AxisTV is an enterprise digital signage software solution for unified visual communications that is now available to users in the Loyola community. It is a browser-based content management tool that delivers content to displays located on the Loyola Main Campus. Currently, there are 8 displays in and around the Student Center. Displays will soon be available in the Timonium and Columbia locations as well. The purpose of this guide is to show the user how to create and submit content using AxisTV.

Log In

1. Open an internet browser window. Link to the following URL: http://axistvprod01.ad.loyola.edu/. AxisTV is optimized for Internet Explorer, however if you are having trouble viewing any content, click on the Compatibility View icon to the right of the URL. If you are still having issues, try using the Mozilla Firefox browser instead.

2. Enter your Loyola User ID and password and click ‘Login’.

View the Dashboard

Note: Microsoft Silverlight must be installed in order to view the Dashboard. For more information about Microsoft Silverlight and to download Silverlight, visit http://www.microsoft.com/getsilverlight/Get-Started/Install/Default.aspx.

1. Once you are logged in, you will see the AxisTV Welcome Screen. This screen features a tabbed Navigation Menu. The Home Tab is where the Welcome Screen is located. It is also where users can access the Dashboard. To access the Dashboard, click on View Dashboard button.

View the Dashboard (continued)
The Dashboard displays 4 pods of information. Content creators will only be able to see information in Pods 1 and 3:

1. **Playlist Information**
2. Channel Player Status – Not available
3. **Bulletins Playing Today**
4. Player Snapshots – Not available

A message that is created and submitted by a user is added to a Playlist. The **Playlist Information** pod above shows that there are 2 playlists currently running, one for 9:16 (Portrait) and one for 16:9 (Landscape) formats. This pod also shows the mode of play (Normal), date of the last update (1/23/2013), the number of items scheduled for play (22 total) and the playlists’ current status. A green dot in the status column indicates there are no messages requiring approval. A yellow warning triangle in the status column indicates at least one message on the playlist requires approval.

The **Bulletins Playing Today** pod displays the total bulletins playing today, as well as a pie-chart showing the quantity of bulletins in each playlist.
To create content, users must select from existing templates stored in AxisTV. The templates have been designed by Loyola Creative Services and specific text may be added by the user. The process for doing this is called Creating a Message (Bulletin) from Template. The steps are as follows:

**Create Message From Template**

1. From the Dashboard or Welcome Screen, click on the **Create** tab.

2. Click on the **Message** button next. This will take you to the Message Creation Menu Page.

3. Click on **Message From Template** and you will then be taken to the Template Menu screen.

4. On the Template Menu screen, you can peruse the template designs available by scrolling down using the mouse or the arrow keys on your keyboard.

   The following formats are available:
   - **16:9** (Landscape or Horizontal)
   - **9:16** (Portrait or Vertical)
   - **4:3** (Smaller Landscape)

5. Once you have decided which template you would like to use, click on that template to begin adding your own content.
Create Message From Template (continued)

After clicking on the template preferred, you will then see the screen that will allow you to enter text. The name of the template shown below is T1_16:9_Yellow. In the upper right corner, you can view the template selected.

You are required to re-name the message and enter your specific text. Changing the text appearance is optional and somewhat limited.

6. Click inside the Name Your Message box and enter a name for your message. The name should include your initials, department, and event name. For example: PJD-Events-Bullroast
Create Message From Template (continued)

7. To add content, click inside a text box under Edit Section Text. Each text box contains a suggested input, such as Sponsoring Department(s) and Phone Extension. You will need to overwrite the existing text with your own content or delete it. To add text, highlight the text to be overwritten by clicking and dragging the mouse over the text, then typing your text. You will see a preview of your message in the template on the right. The preview should automatically display as you move through the sections or you can click the Preview icon. Using Preview will help you determine how much text and what text size to use.

8. If you would like to change the size of a font in a particular section, highlight the text by clicking and dragging the mouse over the text, then select the font size from the drop-down menu above. You can similarly use the Bold, Italics, Underline, Strikethrough, and Spell Check options. To align your text, highlight the text, then click on one of the 9 Align options. Changing the color or font face are not options currently available with pre-defined templates.
Create Message From Template (continued)

9. After you have previewed your message and are satisfied, you will need to Schedule the message. Click on the **Next** icon to advance to the Scheduling Screen. If you wish to exit from the template, you can click on **Cancel**. *All templates are automatically saved and can be found in ‘My Contents’ under the Schedule Tab.*

The **Scheduling Screen** (below) retains the Title of your Message and the Preview Template. In this step, you need to input the **Pace**, **Schedule**, and choose from the available **Playlists**.

10. **Pace** refers to how long the message will appear on screen. The setting should **not exceed 10 seconds**. To enter your own Pace, click the radio button next to the blank ‘seconds’ field and enter a number. If you would prefer to let AxisTV set the Pace, click the radio button next to ‘Automatic’.

11. In the **Schedule** section, you can set the Show Duration, either by **a)** Selecting the duration (number of days) or **b)** Specific dates you would like your message to appear:
Create Message From Template (continued)

a) To select duration, click on the **Today** radio button, then use the drop-down menu to select the number of days, weeks, months, or years you want your message to play.

b) To select specific dates, click on the **From** radio button, then select the From and To Dates and Times from the drop-down menus.

12. You can also select the Display Period, either all day or a partial day. The default display period is All Day Long. If you would like to set specific times, click on the box next to **Selected Periods** and you will see the following:

   a. Click on the ‘From’ and ‘To’ drop-down menus, and select your preferred times.
   b. You can also add multiple time periods by clicking on **Add More Display Period** and again, selecting the preferred times.
Create Message From Template (continued)

13. The last requirement on the Schedule Screen is to select from among the playlist options. Your selection depends on which template you chose. The template and playlist format should be the same. Click on the playlist that matches the template.

14. Click Done to submit your request.

Your request will be reviewed by the Director of Student Activities, Mark Broderick. It is important that you input your initials and department information in the title of your message (see p. 4), in case Mark needs to contact you. *Please note that it may take up to 24 hours for your message to display.*

If you would like to view the messages that you have created, click on the Schedule tab, then My Content.

If you have any questions, please contact the OTS Help Center at 410.617.5555 or ots@loyola.edu.

To revise or cancel a message you have already submitted, send an email to digitalsignage@loyola.edu.