



Commonly used RSS icon

### RSS Defined

RSS (Really Simple Syndication) is a family of web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.<sup>1</sup>

RSS content can be read using software called an "RSS reader", "feed reader" or an "aggregator". The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds.<sup>2</sup>

### RSS and AxisTV

Many people already use RSS reader software to receive frequent updates from a wide range of content sources. In a similar fashion, AxisTV can display content from RSS feeds that you decide are relevant to your visual communication audience.

The Visix RSS Publisher makes any AxisTV playlist available for download as a graphic-based RSS feed. This allows anyone with an RSS-enabled device to download important messages to PDAs, BlackBerrys®, smart phones, iPods®, PCs and digital picture frames.

1. Using the RSS Adapter Option, you can point AxisTV to one or more RSS feeds.
2. You will need to copy the web address or URL of each feed.
3. Create bulletins to show the text-based content. Choose fonts, font attributes and a background image for each RSS bulletin.
4. Once you've setup a bulletin for each RSS feed, AxisTV will automatically check for updates from each RSS source and display the most recent content.
5. You can adjust the frequency AxisTV checks for updates, and also the number of articles or stories that are displayed.



Choose from existing RSS feed subscriptions, or use the RSS Publisher to deliver your own messages when and where your audience needs them:

- News Feeds
- Announcements
- Schedule changes
- Weather forecasts
- Business updates
- Emergency alerts
- Homeland security
- Stocks
- Sports
- Entertainment

### Copyrights for Free Commercial Feeds

Most sites, including Google and Yahoo, have a disclaimer about commercial broadcast of their feeds. Usually, you can contact individual sites for permission to broadcast and/or sign up for the feed. In most instances, the copyright terms refer to rebroadcast on a website and generally do not mention use with digital signage.

Be sure to check the copyright terms of any feed you plan to republish.

<sup>1-2</sup> Wikipedia.org: <http://en.wikipedia.org/wiki/Rss>