groups* have been defined and are available, you can select a group of crawllists where you want the ticker to play.
Auto-Updating Tickers

Weather Ticker

The Weather Ticker pulls data from the same adapter as the Weather Message. Once the weather adapter has been configured, creating a Weather Ticker is a simple process.

To create a Weather Ticker:

1. Click **Create | Ticker** from the Navigation Menu
2. Select the *Weather Ticker* link
3. Choose the desired location from the *Select Location* pull down menu
4. Choose the length of time for the forecast using the pull down menu labeled *Forecast starts*
5. Deselect any items you do not wish to display in the ticker
6. Click the **Next** button to move to the scheduling screen

Scheduling a Weather Ticker

Weather Tickers are scheduled in the same manner as all other tickers. See **Scheduling a Ticker in AxisTV**.[Scheduling a Ticker in AxisTV](#).

News Ticker

News tickers pull their content from the same news sources that messages do. If your organization is using the news adapter, it will be configured by your system administrator.

To create a News Ticker:

1. Click **Create | News Ticker** from the Navigation Menu
2. Choose the desired news source from the *Select Category* pull down list
3. Choose the maximum age of the oldest story from the *Select Oldest Story* pull down list
4. Choose the maximum number of stories per category from the *Limit to* pull down list
5. Deselect any information and/or labels you do not want to include in the ticker:

6. Information:
   - Include Category
   - Include Headline
   - Include Brief
   - Include Source
   - Include Published Date

7. Labels:
   - Include “News Category”
   - Include “News Headline”
   - Include “News Brief”
   - Include “Source”

8. Press the **Next** button to move to the scheduling screen

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**Scheduling a News Ticker**

News Tickers are scheduled in the same manner as other tickers. See *Scheduling a Ticker in AxisTV*.
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.

Visit the Visix Digital Signage Solutions Blog at [http://www.visix.com/digital-signage-solutions.html](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.

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](http://support.visix.com/sd/SolutionsHome.sd).

Contact our support team for assistance. Our technical support hours are 8:00AM to 8:00PM Eastern Time, Monday through Thursday, and 8:00AM to 5:00PM Eastern Time on Friday, except published holidays. You can open a support request online at [www.visix.com](http://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 Internet 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 Internet
- 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 Internet. To request information or schedule training, please contact us at training@visix.com.
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.
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 1024x768 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 Training Guide

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 touch-screen 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.

**PowerPoint**

Microsoft PowerPoint files can be imported directly into AxisTV. Simply select the PowerPoint presentation you want to import by browsing to it in your computer’s hard drive or network location. A fully licensed version of PowerPoint must be installed on each of the Media Player you want to use to display PowerPoint presentations.

AxisTV handles the playback timing for your PowerPoint presentation once it is imported into a message. Whatever number of seconds you set in the Pace field on the scheduling screen will be the amount of time each slide will remain on screen. If you require different pacing for the various slides in your presentation, you can use one of the three options below.

- From within PowerPoint, save each of your slides as a separate image file (e.g., JPEG/JPG, PNG). Then, import and schedule the image files individually using the required pacing for each slide.
- From within PowerPoint, save each of your slides as a separate PowerPoint presentation. Then, import and schedule the PowerPoint files individually using the required pacing for each slide.
- If you are using PowerPoint 2010 or 2013 to create your presentation, you can save it as a Windows Media Video (WMV) file. Then, import and schedule the WMV file.

Here are some tips for optimizing your PowerPoint files for playback in AxisTV:

- Use larger font sizes to maximize readability.
- Choose font colors that contrast well with the PowerPoint background.
- Choose common transitions such as wipe, push, and cut.
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 Stream Player 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](http://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 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** – a client application that allows users to connect to the Content Manager using four tools: *Free Form Editor*, *Template Editor*, *Display Layout Editor*, and *Media Importer*.

**AxisTV Desktop Messenger** – a 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** – 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 *MediaPlayer* 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 users 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 users 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 Content Manager software installed which hosts the web interface (also called a **Content Server**).

**Content Server** – See **Content Manager**.

**Crawllist** – 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 system.

**Display Layout Editor** – a tool within the AxisTV Desktop client applications used to create and edit layouts for 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 that permits users to create messages without the use of a pre-designed template.

**Graphics** – images created for electronic display.

**Hotspot** – a hotspot is an area of the display layout that activates a function when selected. Selecting a hot spot can launch and run applications, run a video, launch a web portal, and shut down or reboot the computer. See **Kiosking**.

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

**Kiosking** – configuring a hotspot on a layout to run an application or a web portal in full screen mode to allow users to access specific information or to perform specific functions.

**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 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 *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 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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