The Fordham University Digital Signage System (iTV) has been updated to the latest software version and authorized users can now leverage the new platform and interface.

While many procedures are similar to the older system, there are a few differences in how messages are created and posted. The following guide will familiarize you with the new system and take you through each step of the process for creating a new message from Login to Publishing.

**Step 1: Login:** The new system is accessed from the same URL, [itv.it.fordham.edu](http://itv.it.fordham.edu), and your login credentials have been retained from the outgoing platform. Browser support has also been extended to Safari.

Upon arriving at [itv.it.fordham.edu](http://itv.it.fordham.edu), you will see the new login screen.

Log in with your existing username and password.

Once you have successfully logged in, you will see the new interface.
Step 2: View Messages

From the listing on the left side of the screen, select “Message Library” and then on “View/Edit Messages”.

You will then be taken to the “Message List” where you will be able to see pending messages and their current status, which is classified by color.

<table>
<thead>
<tr>
<th>Color</th>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORANGE</td>
<td>In Progress</td>
<td>Message is in the process of being created and may have been saved without being submitted for approval. To finish the message, simply select it and you will then be able to edit or submit.</td>
</tr>
<tr>
<td>YELLOW</td>
<td>Submitted</td>
<td>Message has been submitted and is currently awaiting review by a department administrator who has publishing approval.</td>
</tr>
<tr>
<td>PURPLE</td>
<td>Pending Approval</td>
<td>Administrator is actively reviewing the message.</td>
</tr>
<tr>
<td>PINK</td>
<td>Request Revision</td>
<td>Administrator has tagged the message and has requested a revision.</td>
</tr>
<tr>
<td>BLUE</td>
<td>Archived</td>
<td>Message has been approved and archived for future use, or its scheduled run time has expired.</td>
</tr>
<tr>
<td>GREEN</td>
<td>Approved</td>
<td>Message has been approved and is currently active in the system.</td>
</tr>
</tbody>
</table>

Note: If you have access to multiple organizations, you may be prompted to select an organization before proceeding to the Message List.

Note: If you see a green message with red text, it indicates that the message date has expired. This can be rectified by simply selecting the message and changing the date. The message can also now be copied, archived, or deleted by checking the box next to the message and choosing the appropriate function from the tabs at the top of the screen.
Once a pending message is selected, you will be able to copy, archive, delete or re-activate the message using the tabs at the top of the screen.

**Step 3: Create a Message**

To begin the process of creating a brand new message, select the “Create New Message” option from the tabs at the top of the screen.

You will now be taken to the Message Creation window and will see various tabs at the top of the screen that outline the creation process.
The first tab is labeled “Destination”. This is where you will give the message a **Title** and select which screens it will be displayed on. A Title is now required for all messages. If you do not label the new message now, you will be prompted to do so before moving forward to the next tab.

As different departments and organizations have access to varying screens, your listing of available display locations may differ.

**Note:** If you feel that you are authorized to post to an iTV display that is not listed, please contact the IT Customer Care Center and open a trouble ticket. Please include the specific location of the display in question.

While not required at this step in the creation process, we recommend choosing your screen locations at this time. If you do not select the location now, you will be required to go back to this tab later, before the message can be previewed.

**Note:** It is highly recommended that all messages be previewed before being approved for posting.

---

Once you have entered a Title and selected the screen locations, click on the Message tab.
The second tab is labeled “Message”. This is where you will select a template for your posting and upload/create custom content. A significant difference from the outgoing iTV platform is the streamlined style choices available. These choices have been selected based on how the system has been used since its inception.

Please see Addendum A for examples of the different templates available, and how they appear. The example included in this guide will show the most popular message creation choice, which is the Slide Show. The Slideshow template is used to upload and display a custom slide (or slides) that have been created outside of iTV.

![Click HERE to view Addendum A](image)

Begin by selecting a “Template”. There are multiple Slide Show selections available. Please note that the only difference between these selections is the method in which the slides transition from one to the next. Once you have selected a Template, click on the empty image box labeled “Click Here to Choose an Image”.

![Select Your Slide Show Template.](image)

![Then click on the empty image box labeled “Click Here to Choose an Image”.](image)
A new Window will open. Select the “Upload” button.

After clicking on the “Upload” button, the “Upload Management” screen will open. Choose the “Select” button next to the first window and then browse to, and select, the file that you wish to upload from your local PC or MAC.

**Note:** All images should be created at an 800x600 resolution, which is a 4:3 aspect ratio. For more information on suggested aspect ratios, please see Addendum A.

After you have selected your file, scroll down to the bottom of the window and select “Start Upload Now”.

After uploading, you will be taken back to the “Message” tab and your file will be viewable at the bottom of the screen.
The third tab is called “Scheduling”. This is where you will set the start and end dates for the message. While this information will vary from message to message, it is highly recommended that, at the very least, an end date is set for each posting. If you do not select a “Start Time/Date”, the message will be queued to run immediately.

**Note:** While you may select specific days of the week to display your message; if you leave all days blank, it will set the message to display for the entire week.

Clicking on the Scheduling tab will bring up the following screen.

Once the start and end date are set, you must select the “Add Schedule” button to confirm the schedule of the message. The confirmed schedule will then appear toward the bottom of the screen.

**Note:** If you do not select “Add Schedule”, you will receive an error when leaving the Scheduling tab.
You are now ready to preview your posting by clicking on the “Message Preview” tab! After selecting this tab, it may take a few moments to bring up the preview screen, depending on the number of slides that you are uploading.

Here, you can **Preview** your posting, select the **Slide Duration**, **Submit** your slide for approval and, depending on your role, **Approve** the message for posting.

**Note:** It is highly recommended that each slide play for no more than 15 seconds.

Depending on your role, you may have some or all of these options available to you.

- **Save**  
  Save an un-finished message and return to finish/publish at a later date
- **Cancel**  
  Cancel your message. You will lose all unsaved work.
- **Delete**  
  Delete a message if it has been previously saved.
- **Archive**  
  Save a completed posting for future publishing/reuse.
- **Submit**  
  This will submit the message to your department/organization administrator, if you do not have approval privileges.
- **Approve**  
  This will finalize the posting and signal the iTV system that the message is ready to be displayed. Please ensure that ALL information on the posting is accurate before selecting approve. Once this has been selected, the message can go live at any time.
Step 5: Publish Messages:

Once your message has been “Approved”, it is placed in a pending state until it is Published. Please note that anyone with a proper role can publish ANY message once it has been approved. Therefore; once a message is marked as “Approved”, you should assume that the posting will be displayed on iTV soon. You can also publish your own content by following the instructions below:

To publish your own content, simply select the “Publish Content”, button on the left side of the screen.

Once the “Publish Content” screen appears, select “Publish Now”. You will receive a confirmation when complete.

Once the message had been published, it is immediately queued for posting to the selected screens. Please note that this can take up to 20 minutes, depending on the screen.
.01 - ALL SLIDESHOW TEMPLATES

Slideshow templates should be used when you wish to post a static JPEG, BMP, GIF or PNG file. Each file should be created at a resolution of 800x600, which is a 4:3 aspect ratio. If an image is uploaded that does not meet this criteria, the iTV system will compensate by adding Maroon bars to the top/bottom/sides of the image, where needed, to create the 800x600 resolution. This should not be relied upon as it may also make some text illegible. See examples below...

The only difference between the seven .01 Slideshow Templates is the method in which the slides transition from one to the next. If multiple slides are selected, they will all use the chosen transition, save for the “Every Slide Different”, template, which will vary the transition method from one slide to the next.

**Non 800x600 Images**
Note: Illegible text and large maroon top/bottom/side bars

**800x600 Image**
Note: Correct resolution. All space is filled
.02 SLIDE SHOW – TITLE AND CAPTION

This is identical to the previous template and will behave similar with resolutions set outside the 800 x 600 standard; however this template allows for a user defined Title at the top of the page as well as a user defined Caption at the bottom. For Slide Shows with multiple images, you may select one Title for all images and a separate Caption for each image.

![Images with Title and Caption](Note: Left, non 800x600 image. Right, correct resolution.)

.03 DIGITAL VIDEO

This template is used to upload a digital video in place of a still image. All videos should be in either MPEG 4, H.264, MPEG 2 or WMV format.

1024 x 768 Resolution  This resolution will fill the current message area in its entirety as it is a valid 4:3 aspect ratio.

1920 x 1080 Resolution  As with non 800x600 images, videos in this aspect ratio will include bars at the top/bottom of the screen.

.04 FLASH VIDEO CLIP

This template is similar to the digital video template, but with the ability to accept Flash files. Currently most Flash files are made at 800x600 however we do recommend that new files are created with a resolution of 1024x768. This will preserve the 4:3 aspect ratio and offer a better video quality.

.06 NEWS STORY

This template can be used if you do not have a custom image to import or if you just wish to create a quick message. Selecting this template will allow you to add a user-defined headline and four (4) lines of text. The Fordham University logo is static and will always appear at the bottom of the page. The color of the text is also customizable.
With this template, you may select one of the pre-loaded background images or a simple Maroon background. We will be adding more background images in the future to choose from.

**.07 NEWS STORY & UPLOADED PHOTO**

This template is similar to the NEWS STORY template, however it also allows a user-defined photo to be uploaded and listed on the left side of the screen, next to the main body of text.

**Note:** The proper resolution for the side photo is 416x424. If the image is not in this size, there will be bars on the top/bottom/side of the image.

**.08 POSTER**

This template allows for three lines of text (Top, Middle and Bottom), to be entered. Like the News Story template, you can also select a pre-loaded background or a Maroon background. There is also an option to select the font color for each line of text. We will be adding more background images in the future to choose from.
**09 QUOTE – 1 LINE**

This template allows you to select a pre-loaded background image (or a Maroon background); and enter one line of text for a Quote, and another line of text for the Author. As with other templates, the color of each line of text is customizable. The text limit for the quote is 45 Characters.

**10 QUOTE – 2 LINE**

This template is the same as the 1 Line quote, however with a 90 Character limit and 2 Line capability.

**11 QUOTE – 3 LINE**

This template is the same as the 1 or 2 Line quote, however with a 135 Character limit and 3 Line capability.