

## XPression™ License Tool

As of version 7.2, XPression has moved to a licensing system where licenses for a customer will be stored in a central activation server. This change allows customers to purchase additional features without needing to ship new dongles to the customer.

Software maintenance will also be enforced on new versions of XPression so that customers who are not up-to-date on their maintenance will not be able to run new versions of XPression.

The following topics are covered in this document:

[License Tool and Software Maintenance](#)

[New XPression Licenses Leaving the Factory](#)

[Updating Existing XPression Software In the Field](#)

[Other Types of Software or Dongles In the Field](#)

[Updating a Dongle](#)

[Offline Activation](#)

## License Tool and Software Maintenance

Customers wishing to upgrade their XPression software will need to have an active Software Maintenance (SM) contract with Ross Video. Starting with XPression version 7.2 software, the XPression License Tool will read the XPression Software License on the USB dongle(s) to confirm the serial number and customer information on the current dongle, the system name, current user name, as well as the date the dongle was created or last updated.

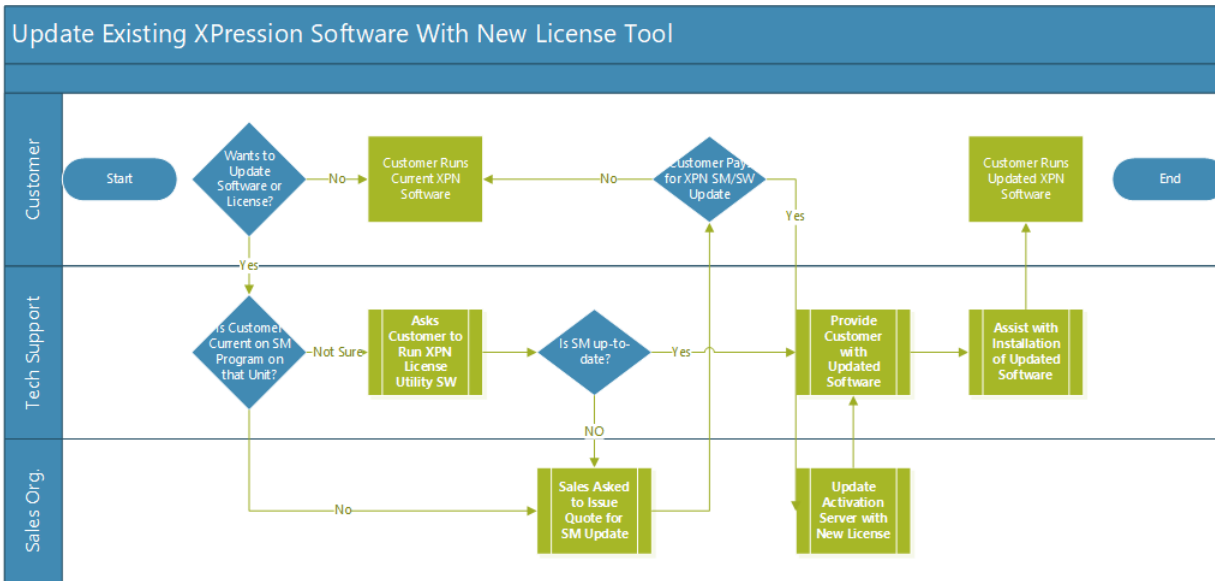
The information harvested with the XPression License Tool will be added/updated in the Ross Video License Activation Server, where the data can be managed and updated. The records in the Activation Server will be used, in conjunction with the sales records in Salesforce.com, to verify the status of a current software maintenance contract on that dongle. Customers with an active Software Maintenance contract will be allowed to update their software. Customers without an active Software Maintenance Contract will not be given new software until their contract for the software has been brought up-to-date. The dongle will also prohibit the customer from using XPression software developed after the date their Software Maintenance Contract has expired. For example, if version 7.0 was released prior to the maintenance expiry, all versions of 7.x will be allowed to run but version 8.0 will not.

## New XPression Licenses Leaving the Factory

An updated version of the License Programming Tool, used in the factory to fulfill new orders, will accept the dongle programming and add the dongle into the Ross Video License Activation Server ([activation.rossvideo.com](http://activation.rossvideo.com)). This will create a record in the Activation Server, based on the information in the Sales Order for the new system or software license.

## Updating Existing XPression Software In the Field

Customers who want to update their software will be directed to Ross Video Tech Support to start the update process. The customer will be asked to launch the XPression License Tool and check the dongle(s) in the system. The software will capture the license serial number, customer info, programming date, and options programmed into the current dongle. This information can either be uploaded, via a current internet connection, or saved as a text block which can be copied and pasted into an email to Tech Support.



Tech Support can check the license information against the Ross Video License Activation Server to verify if the dongle is covered under an active Software Maintenance contract or not. If the contract is active, Tech Support can provide the latest software and assist in the installation.

If the Software Maintenance contract is not current, Tech Support will need to contact Sales to get a quote for updated software issued. If the customer is willing to pay to bring their software maintenance contract current, the latest software will be issued and they will assist in the installation. If the customer is not willing to bring their Software Maintenance Contract up-to-date, the latest version of software the customer is eligible for (the version of software that was released when the Software Maintenance contract expired) will be provided and installed by Tech Support.

## Other Types of Software or Dongles In the Field

Dongles used for Demo Operations, Partner Developers, Freelance Designers, and other loaned dongles will not cease operations. However, newer versions of software will not work on systems with those dongles installed. Each of the dongles will need to be added into the Ross Video License Activation Server. Like customer dongles, these dongles will not allow the user to install software with a release date newer than when the support contract for that dongle would have expired (assuming one year from the date the dongle was programmed).

This is a control mechanism to restrict use of dongles that were awarded to freelancers who are not paying Software Maintenance (as part of the Freelance Agreement), ex-employees who still have demo licenses, partners who have not returned licenses, or other users who may have acquired an XPression dongle and access to software. This also reduces the ability of users to share new or updated software installations between themselves in the field.

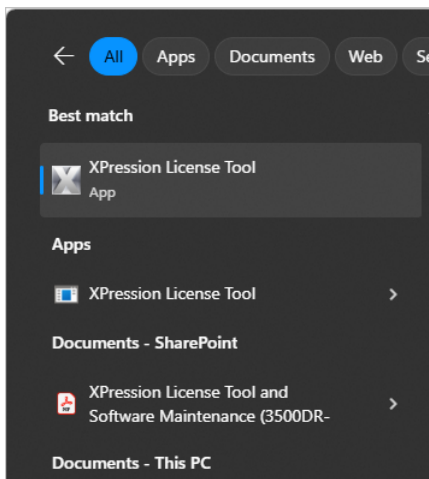
## Updating a Dongle

Upon launching an XPression application, the dongle will be checked to ensure it is eligible to run the application (licensed and within maintenance expiry). If it cannot run, an error will be presented requesting that the dongle be updated and that the XPression License Tool needs to be run.

The XPression License Tool is installed with XPression software (7.2 or higher) and can also be installed individually.

### To update a dongle:

1. Open the XPression License Tool from the Windows Start menu.



The **XPression Licensing Tool - Enter Machine Information** window opens.

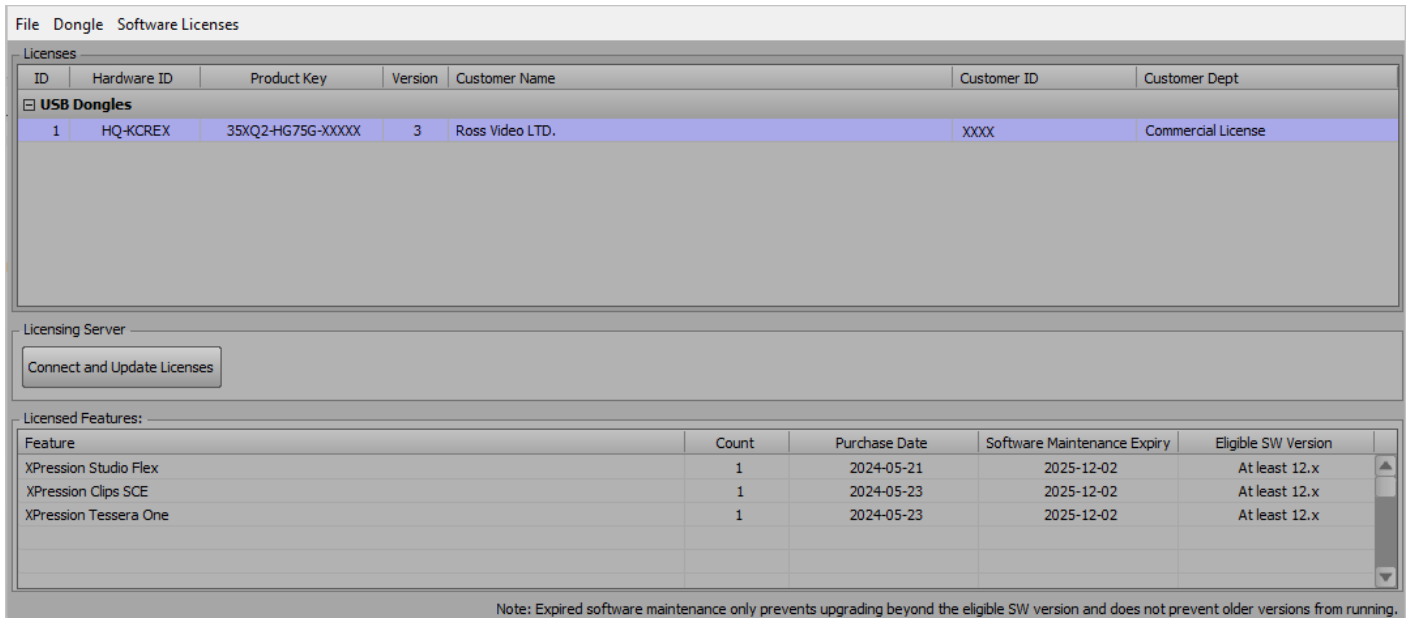
A screenshot of the 'Enter Machine Information' dialog box. The title bar reads 'Please enter some information about this machine:'. The dialog contains five text input fields: 'Customer Name (e.g. Station / Call Letters):', 'Machine Description (e.g. Studio A, Gateway, etc):', 'Contact Person:', 'Email Address:', and 'Phone Number:'. An 'OK' button is located at the bottom center of the dialog.

2. If this is the first time the XPression Licensing Tool is being run on the machine, enter the following information:
  - **Customer Name** — enter the name of the Ross Video customer or client, e.g., a station name.
  - **Machine Description** — enter a description for which the machine is used, e.g., Gateway or Project Server.
  - **Contact Person** — enter the name of the individual to contact with regards to the machine.
  - **Email Address** — enter the email address of the contact person.
  - **Phone Number** — enter the phone number of the contact person.

This information will be auto-filled upon further launches of the XPression Licensing Tool.

3. Select **OK**.

The XPression License Tool will detect and read the information off of all the dongles currently in the system.



It displays the existing features on the dongle, as well as their maintenance expiry dates.

4. Select **Connect and Update Licenses** to connect to the Ross Video Activation Server and retrieve the list of licensed features and maintenance expiration dates from the database.
  - Any added features will appear in the **Licensed Features** list in green with the text "to be added".
  - Any features that are being removed will appear in the **Licensed Features** list in red with the text "to be removed".
  - Any changes to the expiry dates will appear in the **Software Maintenance Expiry** list in yellow.

The tool will prompt the user to reprogram the dongle with the new licenses.

★ Before reprogramming, carefully examine the features list (particularly any additions or removals) and the expiry dates. If it is believed that the license updates are incorrect, DO NOT reprogram the dongle. Select **No** in the **Confirm** dialog to exit the prompt and contact Ross Technical Support for assistance.

★ If the license tool cannot connect to the Ross Video Activation Server, then an offline activation can take place with the assistance of Ross Tech Support. See the [Offline Activation](#) section for more information.

5. In the **Confirm** dialog, select **Yes** to reprogram the dongle with the new licenses.

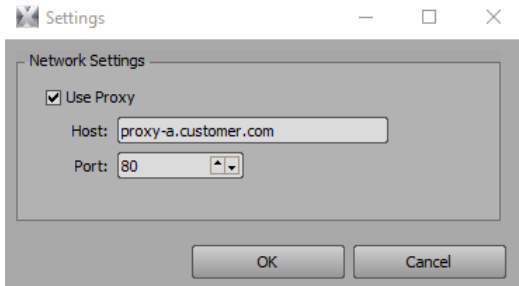
★ Do not run XPression applications while flashing the dongle.

After programming, the tool can be closed and the dongle is up to date.

If the tool fails to connect to the license server, it is possible a proxy server is in use at the customer site. Follow the instructions below to configure a proxy.

## To configure a proxy:

1. Select **File > Network Settings**.
2. Select the **Use Proxy** checkbox and enter the **Host** info and **Port** number for the proxy server.

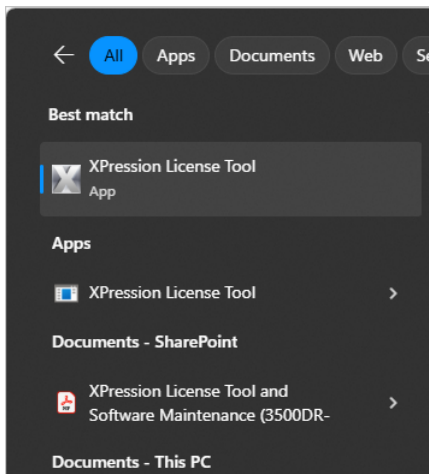


## Offline Activation

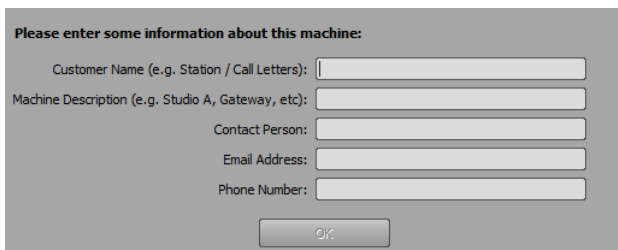
If the license tool cannot connect to the Ross Video Activation Server, then an offline activation can take place with the assistance of Ross Tech Support.

## To perform an offline activation:

1. Open the XPression License Tool from the windows start menu.

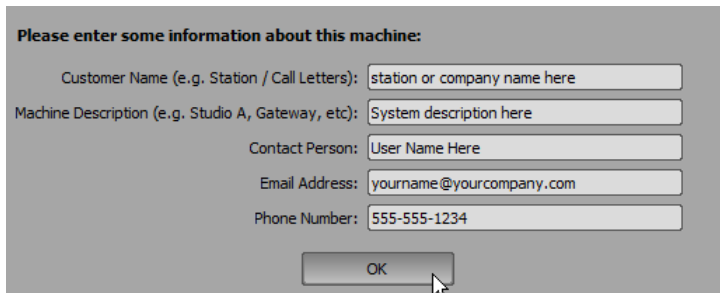


The XPression Licensing Tool - Enter Machine Information window opens.



2. If this is the first time the XPression Licensing Tool is being run on the machine, enter the following information:

- **Customer Name** — enter the name of the Ross Video customer or client, e.g., a station name.
- **Machine Description** — enter a description for which the machine is used, e.g., Gateway or Project Server.
- **Contact Person** — enter the name of the individual to contact with regards to the machine.
- **Email Address** — enter the email address of the contact person.
- **Phone Number** — enter the phone number of the contact person.



The screenshot shows a dialog box titled "Please enter some information about this machine:". It contains five input fields with placeholder text: "Customer Name (e.g. Station / Call Letters): station or company name here", "Machine Description (e.g. Studio A, Gateway, etc): System description here", "Contact Person: User Name Here", "Email Address: yourname@yourcompany.com", and "Phone Number: 555-555-1234". An "OK" button is located at the bottom center of the dialog.

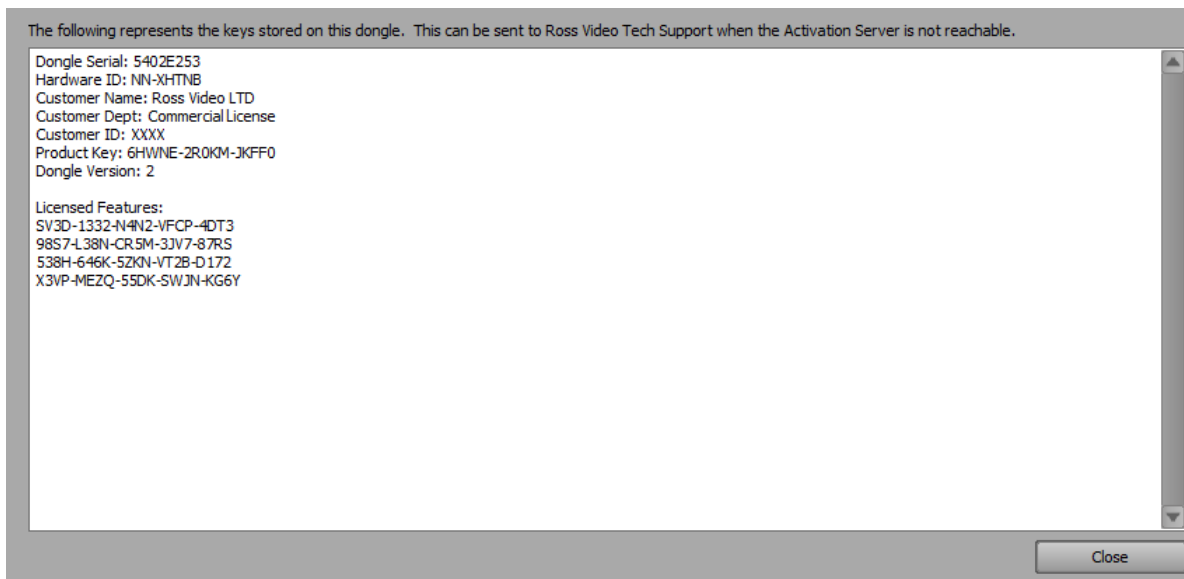
This information will be auto-filled upon further launches of the XPression Licensing Tool.

3. Select **OK**.

The XPression Licensing Tool - Enter Machine Information window closes.

4. Select **Advanced > Export Licenses**.

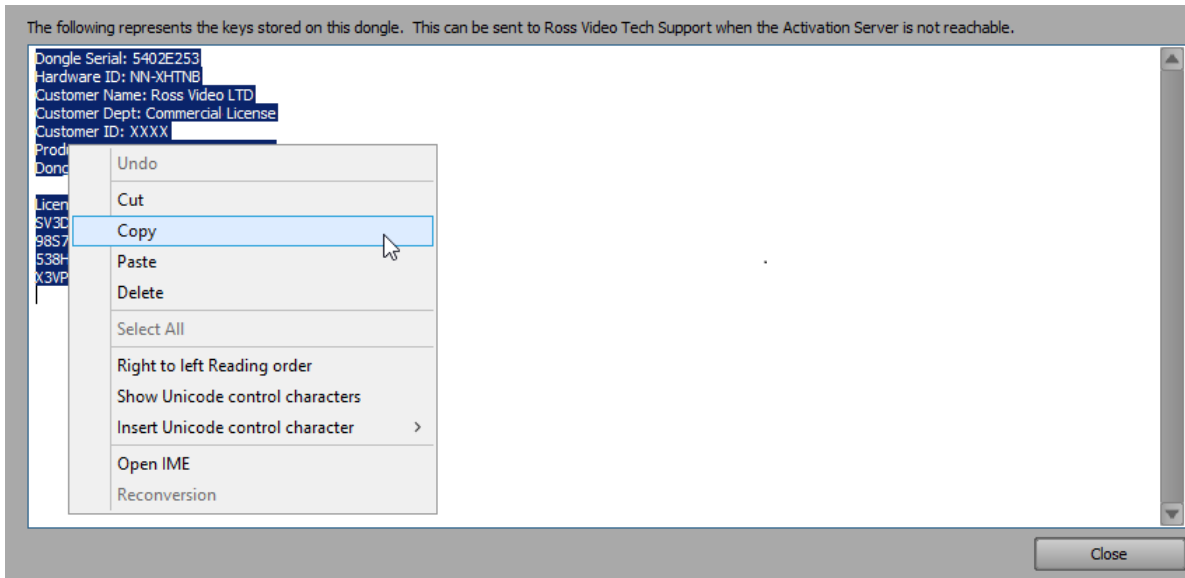
The **Export License Keys** window opens and displays a text block providing the machine info as well as the existing license keys on that engine.



The screenshot shows a dialog box titled "The following represents the keys stored on this dongle. This can be sent to Ross Video Tech Support when the Activation Server is not reachable." The main area contains a text block with the following information:  
Dongle Serial: 5402E253  
Hardware ID: NN-XHTNB  
Customer Name: Ross Video LTD  
Customer Dept: Commercial License  
Customer ID: XXXX  
Product Key: 6HWNE-2R0KM-JKFF0  
Dongle Version: 2  
  
Licensed Features:  
SV3D-1332-N4N2-VFCP-4DT3  
98S7-L38N-CR5M-3JV7-87RS  
538H-646K-5ZKN-VT2B-D172  
X3VP-MEQZ-55DK-SWJN-KG6Y  
A "Close" button is located at the bottom right of the dialog.

5. Highlight the entire text block by selecting it.

6. Right-click on the highlighted text and select **Copy**.



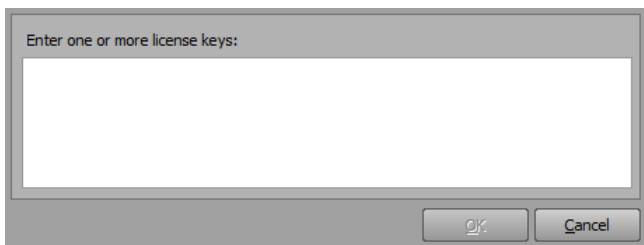
7. Open a text editor, paste the information into the text editor, and save to a file that can be moved to another computer that has internet access.
8. Once the text file has been moved to another computer that has internet access, paste the license key text block into a new email (or attach the text file) and enter the business name and which machine (if there are more than one) into the **Subject** field of the email.
9. Send the email to [xpressionlicensing@rossvideo.com](mailto:xpressionlicensing@rossvideo.com).

Once Ross Video has received the license information and verified which licenses and options should be added to the dongle, an email with new license keys will be sent.

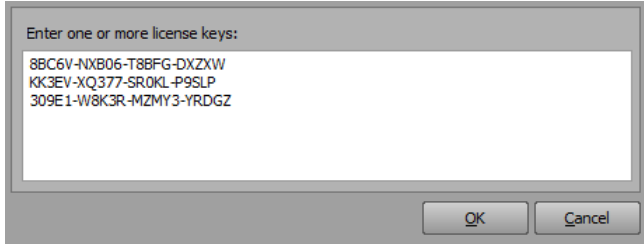
### To activate the licenses:

1. Copy the information from the email into a new text file and save it so that it can be moved to the XPression engine.
2. Once the text file has been moved to the XPression engine, open it, highlight the new keys, and right-click and select **Copy**.
3. In the XPression License Tool, select **Advanced > Import License Key**.

The **Add License Keys** dialog opens.



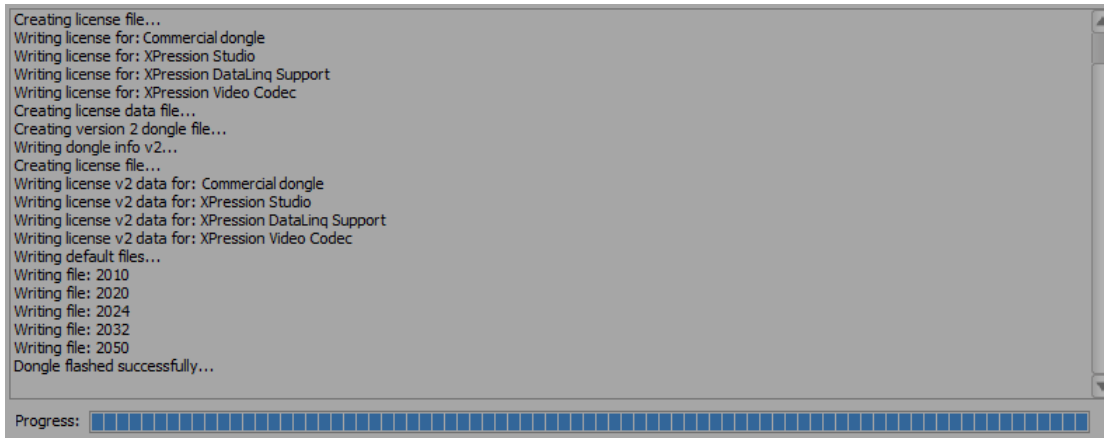
- Paste the new keys into the text block and select **OK**.



The **Add License Keys** dialog closes and the new licenses are added.

- Select **Advanced > Reprogram Dongle**.

The **Programming Dongle...** window opens, displaying the progress of the license update.



Once the reprogramming of the dongle is complete, an information dialog opens indicating that the dongle was flashed successfully.



OK

- Select **OK** to close the information dialog.

The main window of the **XPression License Tool** will now display an updated date for the **XPression Software Maintenance Expiry** period.

Feature	Count	Purchase Date	Software Maintenance Expiry
Commercial dongle			
XPression Studio	1	2020-02-07	2024-08-04
XPression DataLinq Support	1	2020-02-07	2024-08-04
XPression Video Codec	1	2020-02-07	2024-08-04