

XPression

Quick-Start Guide



ROSS

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1. Provide a Superior Customer Experience
 - offer the best product quality and support
2. Make Cool Practical Technology
 - develop great products that customers love

Ross has become well known for the Ross Video Code of Ethics. It guides our interactions and empowers our employees. I hope you enjoy reading it below.

If anything at all with your Ross experience does not live up to your expectations be sure to reach out to us at solutions@rossvideo.com.

A handwritten signature in black ink that reads "David Ross". The letters are cursive and fluid, with the "D" and "R" being particularly large and stylized.

David Ross

CEO, Ross Video

dross@rossvideo.com

Ross Video Code of Ethics

Any company is the sum total of the people that make things happen. At Ross, our employees are a special group. Our employees truly care about doing a great job and delivering a high quality customer experience every day. This code of ethics hangs on the wall of all Ross Video locations to guide our behavior:

1. We will always act in our customers' best interest.
2. We will do our best to understand our customers' requirements.
3. We will not ship crap.
4. We will be great to work with.
5. We will do something extra for our customers, as an apology, when something big goes wrong and it's our fault.
6. We will keep our promises.
7. We will treat the competition with respect.
8. We will cooperate with and help other friendly companies.
9. We will go above and beyond in times of crisis. *If there's no one to authorize the required action in times of company or customer crisis - do what you know in your heart is right. (You may rent helicopters if necessary.)*

XPression Software Quick Start Guide

- Ross Part Number: 3500DR-040 Rev 1
- Release Date: March 25, 2026

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Patents

Patent numbers US 7,034,886; US 7,508,455; US 7,602,446; US 7,802,802 B2; US 7,834,886; US 7,914,332; US 8,307,284; US 8,407,374 B2; US 8,499,019 B2; US 8,519,949 B2; US 8,743,292 B2; GB 2,419,119 B; GB 2,447,380 B; and other patents pending.

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1

System Configuration

Minimum System Requirements

XPression products are based on mainstream PC hardware using the Windows® operating system. To ensure that XPression software will function correctly, verify that the computer selected to run XPression software meets the recommended minimum hardware configuration.

To verify a computer for XPression, complete the following steps:

1. Verify that the computer meets the following minimum hardware specifications:
 - 6 CPU Cores @ 2.8 GHz (XPression is optimized for Intel® CPUs)
 - 16 GB RAM
 - 8 GB GDDR6 with PCI-E slot x16
 - Select a power supply based on the power and connection requirements of the system components.

It is recommended to operate most computer power supplies at 40% to 80% of their total capacity for optimal efficiency and overhead.

- For output, select one of the following:
 - Matrox® DSXLE4L/44/100F (for HD-SDI or UHD)
 - Matrox® DSXLE5/D25/100 (for IP)
 - Matrox® XMIO3/12G/100 (for 12G)
 - AJA® Corvid88 (for HD-SDI or UHD) with PCI-E slot x8 or higher
 - Bluefish444® (for HD-SDI)
 - NewTek NDI® (for IP)
 - Ross GeminiIO (for HD-SDI or UHD)
 - 100 GB free disk space
 - 1 USB port for XPression Software Installer USB
 - 2 USB ports for keyboard and mouse
 - Select a mainboard that can support the requirements of your system components.
2. Verify that the computer meets the following software specification:
- Microsoft® Windows® 11 Professional 64-bit Operating System

3 • System Configuration

3. Ensure that the operating system is updated with all the necessary security patches and service packs before installing XPression software.

2

Software Installation

Requirements

A valid XPression installation password, a valid XPression License USB dongle and XPression software USB are required to install XPression software on a computer.

OR

If you have received your XPression software electronically, you will need a valid XPression product key and a valid XPression installation password.

Before starting the installation procedure, verify that the XPression computer meets the minimum system requirements listed in the section **Minimum System Requirements**.

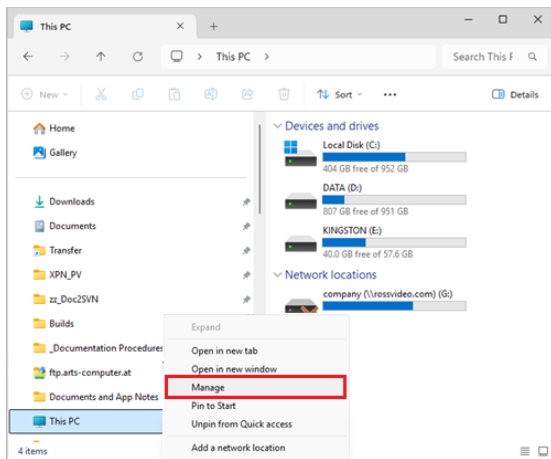
Pre-Configuration for Windows 11

Before installing the XPression software on a computer running Windows 11, the following security settings need to be configured:

- local admin rights
- User Account Control notifications
- behavior of program elevation

To allow local admin rights:

1. Open a file explorer window and from the list on the left side, select **This PC**.
2. Right-click on **This PC** and select **Show more options > Manage**.

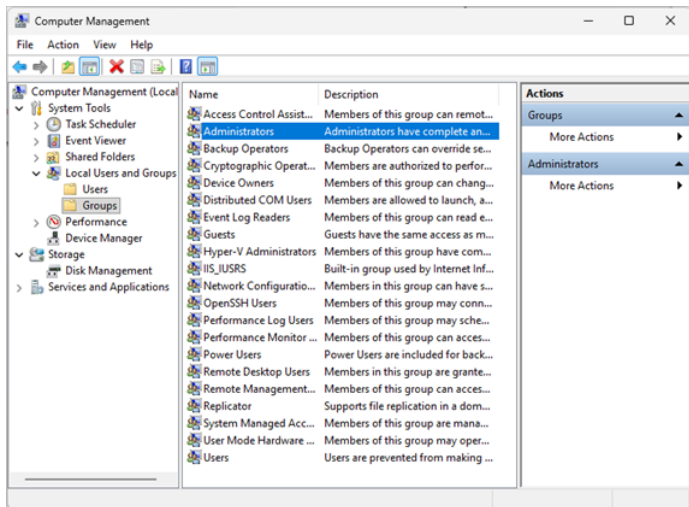


The **Computer Management** window opens.

3. Double-click **Local Users and Groups**.

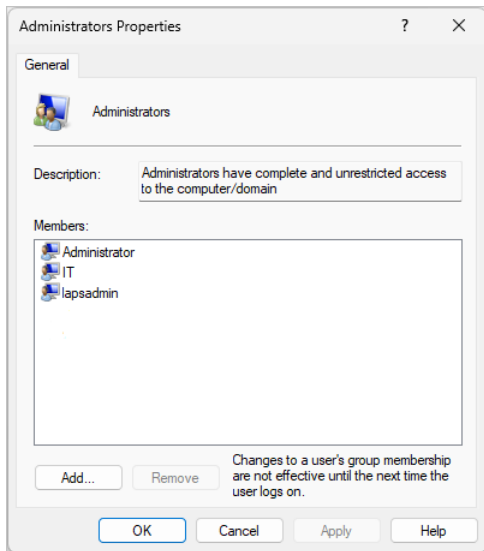
4. Double-click the **Groups** folder.

The **Groups** folder files are listed in the browsing pane of the **Computer Management** window.



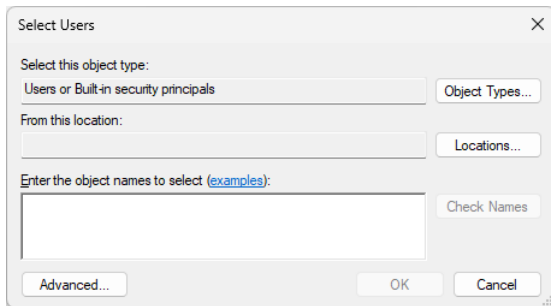
5. Double-click **Administrators**.

The **Administrators Properties** window opens.



6. Select **Add**.

The **Select Users** window opens.

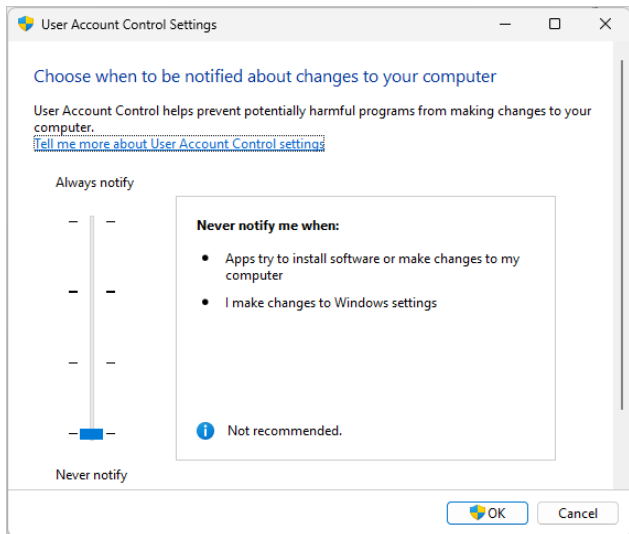


7. In the **Enter the object names to select** area, enter a user name.
8. Select **Check Names** if necessary.
9. Select **OK**.

To adjust the User Account Control notification settings:

1. From the **Start** menu, select **System > Control Panel**.
The **Control Panel** window opens.
2. From the **View by** drop-down, select **Small icons**.
The **All Control Panel Items** window opens.
3. Select **User Accounts**.
The **User Accounts** window opens.
4. Select **Change User Account Control** settings.

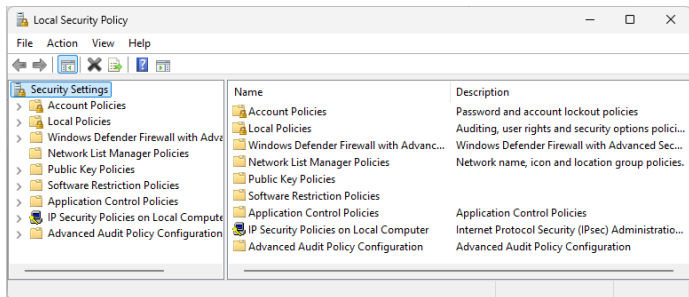
The **User Account Control Settings** window opens.



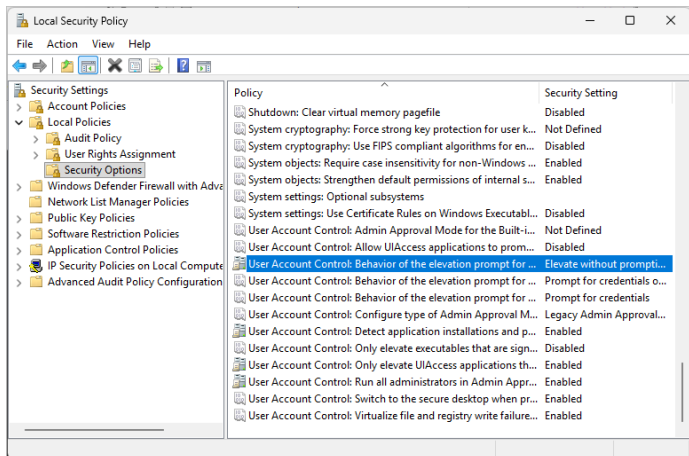
5. Drag the notification marker to the **Never Notify** setting.
6. Select **OK**.

To change the behavior of program elevation:

1. Select the **Start** menu and select **System > Control Panel**.
The **Control Panel** window opens.
2. From the **View by** list, select **Small icons**.
The **All Control Panel Items** window opens.
3. Select **Windows Tools**.
The **Windows Tools** window opens.
4. Double-click **Local Security Policy**.
The **Local Security Policy** window opens.

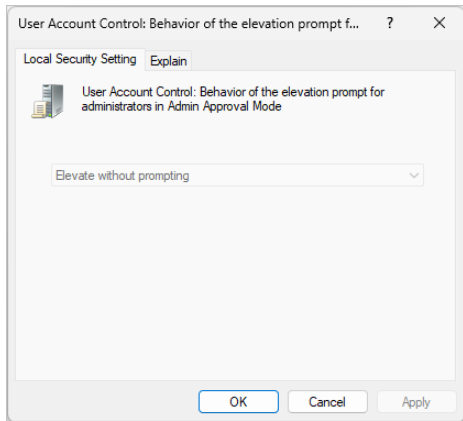


5. Double-click **Local Policies** and then double-click **Security Options**.



6. In the **Policies** column, double-click **User Account Control: Behavior of the elevation prompt for administrators in Admin Approval Mode**.

The **User Account Control: Behavior of the elevation prompt for administrators in Admin Approval Mode** window opens.



7. In the **Local Security Setting** tab, from the drop-down, select **Elevate without prompting**.
8. Select **Apply**.
9. Select **OK**.

Software Licensing

The manner in which XPression software is licensed depends on how it was received. XPression software can be received in two ways:

[Physical Delivery](#)

[Electronic Delivery](#)

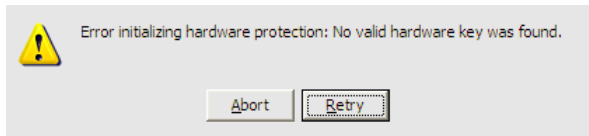
The necessary instructions for each method can be found in the linked topics.

Physical Delivery

If you receive your XPression software as part of a physical package, you will receive an XPression Software USB storage drive and an XPression License USB dongle.

Before installing the XPression software, connect the XPression License USB dongle to a USB port on the XPression computer. The dongle automatically installs when connected to a USB port.

If the dongle is not connected, the following warning opens when attempting to install XPression software:



Electronic Delivery

If you receive your XPression software electronically, you will use the Ross Platform Manager (RPM) and the XPression License Tool to license the software. The XPression License Tool is included with the XPression software.

You will receive an email with a link to the software and then a separate email containing your XPression product key.

Prerequisites

- Ross Platform Manager installed
- XPression software product key
- XPression software version 11.0 or higher

Adding the XPression Product Key to Ross Platform Manager

Before the XPression License Tool can successfully read and validate a license, the XPression product key must be added to RPM. The RPM can validate licenses without any paid features.

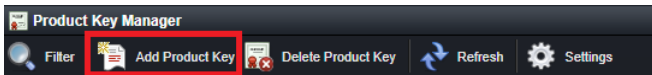
★ It is recommended to use a Google Chrome browser to run the RPM.

To log onto RPM:

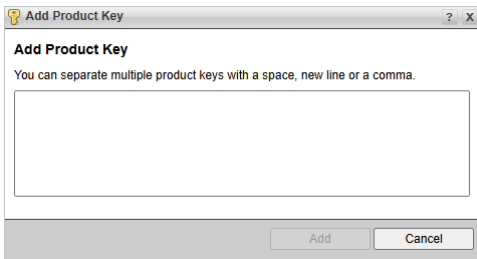
1. Enter the host name of the RPM server into your Google Chrome browser.
2. Log in as a user with permissions to add licenses.
3. Select the **Licensing** icon from the top menu and then select **Product Key Manager**.



4. In the **Product Key Manager**, select **Add Product Key**.



5. Copy and paste your XPression product key into the **Add Product Key** field and select **Add**.



Configuring the XPression License Tool to use RPM

After the RPM has the XPression product key in the database, you can configure the XPression License Tool to use the RPM server.

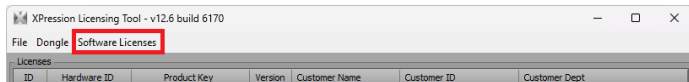
Before opening the XPression License Tool, ensure that all XPression software, including the service-based applications is shut down.

- In XPression versions 11.0 and earlier, the **Software License** menu is hidden. Follow the instructions in [To access the Software Licenses menu](#) to add the menu to the UI.
- For XPression versions later than 11.0, the Software License menu is shown by default. Begin with [To configure the Software Licenses Server to use RPM](#).

To access the Software Licenses menu:

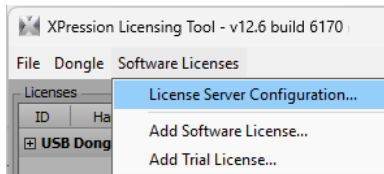
1. Open the Windows **Start** menu and scroll until you find the **XPression License Tool**.
2. While pressing **CTRL+SHIFT**, open the tool.

The **Software Licenses** menu appears in the menu bar.

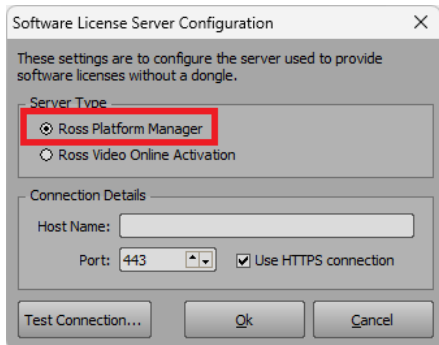


To configure the Software Licenses Server to use RPM:

1. From the **Software Licenses** menu, select **License Server Configuration**.



2. In the **Server Type** section, select **Ross Platform Manager**.



3. In the **Connection Details**, in the **Host Name** field, enter the host name of the RPM server.
4. In the **Port** field, enter the port number on which the license server will communicate with the RPM server.

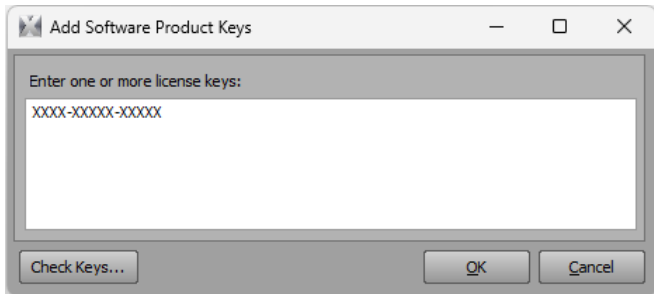
The default port is **80**.

- If port **80** is used, ensure that the **Use HTTPS connection** checkbox is cleared.
- If RPM was installed with an SSL certificate, change the port number to **443** and select the **Use HTTPS connection** checkbox.

5. Select **Test Connection** to verify a successful connection to the RPM server.

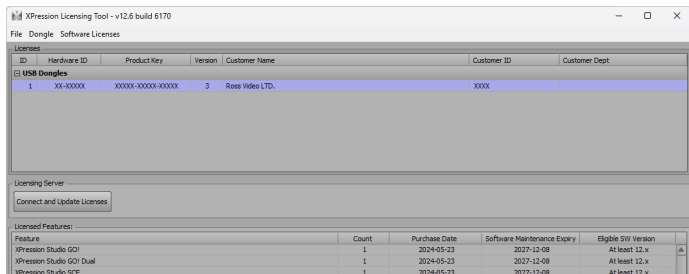
To add a software license:

1. From the **Software Licenses** menu, select **Add Software License**.
2. Copy and paste your XPression product key(s) into the **Add Product Keys** field.



3. Select **Check Keys** to verify that the license is being read.
4. Then select **OK**.

In the **Licenses** section, the XPression product key will appear and display all the licensed features and the activation limit for each feature.



5. Launch XPression to confirm that the license has been successfully applied.

Software Installation

The following installation instructions are for XPression Studio Flex, but they apply to all the XPression variations.

Electronic Delivery

Use the link provided in the email to download the software.

Physical Delivery

The XPression License USB dongle must be connected to the XPression computer before running the XPression software installer from the XPression Software USB storage drive.

To prepare to install the XPression software:

1. Log onto the XPression computer as a user that can install software.
2. Shut down all Windows applications.
3. If you are using an XPression License USB dongle and XPression Software USB storage drive to install the software, do the following:
 - Insert the XPression License USB dongle into a USB port on the XPression computer.
 - Insert the XPression Software USB storage drive into a USB port on the XPression computer.
 - Double-click the XPression software storage drive to open it from the drive in which it was inserted.

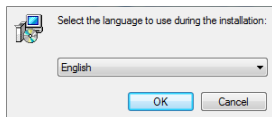
OR

If you are using software downloaded from Ross Video, begin with the following instructions.

To install the XPression software:

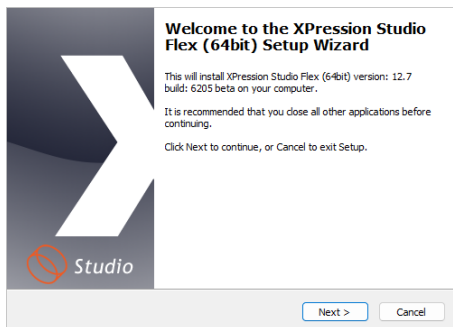
1. Double-click the **XPression.exe** file to launch the XPression installer.

The **Select Setup Language** dialog opens.



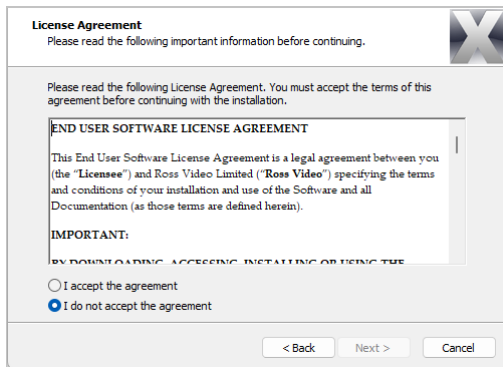
2. Select a language from the list and select **OK**.

The **Setup - XPression Studio** wizard opens.



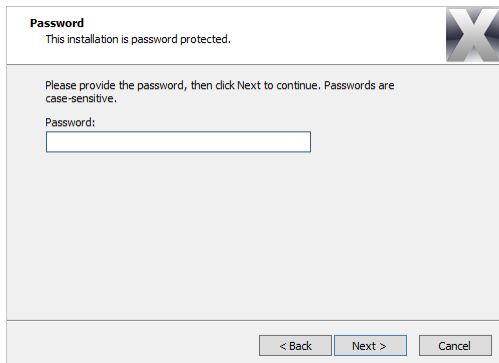
3. Select **Next**.

The **License Agreement** page opens.



4. Read the end user license agreement, select the I accept the agreement option to continue the installation and then select **Next**.

The **Password** page opens.



Password
This installation is password protected.

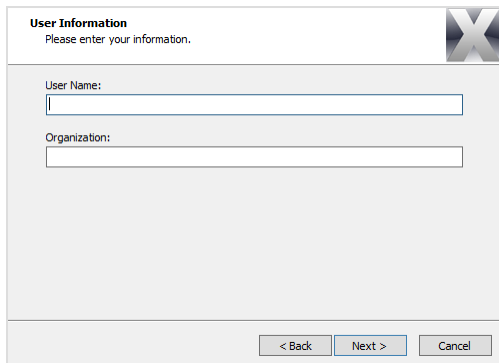
Please provide the password, then click Next to continue. Passwords are case-sensitive.

Password:

< Back Next > Cancel

5. In the **Password** field, enter the supplied XPression installation password and select **Next**.

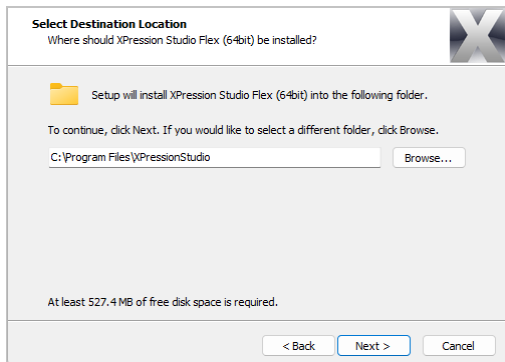
The **User Information** page opens.



The screenshot shows a dialog box titled "User Information" with a close button (X) in the top right corner. Below the title bar, the text "Please enter your information." is displayed. The main area of the dialog contains two text input fields: "User Name:" and "Organization:". At the bottom of the dialog, there are three buttons: "< Back", "Next >", and "Cancel".

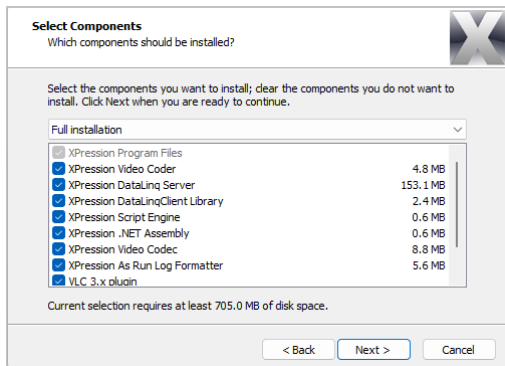
6. In the **User Information** page, enter the following information:
 - In the **Name** field, enter the name of the XPression software user.
 - In the **Organization** field, enter the name of the organization licensed to use the XPression software and then select **Next**.

The **Select Destination Location** page opens.



7. Accept the current installation folder or select **Browse** to select a custom installation folder and then select **Next**.

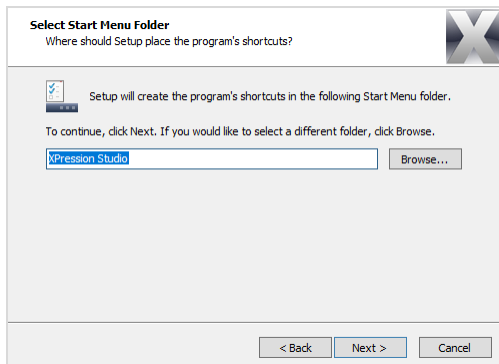
The **Select Components** page opens.



8. Accept the default XPression installation, or define a custom configuration and then select **Next**.

To define a custom configuration, select or clear the checkboxes to the left of the options.

The **Select Start Menu Folder** page opens.



9. Accept the current **Start Menu** folder for the XPression shortcut, or select **Browse** to select a custom **Start Menu** folder and then select **Next**.
 - If installing XPression Studio, Prime, Designer, Developer, or Player, the **Select Additional Tasks** page opens. Proceed to Step 11.

- If installing XPression BlueBox, the **Enable Auto Logon** page opens.

Enable Auto Logon
Enables the BlueBox service to auto start on system boot

The BlueBox Service needs a user to be logged on to windows so it can access the hardware subsystem. If you want to enable the Auto Logon feature, please supply a valid User account and Password.

Enable Auto Logon

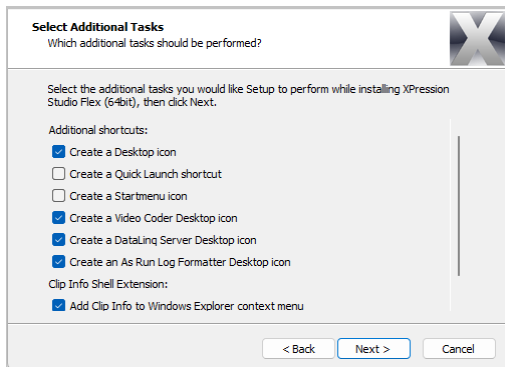
User Name:

Password:

< Back Next > Cancel

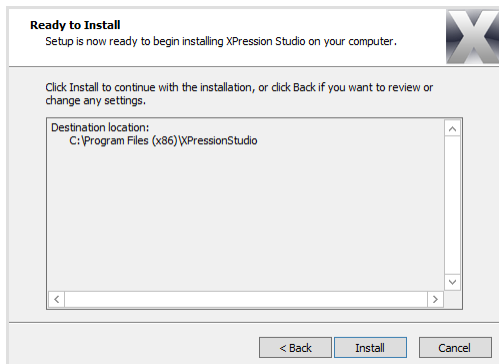
10. In the **Enable Auto Logon** page, do the following:
- Select or clear the **Enable Auto Logon** checkbox.
 - In the **User Name** field, enter the name of the XPression software user.
 - In the **Password** field, enter the password for the XPression software user and select **Next**.

The **Select Additional Tasks** page opens.



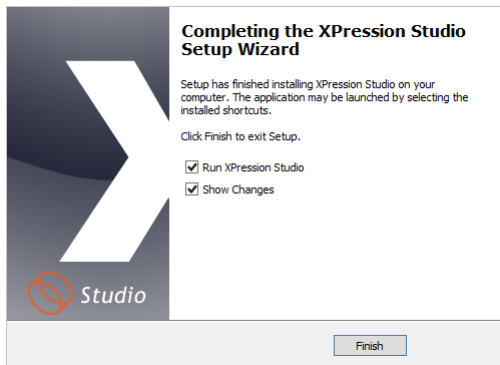
11. In the **Select Additional Tasks** page, select or clear the checkboxes to the left of the options and select Next.

The **Ready to install** page opens.



12. Select **Install** to begin installing XPression software.
A progress bar displays the installation status.

After the installer finishes installing the required files, the **Completing the XPression Studio Setup** page opens.



13. Select or clear the checkboxes to the left of the following options:
 - **Run XPression Studio** — start XPression Studio after finishing the software installation.
 - **Show Changes** — show the change log after finishing the software installation.
14. Select **Finish**.

First Launch

The first time XPression is run on a computer, the **First Time XPression Setup** wizard opens to guide you through configuring a hardware renderer and an output.

Supported output options include:

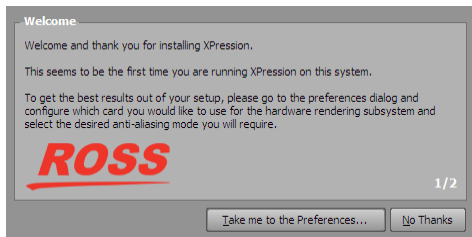
- AJA®
- Matrox®
- Bluefish444®
- NewTek®
- Ross GeminilO

★ Contact Ross Technical Support to get the correct driver version for your selected framebuffer.

To select the hardware renderer:

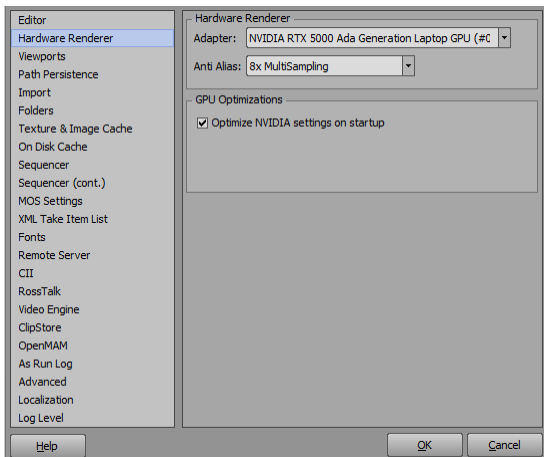
1. On the XPression computer, from the **Start** menu, select your new XPression installation.

After XPression starts, the first screen of the First Time XPression Setup wizard opens.



2. Select **Take Me to the Preferences.**

The **Hardware Renderer** panel of the **Preferences** dialog opens.



3. From the **Adapter** drop-down, select the graphics device installed in the XPression computer.
4. From the **Anti-Alias** drop-down, select the multi-sampling value used to control the visual quality of rendered output.

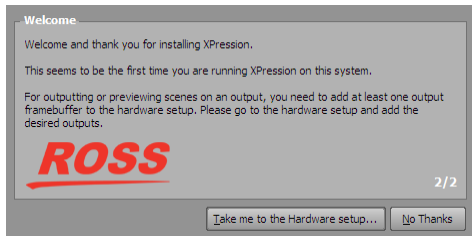
The higher the multi-sampling value, the smoother the rendered the graphic edges. The <none> option is equal to 1x multi-sampling. For most situations, set the multi-sampling value according to the best quality/performance ratio, usually around 8x.

5. In the **GPU Optimizations** section, select **Optimize NVIDIA settings on startup**, to optimize the NVIDIA global settings to disable options like **Anti-aliasing Gamma Correction**.

This option is selected by default.

6. Select **OK**.

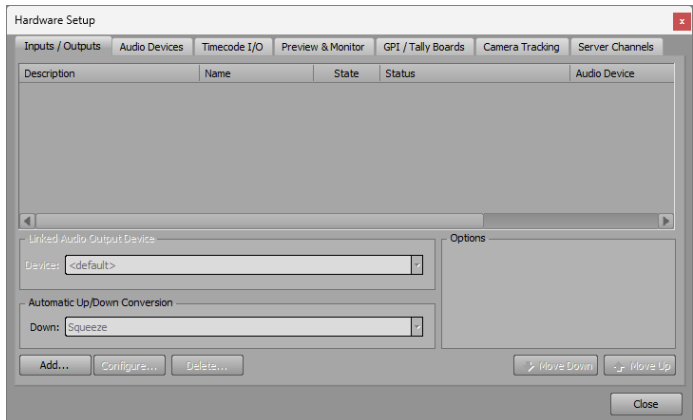
The second screen of the **First Time XPression Setup** wizard opens, where you will select the output framebuffer used by XPression to output or preview scenes



To select the output framebuffer:

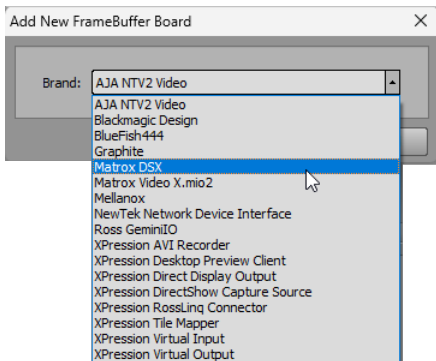
1. Select **Take Me to the Hardware setup**.

The **Inputs / Outputs** tab of the **Hardware Setup** dialog opens



2. Select **Add**.

The **Add New FrameBuffer Board** dialog opens.



3. From the **Brand** drop-down select the installed board.

Press **F1** to open the **Help** file and go to **System Setup** to view information about the available framebuffers that can be configured for XPression.

★ Contact Ross Technical Support to get the correct supported driver version for the selected framebuffers.

4. Select **OK**.

The selected framebuffer is added to the **Inputs / Outputs** tab of the **Hardware Setup** dialog.

5. In the **Hardware Setup** dialog, select **Close**.

The **Hardware Setup** dialog closes to complete the **First Time XPression Setup** wizard.

3

Your First XPression

Creating with XPression

XPression consists of three integrated components, the scene editor for template design, the sequencer for playout, and the BlueBox engine for rendering. XPression uses virtual outputs to show an accurate and real-time preview so that you can design, create and test projects right at your desk. The procedures in the following sections will guide you through the creation of a simple project.

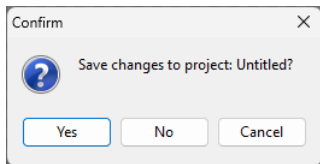
★ The procedures in this section are not applicable to the XPression Player and XPression BlueBox products.

New Project

To create a new XPression project:

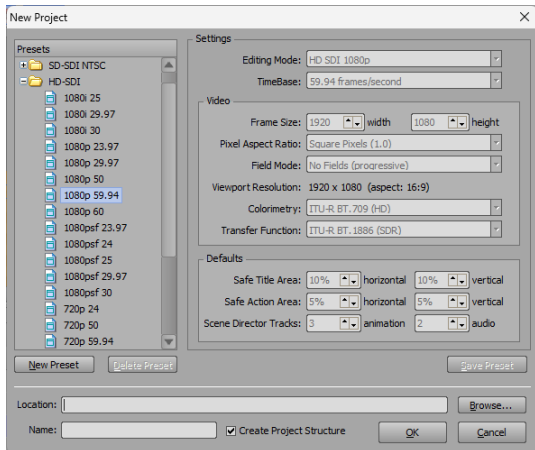
1. On the XPression computer, from the **Start** menu, select **All Programs > XPression > Designer**.
2. In XPression, select **File > New**.

The **Confirm** dialog opens.



3. Select one of the following options for the current project:
Yes — save changes to the current project, then close the project.
No — close the project without saving changes.
Cancel — continue working on the project.

After selecting **Yes** or **No**, the **New Project** dialog opens.



4. In the **Presets** panel, expand any video format node to view the available settings presets for the selected video format.

The settings for the selected preset are displayed in the **Settings** section.

5. Select a setting preset to define video format setting for the new project.

6. Select **Browse** to the right of the **Location** field to select a folder in which to save the new project.

The **Browse for Folder** dialog opens.

7. In the **Folder** tree view, locate and select a folder in which save the new project and select **OK**.

In the **New Project** dialog, the full path name of the selected folder is displayed in the **Location** field.

8. In the **Name** field, enter a name for the new project.

Project names may only contain letters, numbers, spaces, hyphens, or underscores.

9. Select the **Create Project Structure** checkbox to automatically create folders within the project folder to store project items (audio, video, dedicated fonts, images, models, etc.) and then select **OK**.

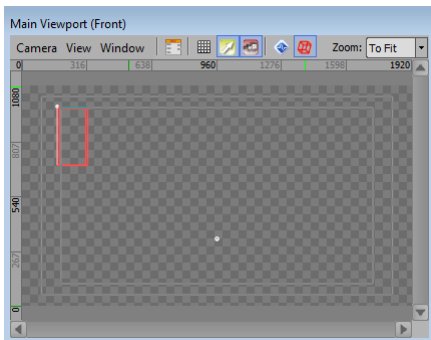
A new project is created and saved in the project folder. Project files are saved with the extension **.xpf**.

Simple Text

To create a text object:

1. In the **Base Objects** section of the **Object Library** view, select **Text**.

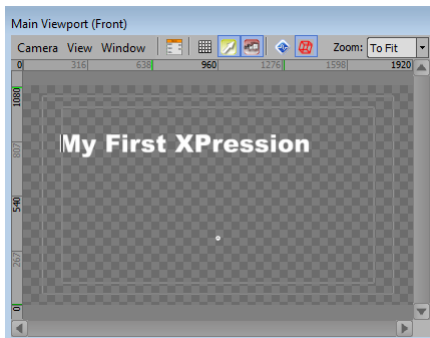
A new text object is added to the top-left corner of the Main viewport.



2. In the **Object Inspector**, select the **Scene Fonts** tab.
3. In the **Fonts** section, select **New**.

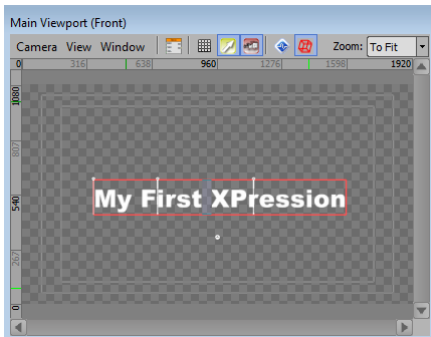
A new font is added to the **Stock** list.

4. In the **Stock** list, select the new font.
5. In the **Font Face** tab, use the available settings to format the new font.
6. In the **Fonts** section, select **Apply**.
7. Type My First XPression.



8. In the **Object Inspector**, select the **Transform** tab.

9. In the **Position** section, edit the values to move the text box to a new location in the scene.



Alternatively hold down the **Ctrl** key, then click and drag the text object to a new location in the scene.

10. Select **File > Save**.

The new text is saved with the project.

Contact Us

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- E-mail: techsupport@rossvideo.com
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