XPression License Tool and Software Maintenance

XPression supports hardware and software product keys. Hardware product keys are red/blue USB dongles and software keys are 15-digit alpha numeric strings. For example: ABC12-345DE-FG678. XPression uses the product key to verify what XPression licenses are available and the maintenance expiry of the licenses. Software-based product keys are supported in XPression version 10.15 and higher.

XPression software-based product keys can be configured to validate against two types of License Servers; the public facing activation.rossvideo.com server or a customer hosted Ross Application Services system. Product keys will validate when the XPression software launches and activates using the product key. Once the XPression software has opened it will continuously validate the software license with the License Server every 75 seconds.

Software-based product keys that fail to validate will enter a grace period where the XPression software will continue to run. The grace period lasts for a minimum of 30 minutes and a maximum of 12 hours and is based on how long the software has been running with a valid license. The longer the software runs with a valid license, the longer the grace period will be. When the expiry date of the license is reached, a message will appear in the top bar of the XPression UI notifying the user that the license can't be validated. As the end of the grace period approaches, a popup will appear notifying the user of the time remaining in the grace period. Once the grace period expires another popup will notify the user that the XPression software will stop functioning properly in one hour.

This document contains the following information:

Opening the XPression License Tool

Configuring the License Server

Adding a Software License

Configuring a Proxy

Offline Activation

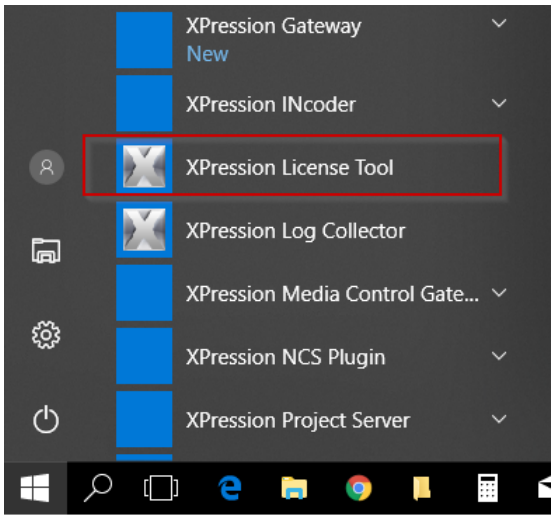
Phone: +1 613-686-1557 • Technical Support: +1-833-859-0499 (North America) • +800 3540 3545 (Int'l) • 1 300 007 677 (Australia) • +91-22-5016-6177 (India) • 3500DR-538 • October 2026 © 2026 Ross Video Limited. Ross® and any related marks are trademarks or registered trademarks of Ross Video Limited. All other trademarks are the property of their respective companies. PATENTS ISSUED and PENDING. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, mechanical, photocopying, recording or otherwise, without the prior written permission of Ross Video. While every precaution has been taken in the preparation of this document, Ross Video assumes no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein.

Opening the XPression License Tool

XPression software-based product keys are added to the system using the **XPression License Tool** and allow the XPression software on the system to activate and launch.

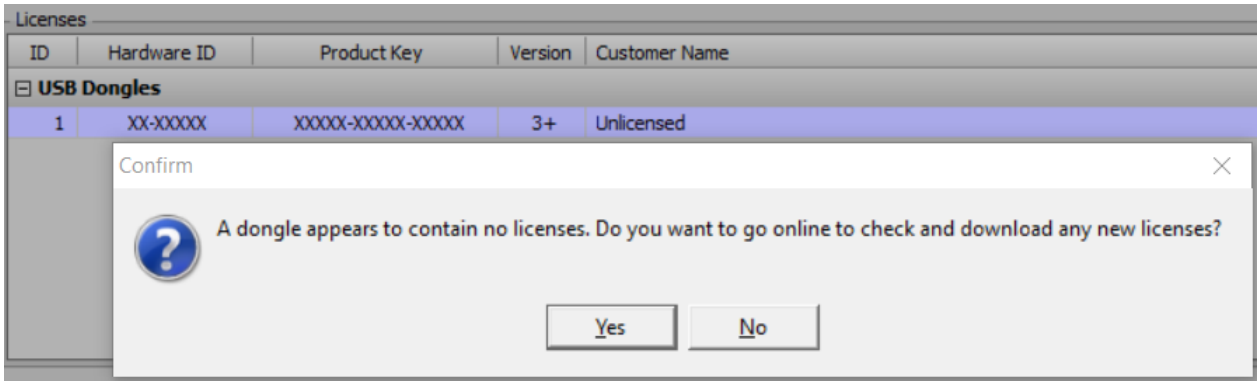
To add a software based product key to a system:

1. From the Windows **Start** menu, open the **XPression License Tool**.



Start Menu

The **XPression License Tool** opens, and if no licenses are detected, a dialog appears asking if you want to check for and download your licenses.

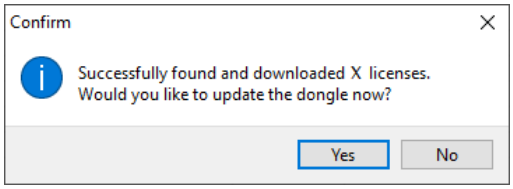


Download Licenses

2. Select **Yes**.

The **XPression License Tool** checks for and downloads the licenses associated with the **Product Keys**.

A dialog opens asking if you want to update the dongle.



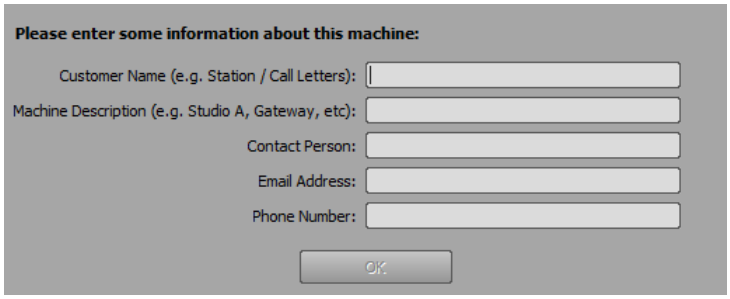
Licenses Found

3. Select **Yes**.

   Your dongle is updated with the licenses.

   The **XPression License Tool** displays the features on the product keys, as well as their maintenance expiry dates.

   If your dongle already contains licenses, the **XPression Licensing Tool - Enter Machine Information** window opens.



XPression Licensing Tool - Enter Machine Information

4. 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. For example, a station name.

   Machine Description — enter a description for which the machine is used. For example, 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.

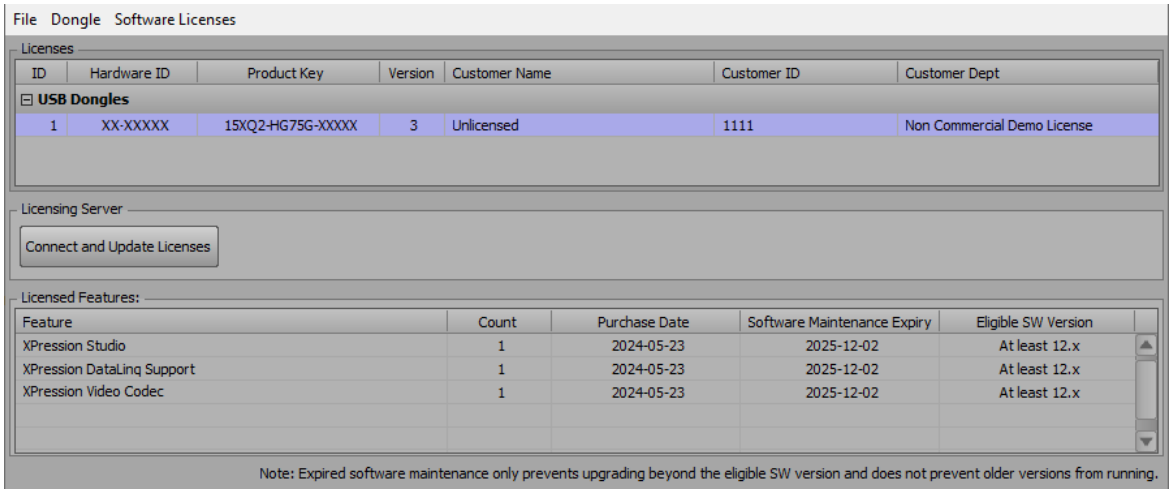
   Phone Number — enter the phone number of the contact person.

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

5. Select **OK**.

   The **XPression Licensing Tool - Enter Machine Information** dialog closes and the **XPression License Tool** will detect and read the information off of all the dongles currently in the system.

The **XPression Licensing Tool** displays the features on the product keys, as well as their maintenance expiry dates.



XPression Licensing Tool with Licenses Added

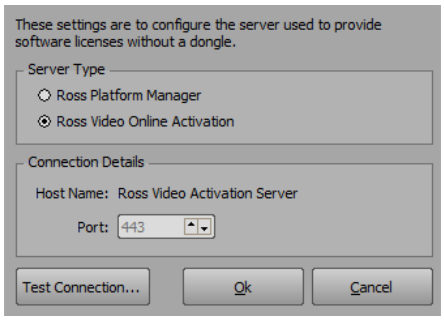
Configuring the License Server

Before adding a software-based license key, the license server must be configured.

To configure the license server:

1. From the toolbar in the **XPression License Tool**, select **Software Licenses > License Server Configuration**.

   The **Software License Server Configuration** dialog opens.



Software License Server Configuration Dialog

2. In the **Server Type** section, select the type of license server:
   - Ross Platform Manager
   - Ross Video Online Activation

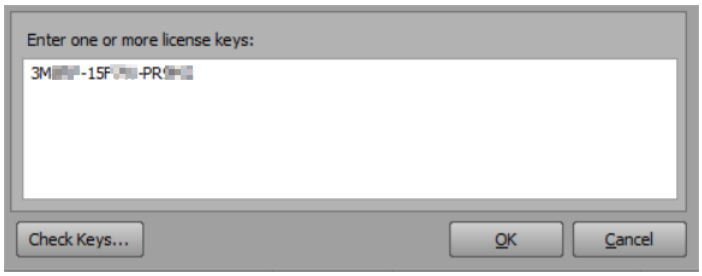
   The **Connection Details** section displays the **Host Name** and **Port** number of the selected license server type.
3. Select **Test Connection** to test the connection to the **License Server**.

Adding a Software License

To add a software license:

1. From the toolbar in the **XPression License Tool**, select **Software Licenses > Add Software License**.

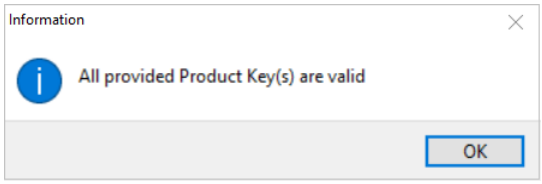
   The **Add Software Product Keys** dialog opens.



   Add Software Product Keys dialog.

2. Enter one or more product keys.
3. Select **Check Keys** to validate the product keys with the **License Server**.

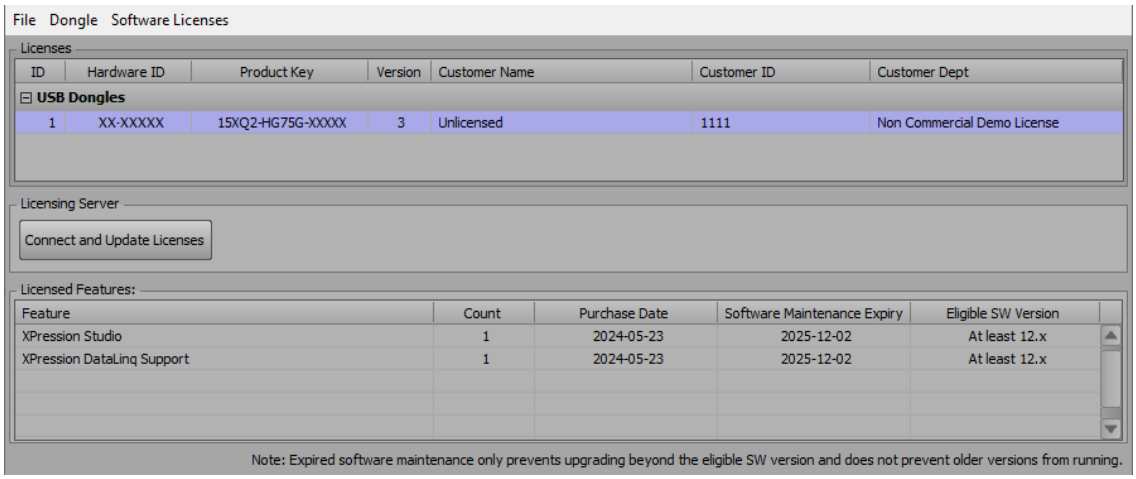
   A notification displays if the product keys are valid.



   Product Key Validation

4. Select **OK** to add the product keys to the **XPression License Tool**.

   The **XPression License Tool** displays the features on the product keys, as well as their maintenance expiry dates.



   XPression License Tool with Licenses Added

5. 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.

   A prompt to reprogram the dongle with the new license(s) opens.

   ★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** 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 Technical Support. See the Offline Activation section for more information.
6. Select **Yes** to reprogram the dongle with the new licenses for the eligible features.

   ★Do not run XPression applications while flashing the dongle.

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

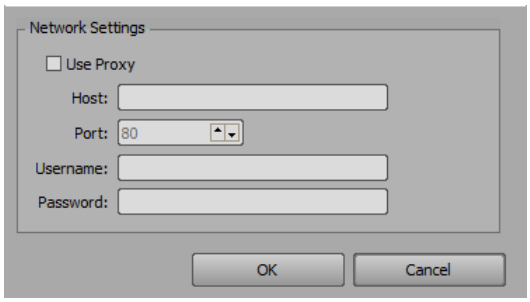
Configuring a Proxy

If the tool fails to connect to the license server, it is possible a proxy server is in use at the customer site. In this case, you will need to configure a proxy.

To configure a proxy:

1. In the **XPression License Tool**, select **File > Network Settings**.

   The **Network Settings** dialog opens.



   Network Settings
2. Select the **Use Proxy** checkbox,
3. Enter the **Host** info and **Port** number for the proxy server.
4. Enter a **Username** and **Password** and then select **OK**.

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 Technical Support.

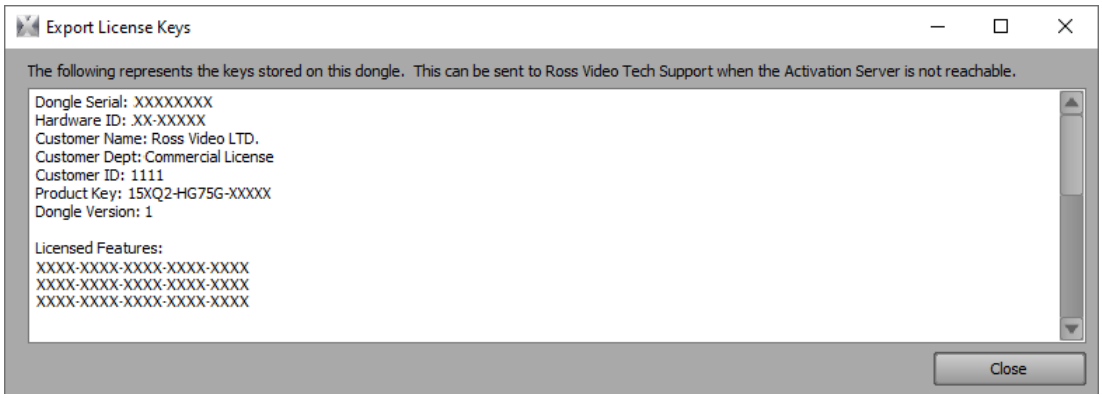
To request license activation:

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

   See Opening the XPression License Tool for instructions.

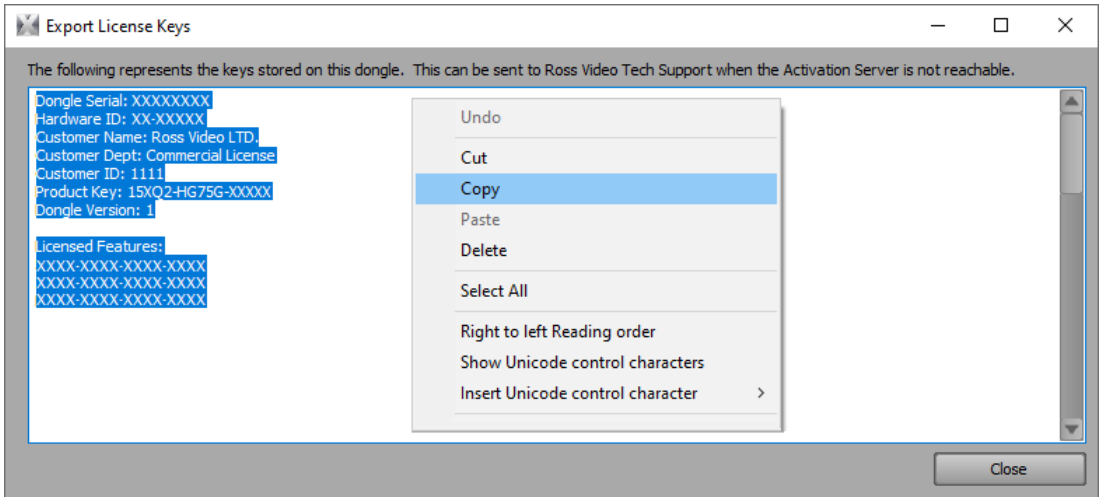
2. In the **XPression License Tool**, select **Dongle > Export Licenses from Dongle**.

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



Exporting License Keys

3. Highlight the entire text block by selecting it.
4. Right-click on the highlighted text and select **Copy**.



Copy Machine and License Info

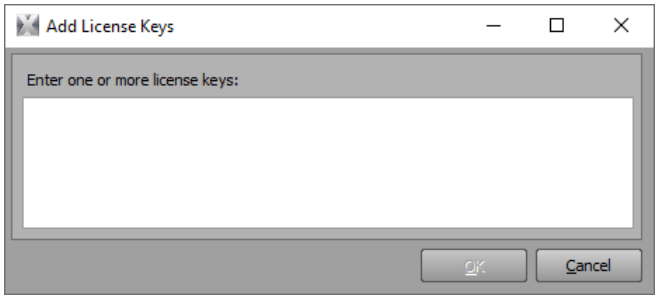
5. Open a text editor, paste the information into the text editor, and save to a file that can be moved to another computer that has internet access.
6. Once the text file has been moved to another computer that has internet access, paste the license key text block into a new email (or attach the text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

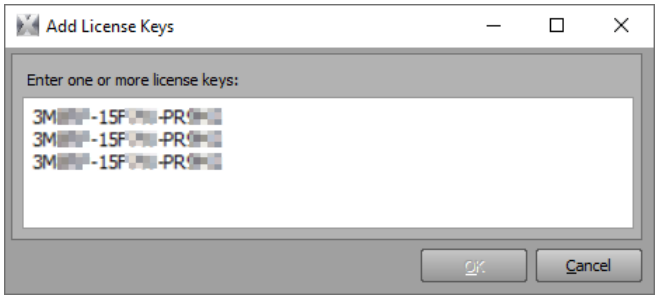
1. Copy the information from the email into a new text file and save it so that it can be moved to the XPression engine.
2. Once the text file has been moved to the XPression engine, open it, highlight the new keys, and right-click and select **Copy**.
3. In the **XPression License Tool**, select **Dongle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

   The **Add License Keys** dialog opens.



Add License Keys

4. Paste the new keys into the text block.



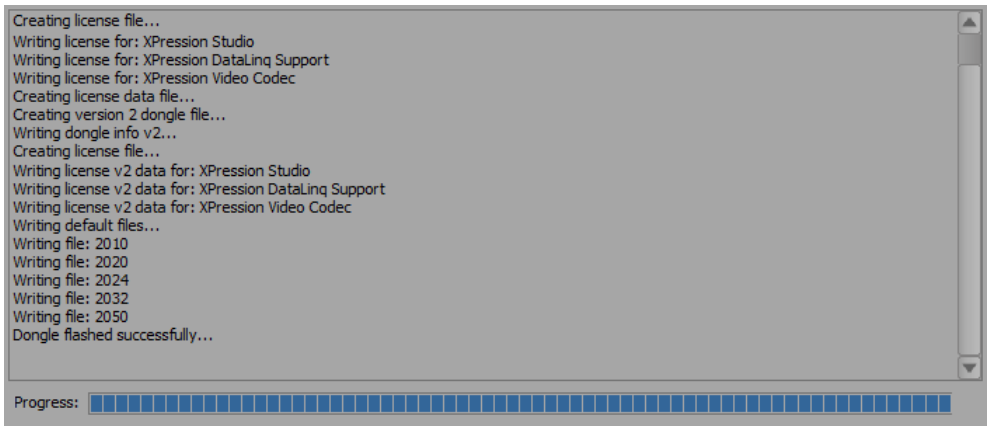
Paste License Keys

5. Select **OK**.

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

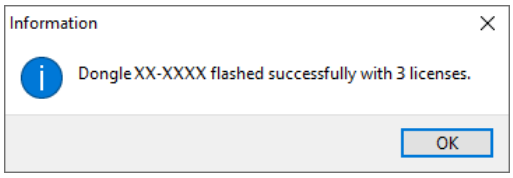
6. Select **Dongle > Reprogram Dongle**.

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



Programming Dongle

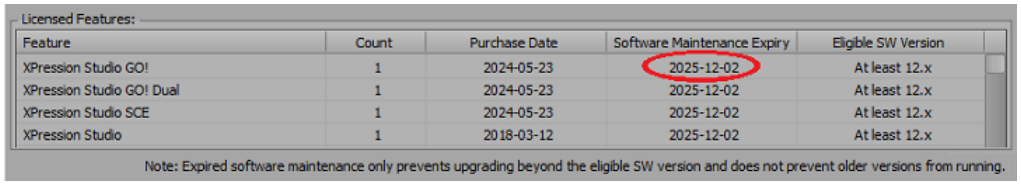
Once the reprogramming of the dongle is complete, an information dialog opens and indicates that the dongle was flashed successfully.



Dongle Flashed Successfully

7. 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.



Updated Software Maintenance Expiry Date