MANAGING CONTENT
# Table of Contents

**Managing Content** ........................................................................................................... 4

Welcome to Managing Content Training ........................................................................... 4

Prerequisites ......................................................................................................................... 4

Who Should Attend? ............................................................................................................ 4

Course Objectives .............................................................................................................. 4

Course Outline .................................................................................................................... 4

Now Playing ....................................................................................................................... 5

Playlists .............................................................................................................................. 5

Approving and Rearranging Messages .............................................................................. 6

Preview PowerPoint Message Before Approval ................................................................ 7

Tickers ................................................................................................................................. 8

Approving Tickers .............................................................................................................. 8

Video Streams .................................................................................................................... 8

Supported Live Stream URL Formats ............................................................................... 9

Supported Stored Stream URL Formats .......................................................................... 9

Video Feeds ........................................................................................................................ 11

Analog Signal (cable box or DVD player) ......................................................................... 12

QAM Signal (direct cable line or digital modulator) ........................................................... 13

Non-tuned Signal (composite or S-Video) ......................................................................... 13

Publishers ........................................................................................................................... 13

Player Snapshots ............................................................................................................... 13

Managing Content ............................................................................................................. 14

Approval ............................................................................................................................. 14

Approving Streams .......................................................................................................... 15
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approving Video Feeds</td>
<td>15</td>
</tr>
<tr>
<td>My Content</td>
<td>16</td>
</tr>
<tr>
<td>Creating and Using Folders</td>
<td>17</td>
</tr>
<tr>
<td>Editing, Scheduling, and Deleting Messages</td>
<td>18</td>
</tr>
<tr>
<td>My Tickers</td>
<td>19</td>
</tr>
<tr>
<td>My Templates</td>
<td>20</td>
</tr>
<tr>
<td>Events</td>
<td>20</td>
</tr>
<tr>
<td>Rooms</td>
<td>21</td>
</tr>
<tr>
<td>Types</td>
<td>21</td>
</tr>
<tr>
<td>Statuses</td>
<td>21</td>
</tr>
<tr>
<td>Daily Events</td>
<td>21</td>
</tr>
<tr>
<td>Graphic Files</td>
<td>22</td>
</tr>
<tr>
<td>Video Files</td>
<td>23</td>
</tr>
<tr>
<td>Audio Files</td>
<td>24</td>
</tr>
<tr>
<td>Background Library</td>
<td>25</td>
</tr>
<tr>
<td>Managing Background Folders</td>
<td>26</td>
</tr>
<tr>
<td>Message and Layout Backgrounds in Other Aspect Ratios</td>
<td>27</td>
</tr>
<tr>
<td>Importing Message and Layout Backgrounds</td>
<td>27</td>
</tr>
<tr>
<td>Deleting Message and Layout Backgrounds</td>
<td>28</td>
</tr>
<tr>
<td>Schedule</td>
<td>28</td>
</tr>
<tr>
<td>My Content</td>
<td>28</td>
</tr>
<tr>
<td>My Tickers</td>
<td>28</td>
</tr>
<tr>
<td><strong>Support Contacts</strong></td>
<td>30</td>
</tr>
<tr>
<td>Priority Support</td>
<td>30</td>
</tr>
<tr>
<td>Fee-based Support</td>
<td>30</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
</tr>
<tr>
<td>------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>AxisTV Creative Terminology</td>
<td>32</td>
</tr>
<tr>
<td>AxisTV Creative Terminology</td>
<td>32</td>
</tr>
<tr>
<td>Layouts</td>
<td>32</td>
</tr>
<tr>
<td>Layout Backgrounds</td>
<td>32</td>
</tr>
<tr>
<td>Message Backgrounds</td>
<td>32</td>
</tr>
<tr>
<td>Templates</td>
<td>32</td>
</tr>
<tr>
<td>AxisTV Media Guide</td>
<td>33</td>
</tr>
<tr>
<td>AxisTV Media Guide</td>
<td>33</td>
</tr>
<tr>
<td>Graphics</td>
<td>33</td>
</tr>
<tr>
<td>Video and Audio</td>
<td>34</td>
</tr>
<tr>
<td>Flash</td>
<td>34</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>35</td>
</tr>
<tr>
<td>Media Streaming</td>
<td>36</td>
</tr>
<tr>
<td>Media Library</td>
<td>36</td>
</tr>
<tr>
<td>Glossary of Key Terms</td>
<td>37</td>
</tr>
<tr>
<td>Index</td>
<td>43</td>
</tr>
</tbody>
</table>
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 web-based interface and to show you how to access, organize, modify, and delete content in AxisTV.

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?

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

Course Outline

1. Using Now Playing
   a. Playlists
   b. Tickers
   c. Streams
   d. Video Feeds
   e. Publishers
   f. Player Snapshots

2. Managing Content
   • Approval
   • My Content
   • My Tickers
   • My Templates
   • Events
   • Graphic Files
   • Video Files
Managing Content

- Audio Files
- Background Library

3. Schedule
   - My Content
   - My Tickers

4. 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.

<table>
<thead>
<tr>
<th>Home</th>
<th>Create</th>
<th>Import</th>
<th>Now Playing</th>
<th>Manage</th>
<th>Schedule</th>
</tr>
</thead>
</table>

**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
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 [Scheduling Messages in AxisTV](#).

### 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

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

   In AxisTV, select **Now Playing | Playlists**
   1. Choose the appropriate Playlist from the **Playlist** pull down menu
   2. Press the **Remove from Schedule** icon for the PowerPoint message you wish to replace

¹PowerPoint must be installed on your computer in order to preview PowerPoint messages.
3. Use the **Import | PowerPoint** menu option to create a new PowerPoint message using the new file.

### 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.

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

### Approving Tickers

Tickers requiring approval will appear in the main window inside a pink band. 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

---

### Video Streams

If Video Streams are configured for your digital signage system, a content approver can view, add, edit, approve, and delete video streams. The Video Stream option must be configured in

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1 See "Importing a File to Create a Message" for information about creating a PowerPoint message.
the software and designed into the layouts. Contact your system administrator for details about whether or not Video Streams are available on your system.

Supported Live Stream URL Formats

<table>
<thead>
<tr>
<th>Encoder Type</th>
<th>Program URL Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows Media</td>
<td>mms://&lt;encoderIP&gt;/vbrickvideo1</td>
<td>Multimedia Messaging. Must match Resource Name on Encoder&gt; Server page in IWS.</td>
</tr>
</tbody>
</table>

Supported Stored Stream URL Formats

<table>
<thead>
<tr>
<th>Server Type</th>
<th>Program URL Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOD-WM (Windows Media)</td>
<td>http://&lt;vodIP&gt;/&lt;pubyoint_name&gt;/&lt;content.wmv&gt;</td>
</tr>
<tr>
<td>VOD-W (MPEG-1/2, H.264)</td>
<td>http://&lt;vodIP&gt;/&lt;content.mpg&gt;</td>
</tr>
<tr>
<td>VOD-D (Darwin)</td>
<td>http://&lt;vodIP&gt;/&lt;content.mp4&gt;</td>
</tr>
</tbody>
</table>

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 always play, 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
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 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
7. 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**
8. Click the **Done** button

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

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

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

**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 system administrator.

**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.
See "Approving and Rearranging Messages" on page 6 for details about approving messages, including PowerPoint messages.

See "Tickers" on page 8 for details about approving Tickers.

**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 for the scheduled stream

**Approving Video Feeds**

If Video Feeds are licensed for the 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 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 for the scheduled feed

**My Content**

My Content allows you to view, edit, move, and delete content that had been previously created. My Content also gives you access to content created by other users via a folder system. Your role in the 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**

The main screen contains two sections:

- 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 messages
- The second labeled **Messages for** shows messages created under the selected UserID that are not organized into folders
Creating and Using Folders

You can create folders to organize your messages 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
5. 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:

1. Click the icon representing the folder you wish to open
2. To view another user’s foldered messages:
3. Choose the UserID whose folders you wish to view from the pull down menu labeled Folders for
4. 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
   - The selected message(s) will be moved into the non-foldered messages section below

To remove all messages from a folder:

- Click the Empty Folder icon
   - 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:

- Click the **Schedule All as Group** icon
  
  Schedule message(s) in the same manner as all other messages.

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. In the case of Image, Video and PowerPoint messages, it is best practice to remove the message from the playlist(s) and then to create a new message using a new file with a different name.

To schedule a message:

- Click the **Schedule** icon

  - Schedule message as described in Scheduling Content in the AxisTV.

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

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.

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.

See "Scheduling 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.

To delete more than one template at a time:

- Select the templates you wish to delete using the Select check boxes
- Press the Delete icon

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 are 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

---

**Graphic Files**

The *Manage | Graphic Files*\(^1,2\) option in AxisTV allows you to view existing images, upload new images, and delete images that have been uploaded to the system.

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 the system will appear in the main window under the label *Manage Existing Still Images or click here to Upload a Still Image*

To upload a new graphic image:

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\(^1\)For a list of graphic file formats that can be imported into the system see the AxisTV Media Guide.

\(^2\)Files over 20MB is size will need to be imported using the Media Importer in AxisTV.
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

You can upload up to 10 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 feature allows you to view existing video, upload new video, and delete video that has been uploaded to the system.

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
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

---

1 For a list of video file formats that can be imported into AxisTV see the AxisTV Media Guide.
2 Files over 20MB is size will need to be imported using the Media Importer in AxisTV.
You can upload up to ten videos at a time through the web interface.

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:

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 allows you to preview audio, upload new audio, and delete audio that has been uploaded to the system.

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 the system will appear in the main window under the label Manage Existing Audio or click here to Upload an Audio File

---

1The 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 upload a new audio file:

1. Click the click here link in the main window labeled **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.

An Archive folder is created when the Content Manager is upgraded to version 8.x. 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 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**
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 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.

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 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 wallpaper to be deleted

Schedule

In addition to scheduling content immediately after it is created, you can schedule content that already has been created 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.

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

   Schedule message as described in Scheduling Content in AxisTV.

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

Schedule ticker as described in *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 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.

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, 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

**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 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 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.
Index

A

Account 37
Adapter 37
add a video feed 11
add a video stream 10
Administrator 37
Approval 4, 7, 14-16
Approve 6, 8, 15-16
approve messages 6
Approving and Rearranging Messages 6
Archive folder 25
Aspect ratio 37
Aspect Ratios 27
Audio 33-34, 37
Audio Files 5, 24-25
AxisTV Creative Terminology 32
AxisTV Desktop 22, 34, 37
AxisTV Media Guide 33

B

Background 37, 39
background library 32
Background Library 5, 25-28
Archive folder 25
Aspect Ratios  27
Backgrounds  32
Bulletin  37, 39

Channel Player  37, 39
Configuration  37
Content  37
Content Approver  37
Content Block  37
Content Creator  38
Content Manager  37-38
Content Server  38
Course Objectives  4
Course Outline  4
Crawl  40
CrawlList  38
Creating and Using Folders  17
Creative Terminology  32

Daily Events  20-21
Date and Time Overlay  38
delete audio  25
delete graphic  23
Delete Messages  18
Delete Templates  20
Index

delete video 24
Deleting Message and Layout Backgrounds 28
Desktop Messenger 37
Display 38
Display Layout Editor 37-38

E
Edit Messages 18
Editing, Scheduling, and Deleting Messages 18
Editor 38
Events 4, 20-21
Rooms 21

F
Fee-based Support 30
Flash 33-35, 38
import a Flash movie 35
Folders
Creating and Using Folders 17
frame rate 34
Free Form Editor 37-38

G
Glossary of Key Terms 37
Graphic Files 4, 22-23
Graphics 33, 38
import a graphic 33
H.264 36
Hotspot 38

Import 38
import a Flash movie 35
import a graphic 33
import a video 34
Importing Message and Layout Backgrounds 27
Introduction to AxisTV 4

Kiosking 38

Layout 38
Layout Background 38
Layouts 32
Live Stream 9

M4V 34, 36
Managing Background Folders 26
Managing Content 4, 14
Media 39
media files 36
Media Importer  22-23, 27, 37, 39
Media Library  33, 36
Media Streaming  33, 36
Meeting Minder  39
Message  39
Message and Layout Backgrounds  27-28
Message Background  37, 39
MOV  34
MP3  34
MP4  34
MPEG-1  36
MPEG-2  36
My Content  4-5, 16-19, 28
  Folders  17
My Templates  4, 20
My Tickers  4-5, 19, 28

N
Network  39
Not Approved  5
Now Playing  4-13

O
optimizing PowerPoint® files  35
Overlay  39
Permissions 39
Play Rotation 39
playback time 35
player snapshots 13
Player Snapshots 4, 13
Playlist 39
Playlists 4-8
Plugin 39
Policy 39
PowerPoint 2010 35
PowerPoint 2013 35
PowerPoint Message 7
PowerPoint® 35
optimizing PowerPoint® files 35
PowerPoint 2010 35
PowerPoint 2013 35
Windows Media Video 35
Prerequisites 4
preview audio 24
Preview PowerPoint Message 7
preview video 24
Priority Support 30
Publishers 4, 13
Index

R

Remove from Schedule 7-8
Role 39
Room Sign 39-40
Rooms 20-21
RSS feed 40

S

Schedule 4-8, 10, 12, 18, 20, 28-29
schedule a message 18, 28
schedule for a message 6
Schedule Messages 18
schedule the playback of streaming media 36
Screensaver 37
sort the player snapshots 13
Statuses 20-21
Stored Stream 9
Streaming Window 40
streams 36
Streams 4, 8-10, 15
Support 30
Supported Live Stream URL Formats 9
Supported Stored Stream URL Formats 9
SWF 34-35
System 40
T

Technical Support 30
Template 40
Template Creator 40
Template Editor 37, 40
Templates 32
Ticker 40
Ticker List 38, 40
Tickers 4-5, 8, 19, 28
Training 30-31
Types 20-21

U

update a player snapshot 14
upload a new graphic image 22
upload a new video 23
upload audio 25
User 40

V

VBrick 36
VBrick encoders 36
Video 33-35, 40
import a video 34
Video Feed 40
Video Feeds 4, 11-12, 15-16
Video Files 4, 23-24
video stream 9-10
Video Stream 40
Video Streams 8
  Live Stream 9
  Stored Stream 9
    Supported Stored Stream URL Formats 9
Video Window 40
view content scheduled to a publisher 13
view the scheduling of a video feed 11
view the scheduling of a video stream 9
Visix Digital Signage Solutions Blog 30

W
Wallpapers 32
WAV 34
Wave File 34
Welcome to Managing Content Training 4
Who Should Attend? 4
Windows Media Video 34-35
WMV 34, 36