

DMX MUSIC

Field Operations Manual

Axis DMM

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Introduction

Thank you for subscribing to DMX MUSIC®. This document describes the Axis Digital Media Manager (Axis DMM), how to set it up and how to use it.

DMX MUSIC is an innovative music programming service that delivers a virtually unlimited variety of continuous, CD-quality, commercial-free high-fidelity music to business and residential customers worldwide, along with a growing list of business communications services. More than 3.9 million homes and 66,000 businesses on four continents tune in to DMX MUSIC. That makes DMX MUSIC the most widely available digital service around the globe.

What is Axis DMM?

Axis DMM is a digital music source pre-loaded with hundreds of hours of music expertly programmed by DMX MUSIC specifically for your site. Through an Internet connection to DMX MUSIC's Technology Center in Denver, Colorado, new music titles and playlists are automatically downloaded to your Axis DMM daily, providing you with precisely targeted music from an unprecedented range of musical choices.

Axis DMM is engineered to integrate with most stereo and monaural amplifier systems. Simply set it up and plug it into your amplifier system to enjoy continuous, commercial free, CD-quality music. Your Axis DMM is preprogrammed to play for up to 30 days without authorization. After 30 days, the unit will cease to play until you initiate a connection to the Axis Media Server to authorize it. (See *Installing Axis DMM* starting on page 6.)

Axis DMM Features

Axis DMM:

- Operates hands-free—there's no intervention required
- Stores hundreds of hours of CD-quality stereo sound
- Automatically updates music titles and playlist daily via a dial-up or network connection to the Internet
- Can be scheduled to play specific music at specific times (by time of day, day of week, and/or seasonal/promotional events)
- Seamlessly manages message insertions for in-store advertising
- Easily connects to commercial stereo and monaural sound systems

AXIS DMM System Overview

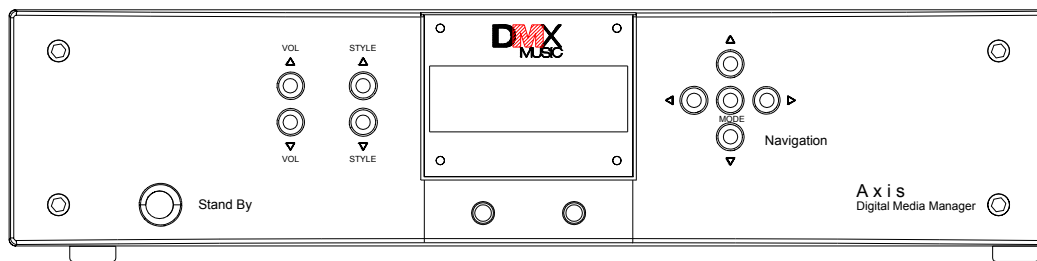
How does Axis DMM work?

Axis DMM comes preloaded with hundreds of hours of CD-quality, commercial-free music. As soon as you plug it into your stereo system and power it on, it will immediately begin to play music. Once it's connected to the Internet (either through a dial-up or network connection), the music titles and playlists are automatically updated on a daily basis. All you need to do is select a style of music to play! Once the Axis DMM is fully installed it will automatically access the Axis Media Server (AMS) to update the playlists on a regular basis. (See *Installing Axis DMM* starting on page 5.)

Axis DMM Front Panel

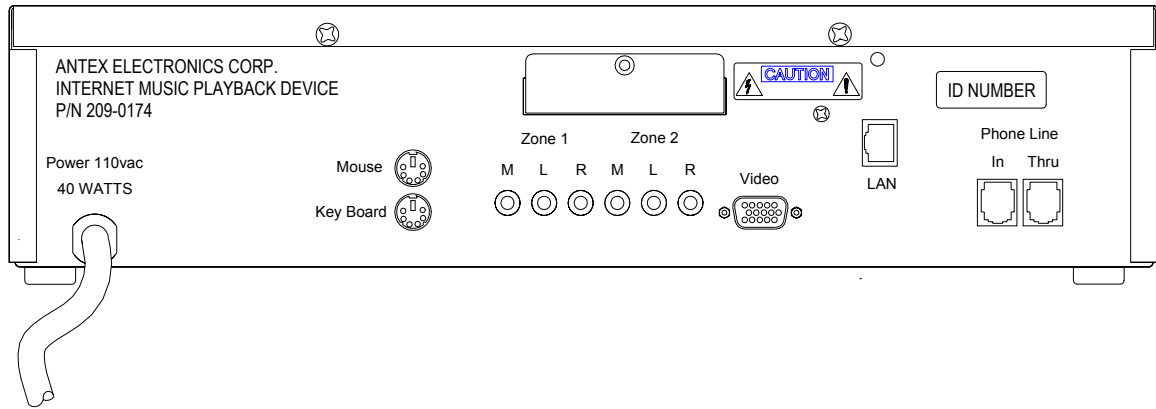
The front panel of the Axis DMM is used to turn the Axis DMM on and off, change music channels ("styles"), change the output volume, and access the menu system.

*elect the
style of music
to play*



Axis DMM Rear Panel

The back panel of the Axis DMM has a variety of connectors that are used to link it to the Internet and to your audio system. The back panel consists of¹:



For reference purposes, record the unit's serial number here: _____

¹ Indicated jacks may not be manufactured on all units.

Installing Axis DMM

Before You Begin

Before you begin the Axis DMM installation, please:

- Turn off the audio equipment you will connect to the Axis DMM
- Make sure you have all the necessary equipment listed below:
 - One 2-way RCA sound cable
 - 🎵 *Do not use an RCA Y-adapter as it will eliminate the stereo playback feature.*
 - Audio playback equipment with left and right RCA inputs
 - 🎵 *DMX does not recommend using the “Phono” input jacks on your amplifying equipment. Any other input jacks, such as “CD,” “Auxiliary,” or “Receiver” will work appropriately.*
 - A standard analog telephone line cord. A 15-foot cord is provided.
 - An analog phone jack nearby

Safety Precautions



Carefully read and follow all safety, use, and operating instructions before operating the AXIS DMM. Heed all warnings and cautions contained in this User Guide. Retain these safety, use, and operating instructions for future reference.

FOLLOW STARTUP PROCEDURE

Do not plug in Axis DMM until you have connected the system and read *Installing Axis DMM* starting on page 5.

PROVIDE A SAFE LOCATION

Place the Axis DMM on a stable surface of sufficient size and strength, where it will not be jarred, hit, or pushed off its surface. Ensure that all cables and cords are out of the way and will not be tripped over, as this could cause personal injury or serious damage to the Axis DMM.

AVOID WATER AND MOISTURE

Do not expose the Axis DMM to any liquids, which are often found in flower vases, coffee cups, rain from open windows, etc. If the Axis DMM is exposed to any liquid, contact your DMX MUSIC technician, as serious damage could occur to the Axis DMM or its components.

AVOID HEAT, HUMIDITY, AND DUST

To avoid internal damage, the Axis DMM should be placed away from all heat sources, including radiators, heater ducts, etc., out of direct sunlight, and away from high humidity, excessive dust, or mechanical vibrations that can cause damage to internal parts.

PROVIDE ADEQUATE VENTILATION

To avoid overheating, place the Axis DMM on a smooth, hard surface that has two inches of clearance around the unit and adequate air circulation. If the Axis DMM is placed in a closed area, such as a bookcase or rack, ensure that proper ventilation is provided.

Never place the Axis DMM on a soft surface, such as a rug, sofa, or bed, which would obstruct the required airflow into the Axis DMM ventilation slots.

USE CORRECT POWER SOURCE

Operate the wall mount power supply for the Axis DMM from a 120 V, 60 Hz outlet only. Take care not to overload wall outlets or extension cords, as this increases the risk of fire or electrical shock.

ROUTE POWER CORDS SAFELY

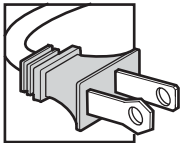
Route power cords so they are not walked on or pinched. Pay particular attention to cords and connections at the plugs, receptacles (such as power strips), and the point where they exit from the Axis DMM and attach to other equipment. Do not place any items on or against power cords.

USE APPROVED ATTACHMENTS ONLY

Use only DMX MUSIC - approved attachments with the Axis DMM.

Connection Guidelines

It is important that you follow these guidelines when making any Axis DMM system connection:



- The Axis DMM should not be plugged into an AC socket like those found on the rear of audio amplifiers.
- Do not plug the Axis DMM into an AC outlet until all connections have been made and you have read *Installing Axis DMM* starting on page 6.
- Turn the audio system amplifier OFF and the volume completely down.
- Once the Axis DMM is turned on and connected it should remain plugged in to an unswitched AC outlet so that it can receive any programming updates, authorization commands, and information from the DMX MUSIC National Authorization Control Center.
- If the Axis DMM will not be used for extended periods of time, it should be turned off using the front panel Standby button only. It should not be unplugged nor have its AC power turned off.

Installing and Testing the Axis DMM

Follow the instructions below to install and test your Axis DMM .

 *Your audio equipment **MUST** be turned OFF before proceeding.*

Step 1 Plug one end of the RCA cable into the “Zone 1” RCA jack on the rear of the AXIS DMM :
—Insert the red plug into the red “Zone 1 R” jack
—Insert the other plug into the “Zone 1 L” jack.

Step 2 Plug the other end of the RCA cable into the corresponding Left and Right inputs on the amplification equipment.

 *DMX does not recommend using the “Phono” input jacks. Any other input jacks, such as “CD,” “Auxiliary,” or “Receiver” will work appropriately.*

 *The jacks labeled “M” on the rear panel of the Axis DMM should only be used for non-stereo applications. If your sound system is not stereo, a single RCA cable run from the “Zone 1 M” jack on the rear panel to the amplification equipment will suffice.*

Step 3 If you plan to use the Zone 2 playback capability, make the same connections to the “Zone 2” jacks. Otherwise, skip to Step 4.

Step 4 Plug the Axis DMM power cord into a standard 110V wall outlet and the it will automatically begin its startup procedure. The LCD display will light up. Within 20 seconds you should see the following message on the LCD display:
Axis ID = xxxxxxxxx
(where “xxxxxxx” is the serial number for your Axis DMM).

Step 5 When the “Axis ID” message is displayed, turn on your audio equipment. In just a moment you should see a **Please Wait** message. Within the next two minutes you will hear music begin to play. Simultaneously, the LCD panel will display style, title, and artist information.

Now that your Axis DMM is working, you need to establish an internet connection to DMX MUSIC to authorize the DMM and enable programming updates and diagnostic capability.

Establishing an Internet Connection

An Internet connection to DMX MUSIC is necessary to authorize your Axis DMM and to receive automatic playlist updates. Your Axis DMM is preprogrammed to play for up to 30 days without authorization. After 30 days, the unit will cease to play until you establish an Internet connection to authorize it.

Dial-up Connection

Follow the instructions below to establish a dial-up connection to DMX MUSIC'S Axis Media Server (AMS) to authorize your unit and automatically receive playlist updates.

- Step 1** Plug the telephone cord into the "Phone Line In" jack on the rear panel of the Axis DMM, then plug the other end into a standard analog phone jack.



If you have another analog device (such as a fax machine, for example) that requires the use of the same analog phone plug, unplug that device from the wall, then plug it into the "Phone Line Thru" jack on the rear panel of the Axis DMM. Alternatively, you may plug a phone-jack splitter into the wall jack, then plug the Axis DMM and other device directly into the splitter.

- Step 2** Press any Navigation key to display the Axis DMM menu shown below:
**>Zone 1
Playlist
System**

- Step 3** Press the Navigation Down key twice, until the ">" cursor is in front of the "Playlist" menu.
**Zone 1
>Playlist
System,**

- Step 4** Press the Navigation Enter / Save button to display the Playlist menu shown below:
***Update Playlist**

Step 5 Press the Enter / Save button again to initiate a connection to the Axis Media Server (AMS). The display will read:
Initiating Conn.

The Axis DMM will call out on a toll-free 800 number to authorize your DMM for DMX MUSIC service and update it's configuration with information such as a local ISP phone number, for example.

When a connection has been established, the display will read:

Connecting to ISP

When your DMM configuration has been fully updated, the display will read:

Update done

After a couple seconds, the display will return to displaying style, title, and artist information. On a daily basis, the DMM will automatically dial out on the new local ISP phone number to update your playlists.

Step 6 To ensure that the local ISP information was correctly received from AMS, repeat the previous step, this time looking to make sure that it is dialing a local phone number, not an 800 number. When the update is done, you are finished with installation.

PLEASE NOTE: The initialization process will take 5-10 minutes to successfully complete.

Using AXIS DMM

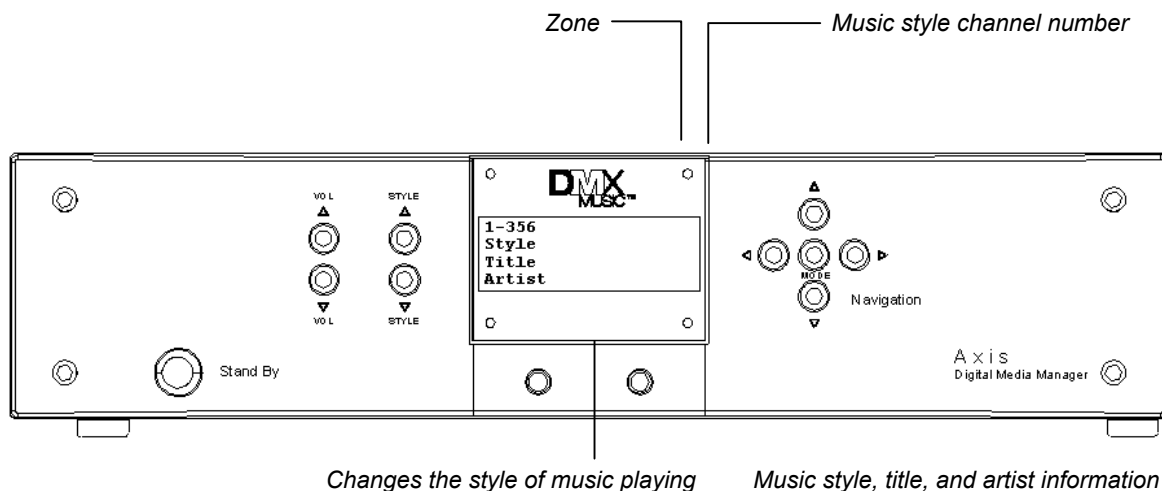
Once you have set up your Axis DMM, there is nothing left to do but sit back and enjoy continuous CD-quality, commercial-free music. If you find the need to modify the volume of playback, change the music style, or shut down your DMM, this section tells you how.

In this section you will find instructions for using your DMM, including:

- Changing music style
- Changing output volume
- Using the Axis DMM menu
- Initiating a manual playlist update
- Stopping music playback
- Shutting down the Axis DMM
- Rebooting the Axis DMM

Changing Music Style

By default, the Axis DMM displays zone, style, title, and artist information for Zone 1. The top line of the front panel indicates the zone and the music style currently selected.

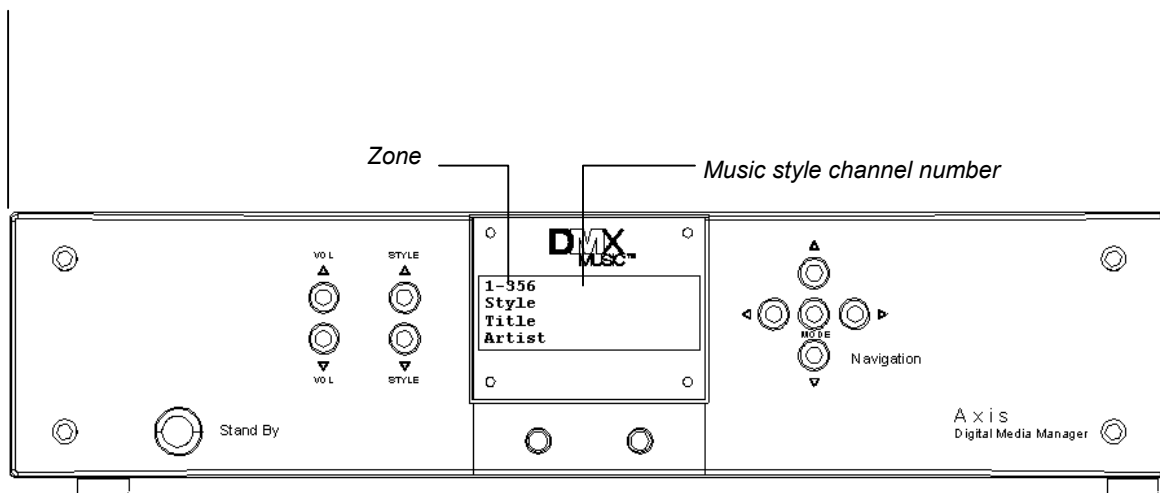


Press the Style Up or Style Down button to change the music style played on Zone 1. The top line of the display changes accordingly.

Please note: The quickest way to change several styles is to put the Axis DMM in Standby-by via the button and move to the desired style. Then re-establish playback via the navigation menu.

Changing Output Volume

The volume controls on both your amplifying equipment and Axis DMM can be used to change the volume of music playback. Press the Volume Up button to increase the output volume; the Volume Down button to decrease the output volume.



Changes the style of music playing Music style, title, and artist information

Using the Axis DMM Menu

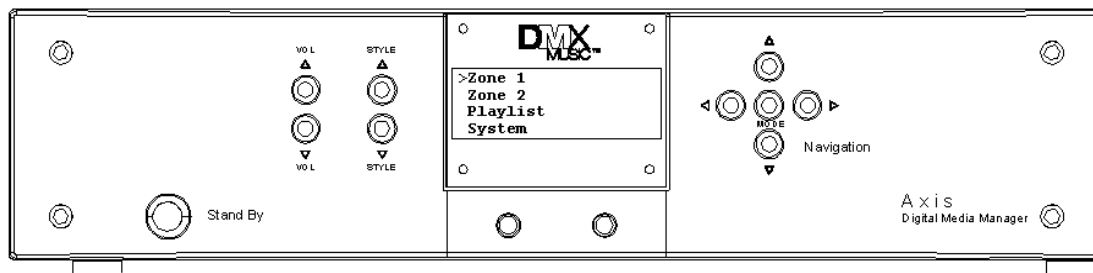
Infrequently you may need to use the menu system to manually change your DMM configuration. For example, you'll use the menu system to:

- Initiate a manual playlist update
- Stop music playback
- Shut down the Axis DMM
- Reboot the Axis DMM

Shown in the figure on the next page is the Axis DMM Menu System.

Displaying the Menu System

Press any Navigation button to the right of the front panel display (as shown below) to access the menu system.

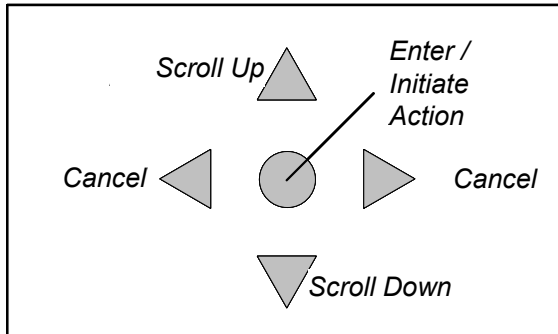


A ">" cursor preceding an option means that there is a submenu.

A "*" cursor preceding an option means that there is no submenu.

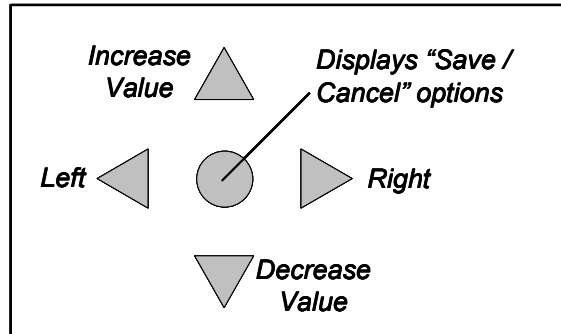
Navigating the Menu System

When **navigating** the menu system, the navigation buttons function as shown below.



Menu navigation functionality

When **entering data** in the System menu (Static IP, for example), the navigation buttons function as shown below.



Data entry functionality

Stopping Music Playback

You can stop music playback either by pressing the Standby button (which stops playback in both zones) on the front panel or by manually stopping playback by zone through the menu system. To manually stop playback using the menu system, follow the instructions below.

Step 1 Press any Navigation key to display the DMM menus shown below:

**>Zone 1
Playlist
System**

Step 2 Position the cursor in front of the zone for which you want to stop playback, then press the Enter / Save button. The display will read:

***Show Zone Title
Play
Stop
Set Dynamic Range**

Step 3 Position the cursor in front of the "Stop" option, then press the Enter / Save button. The display will read:
Select PLAY to start



To resume playback, repeat steps 1 through 3, choosing "Play" rather than "Stop" at step 2.

Starting Music Playback

Music playback should start automatically after you plug in the Axis DMM. If, however, playback has stopped, follow the instructions below to resume music playback.

- Step 1** Press any Navigation key to display the DMM menus shown below:
**>Zone 1
Playlist
System**
- Step 2** Position the cursor in front of the zone for which you want to start playback, then press the Enter / Save button. The display will read:
***Show Zone Title
Play
Stop**
- Step 3** Position the cursor in front of the “Play” option, then press the Enter / Save button. Music playback should begin immediately and the display will show the style, title, and artist information.
-  To stop playback, repeat steps 1 through 3, choosing “Stop” rather than “Play” at step 2.

Shutting Down the Axis DMM

Should you ever need to power down the DMM , please shut it down following the instructions below.

- Step 1** Press any Navigation key to display the Axis DMM menus shown below:
**>Zone 1
Playlist
System**
- Step 2** Position the cursor in front of the “System” option, then press the Enter / Save button. The display will read:
**>Setup
Maintenance**
- Step 3** Position the cursor in front of the “Maintenance” option, then press the Enter / Save button. The display will read:
***Shutdown
Reboot System
Version info**
- Step 4** Press the Enter / Save button again to initiate a shutdown. When it is okay to power off the Axis DMM, the display will read:
OK to power down
- Step 5** Unplug your Axis DMM.

Initiating a Manual Playlist Update

There may be a time when you would need to manually update your playlist, for example, after a power outage.

- Step 1** Press any Navigation key to display the Axis DMM menus shown below:
**>Zone 1
Playlist
System**
- Step 2** Position the cursor in front of the “Playlist” option, then press the Enter / Save button. The display will read:
***Update Playlist**
- Step 3** Press the Enter / Save button again to initiate the update. The display will read:
Initiating Conn.

When a connection has been established, the display will read:

Connecting to ISP

When your DMM configuration has been fully updated, the display will read:

Update done

Please note: A successful update may take 5-10 minutes.

After a couple seconds, the display will return to showing Style, title, and artist information.

Rebooting the Axis DMM

If you are experiencing problems with the Axis DMM, try rebooting the system to correct the problem. If this does not work, contact DMX MUSIC’s Sound Solutions Center.

- Step 1** Press any Navigation key to display the Axis DMM menus shown below:
**>Zone 1
Playlist
System**
- Step 2** Position the cursor in front of the “System” option, then press the Enter / Save button. The display will read:
**>Setup
Maintenance**
- Step 3** Position the cursor in front of the “Maintenance” option, then press the Enter / Save button. The display will read:
***Shutdown
Reboot System
Version info**
- Step 4** Position the cursor in front of the “Reboot System” option, then press the Enter / Save button. The display will read:
***Shutdown
Reboot System
Version info**

Step 5 Press the Enter / Save button again to initiate a reboot. Music playback will be suspended (for approx. 1-2 minutes) and the display will read:
Restarting . . .

Technical Support

If you should ever have problems with your DMM , please contact our AXIS specialists in the Sound Solution Center.

Sound Solution Center
1-800-345-5000

You can write to us at:
DMX MUSIC
900 East Pine Street
Seattle, WA 98122