

# *Photogize* *Lab6*

**Getting Started with Photogize®**

Version 6.0

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## Getting Started

Thank you for choosing Photogize®, the simplest, fastest route to online photo fulfillment for photo labs. This manual contains all the information you need to install, configure and deploy an online photo fulfillment presence. For more detailed information about Photogize Lab, please see the separate Photogize Lab reference manual. For more information on RasterPlus, please see the online RasterPlus documentation by clicking **Help... Contents** in RasterPlus.

The Photogize system consists of four main components:

## Photogize Channels

Channels represent the consumer Photogize experience. There are a number of Channels that the photo lab can present to their customers. Each Channel is custom-tailored to provide an optimal online transactional experience. The *PhotoCentral Channel* lets consumers View, Edit, Share, Print and Archive their digital photos. PhotoCentral also lets you publish and fulfill specialty products like books, cards, and posters. And the *PrintWizard Channel* lets your customers place print orders with a simple-to-use Windows applet.

## Photogize WebServices

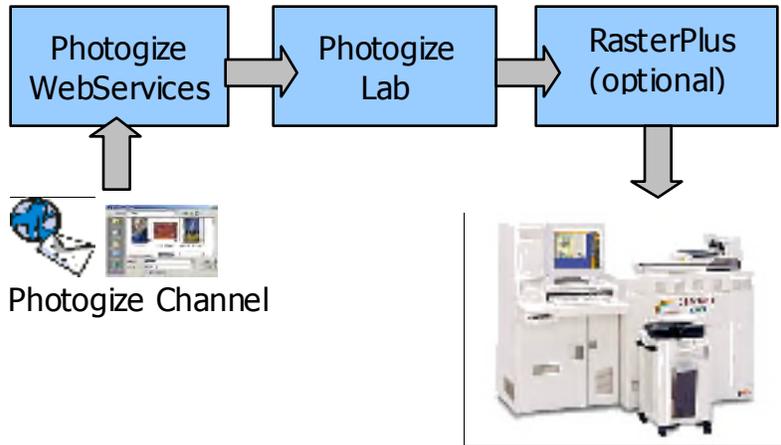
WebServices are web-based transactional and storage services that connect Channels to your lab.

## Photogize Lab

Lab is software that runs on a PC in your lab that allows you to publish products, define your business rules, customize your photo ordering site, harvest orders, and print orders and photos.

## RasterPlus

RasterPlus is optional software that runs on a PC in your lab that directly connects to your photo printer or digital minilab and provides print services for Photogize Lab.



### **Sending Photos using the PhotoCentral Channel**

In the PhotoCentral Channel workflow, your customers send photos to WebServices using a photo upload page hosted by Photogize. The customer is sent to a print order page once the upload is complete.

### **Ordering Prints**

The PhotoCentral presents thumbnails of all the uploaded photos to the consumer. Next to each thumbnail is a list of Products to which the customer can print. The customer selects Product quantities and clicks to the next page. A summary of the order, listing the number of Products purchased, along with tax, shipping types and costs, and a grand total, is displayed. The customer then submits the order and receives a confirmation number.

### **At the Lab**

You use Photogize Lab software to harvest the order and photos. After optionally prejudging the photos, you can print the order to a digital minilab or photo printer with a single click. The photos and an index print summary will be sent to RasterPlus for processing. Photogize Lab can even be set up to automatically harvest and print Orders. You can also send the print jobs to folders as JPEGs or PDF files where they can be harvested by your downstream production software.

## Ready To Go?

There are six steps you need to take to successfully create a Photogize-powered online photo presence.

<b>Plan</b>	Determine the hardware and software configuration that best suits your needs
<b>Install</b>	Load the Photogize software components onto your hardware.
<b>Configure</b>	Make the proper software settings
<b>Test</b>	Make sure that the system works
<b>Deploy</b>	Make the system available to your customers
<b>Promote</b>	Tell your customers about it and begin building your online business

The balance of this manual will detail the first five steps.

## Planning

<b>What you need</b>	An inventory of the PCs that will be available for Photogize components; a person that understands your network and Internet topology
<b>What you will accomplish</b>	You will determine what software you need to install on the inventory of PCs and what other software, hardware or service components you need to acquire.
<b>How long it will take</b>	30 minutes

Before installing Photogize, make sure that you have:

- A broadband Internet connection (Cable, DSL, ISDN, T1 or higher)
- A digital minilab or photo printer if you are using RasterPlus.
- A Windows PC to run Photogize Lab which has access to the broadband connection.
- A Windows PC to run the optional RasterPlus print manager (this can be the same PC as that used for Photogize Lab) which has access to the digital minilab
- Photogize WebServices account Name and Password.

The minimum requirements for the Photogize PC are:

- Windows XP, Windows 7 or Windows 8 Operating System
- Pentium 4 processor
- 1G of internal memory
- 80 GB hard disk space
- Ethernet network card
- USB interface
- 17" or larger display with 24-bit color

## Installation

<b>What you need</b>	Photogize Lab Installation Software; RasterPlus Installation Software(optional depending on your configuration); access to the PCs on which you will install; an understanding of the photo printer or minilab connection.
<b>What you will accomplish</b>	You will install Photogize Lab and RasterPlus software(Optional).
<b>How long it will take</b>	30 minutes

### Before you Begin!

Installing RasterPlus on Windows NT, or newer, you need to have administrative rights to do the install. After installation, you can only run RasterPlus if you have Power User rights or better.

### Fast Start Installation

The Photogize *FastStart* configuration is a fast, simple way to get into the online fulfillment business. With FastStart, you don't need to install or run the RasterPlus print manager – Photogize Lab will put print jobs in a hot folder. Just use your minilab's input software to select and print the files in these folders.

Once you've finished installing Lab, you can skip ahead to the **Software Licensing** section.

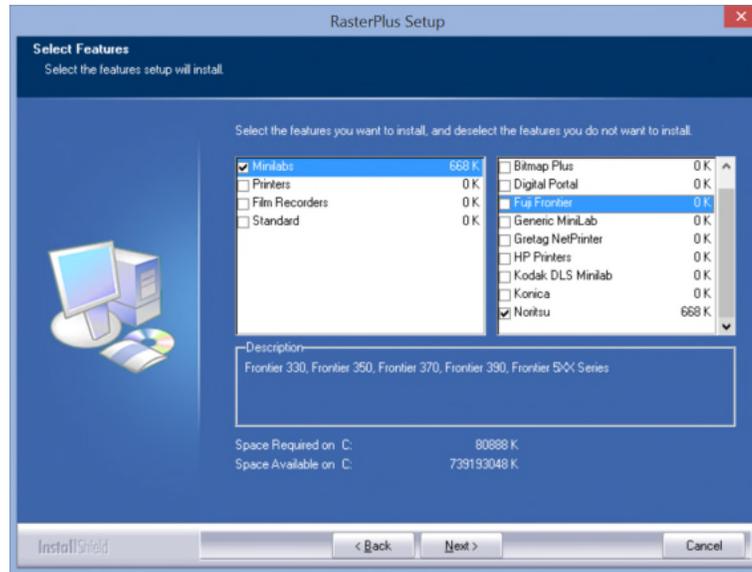
### Photogize Installation

Download the Photogize Lab Installer from [photogize.net/downloads/](http://photogize.net/downloads/). Select the download link under **Photogize Lab 6.x**. After completing the download, run **PhotogizeLabInstall.exe**. Once the Installer starts, you enter your name, company name and serial number (supplied by Graphx). Click Finish when install is complete.

## RasterPlus Installation

Download the Photogize Lab Installer from [photogize.net/downloads/](http://photogize.net/downloads/). Select the download link under **RasterPlus and PackagePlus**. After completing the download, run **RasterPlusV6Installer.exe**. Once the Installer starts, you enter your name, company name and serial number (supplied by Graphx).

You will be asked to check the device you wish to install. If your photo printer or minilab is not listed, you should choose the Generic Minilab driver, a generic output driver that will send properly sized JPEG or TIFF files to a folder on your PC or network.



**NOTE:** *PackagePlus* is a digital package template editor/creator add-on for RasterPlus. You need to purchase a license and from Graphx to save packages that you create or edit in PackagePlus. Please contact Graphx for more information.

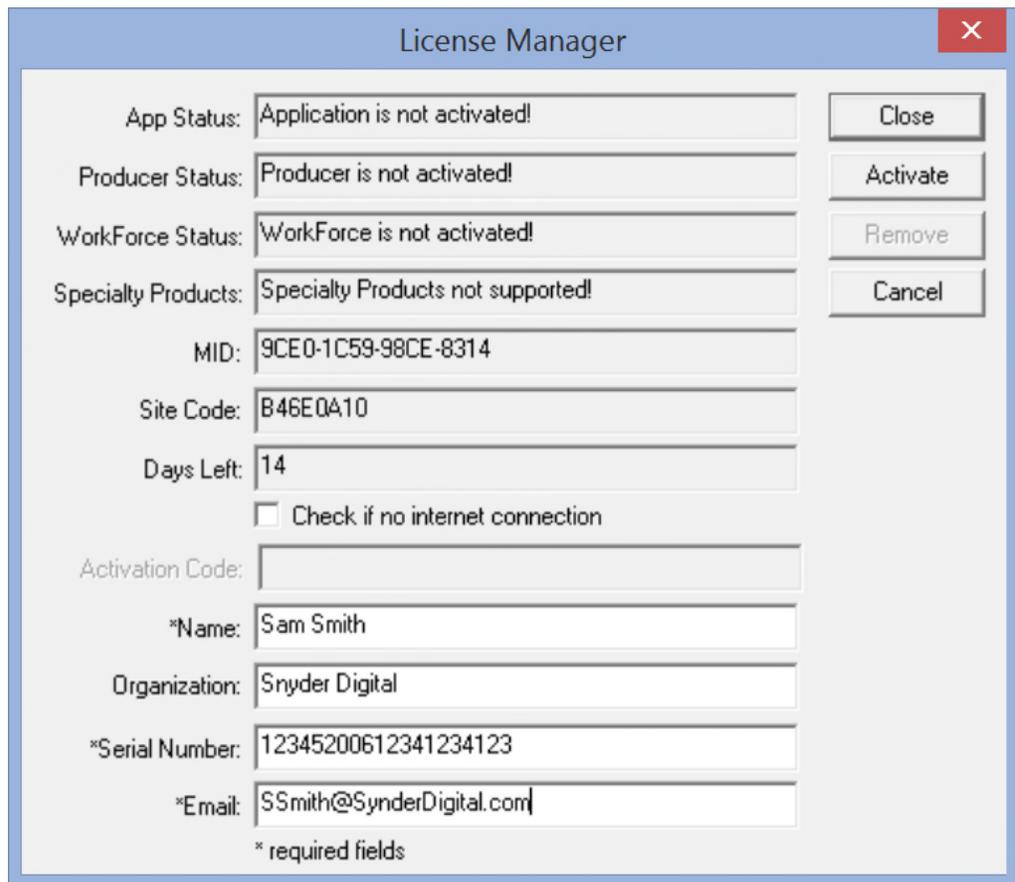
If you have purchased PackagePlus download and install it at this time.

## Software licensing

Photogize Lab and all RasterPlus drivers are protected with a software copy-protection scheme. Once you have installed Photogize Lab and a driver, you have **fourteen days** to contact Graphx to get two codes. One for Lab and one for the driver you choose to use.

## Unlocking Photogize Lab

To unlock Photogize Lab, do **Tools...License Manager**. The following activation dialog will appear:



License Manager

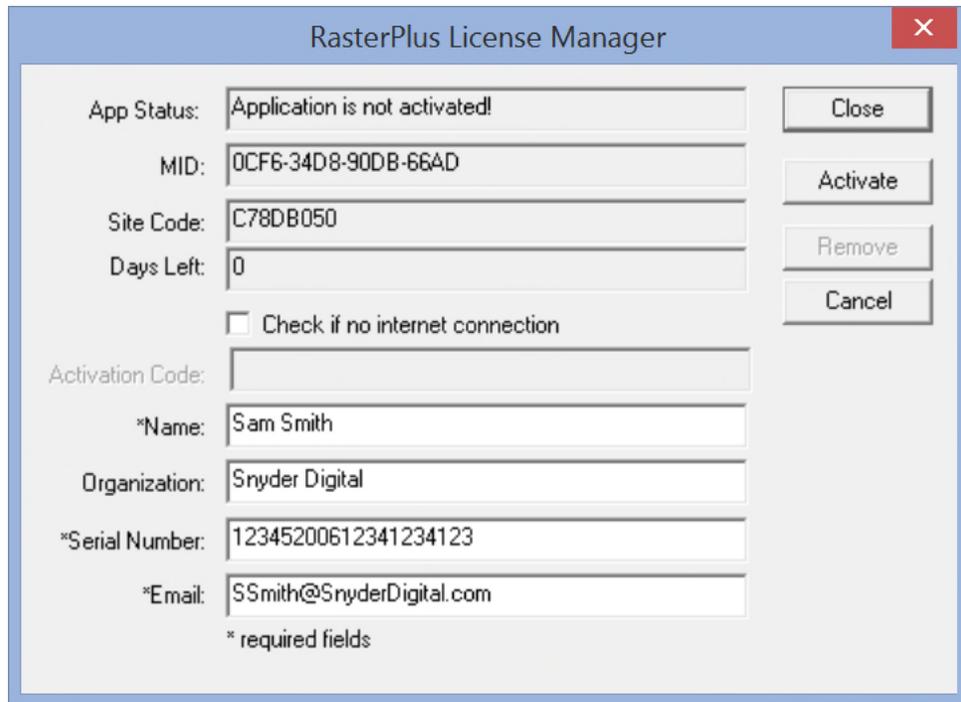
App Status:	Application is not activated!	Close
Producer Status:	Producer is not activated!	Activate
WorkForce Status:	WorkForce is not activated!	Remove
Specialty Products:	Specialty Products not supported!	Cancel
MID:	9CE0-1C59-98CE-8314	
Site Code:	B46E0A10	
Days Left:	14	
	<input type="checkbox"/> Check if no internet connection	
Activation Code:		
*Name:	Sam Smith	
Organization:	Snyder Digital	
*Serial Number:	12345200612341234123	
*Email:	SSmith@SynderDigital.com	

\* required fields

Click Activate to activate the application.

## Unlocking RasterPlus

To unlock Photogize Lab, do **Tools...License Manager**. The following activation dialog will appear:



The screenshot shows a dialog box titled "RasterPlus License Manager" with a close button (X) in the top right corner. The dialog contains several input fields and buttons. The "App Status" field displays "Application is not activated!". The "MID" field contains "OCF6-34D8-90DB-66AD". The "Site Code" field contains "C78DB050". The "Days Left" field contains "0". There is a checkbox labeled "Check if no internet connection" which is currently unchecked. The "Activation Code" field is empty. The "\*Name" field contains "Sam Smith". The "Organization" field contains "Snyder Digital". The "\*Serial Number" field contains "12345200612341234123". The "\*Email" field contains "SSmith@SnyderDigital.com". At the bottom, there is a note "\* required fields". On the right side of the dialog, there are four buttons: "Close", "Activate", "Remove", and "Cancel".

App Status:	Application is not activated!	Close
MID:	OCF6-34D8-90DB-66AD	Activate
Site Code:	C78DB050	Remove
Days Left:	0	Cancel
	<input type="checkbox"/> Check if no internet connection	
Activation Code:		
*Name:	Sam Smith	
Organization:	Snyder Digital	
*Serial Number:	12345200612341234123	
*Email:	SSmith@SnyderDigital.com	
	* required fields	

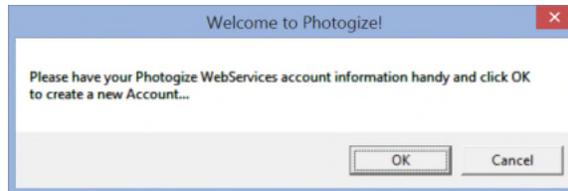
Click Activate to activate the application.

## Configuration

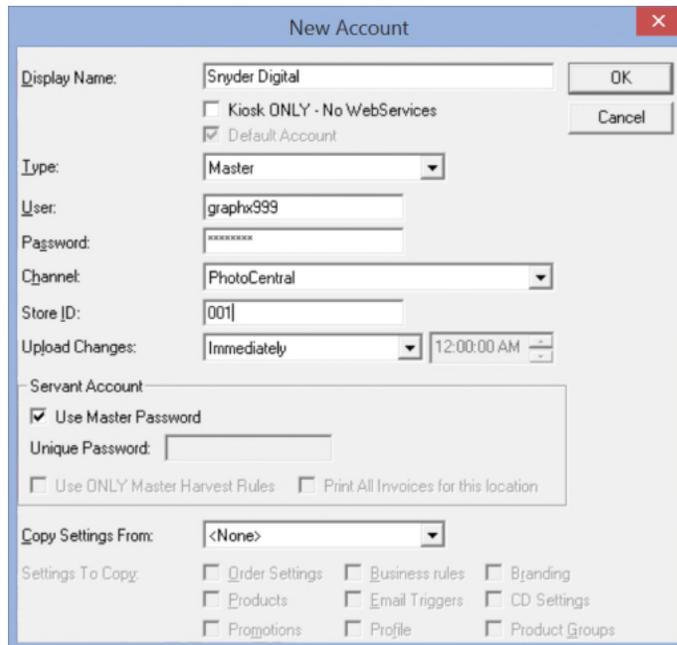
<b>What you need</b>	Installed copies of Photogize Lab and RasterPlus and an understanding of the photo printer or minilab connection.
<b>What you will accomplish</b>	You will configure the Lab and RasterPlus applications.
<b>How long it will take</b>	30 minutes

## Account Setup

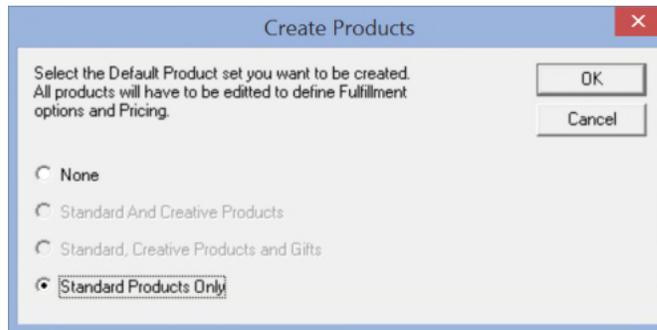
The first time you launch Photogize Lab, you will be guided through a set of dialogs designed to get you up and running quickly.



If you click **Cancel**, you can manually create and configure your Photogize Account(s). If you click **OK**, you will be asked to enter the Photogize Account information provided at the time of purchase.

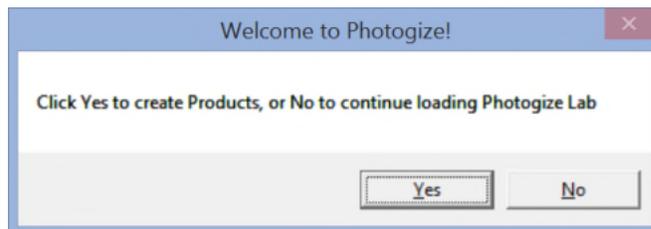


After entering your Account information and clicking **OK**, you will be prompted to create a set of predefined products. All of the products will be set up as Print To File products. The selections available will be based on options that you have purchased.



If you select a set of products, the products will be created and Photogize Lab will continue to load.

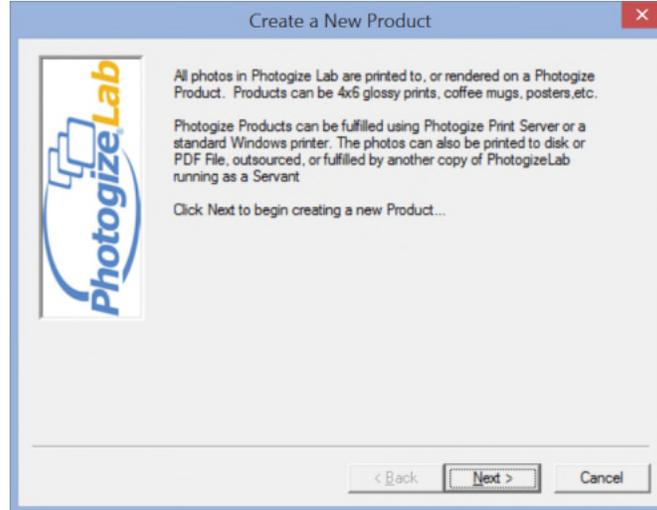
If you select **None** a dialog box will be displayed asking if you want to manually create Products.



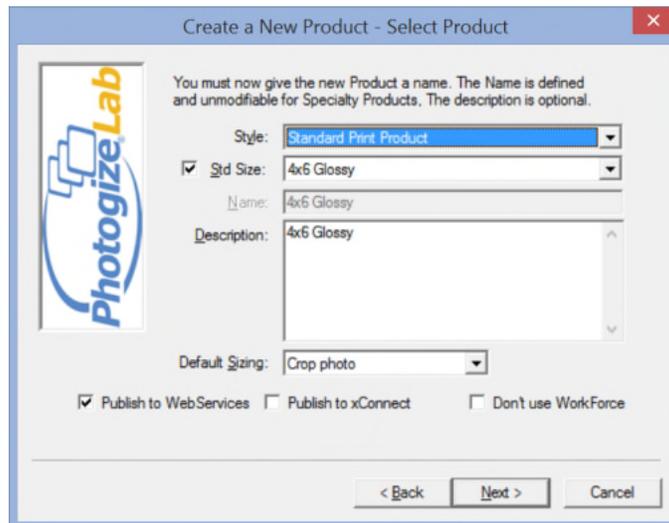
If you select **Yes** a series Product Setup dialog boxes will be displayed. If you select **No** Photogize Lab will continue to load without defining products. You will be able create products after Photogize Lab completes loading.

## Products Setup

If you elect to create Products, you will be directed to this screen.



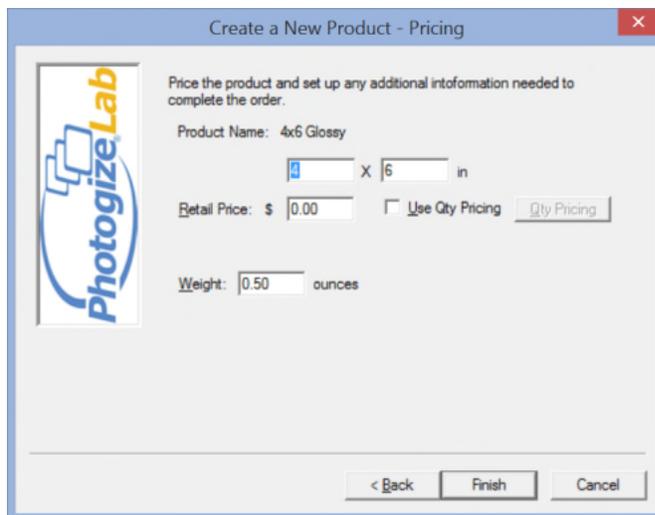
Click **Next** and you'll see the following screen:



Click **Next** and you'll see the following screen:

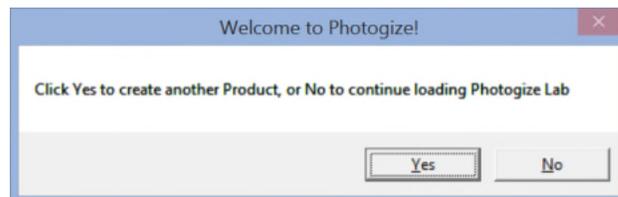


If you want to print this product to a file, or if this is a Master account and the fulfillment for the Product will be done by another copy of Photogize Lab set up as a Servant, check **Print to Output Folder**. Then click **Next >**.



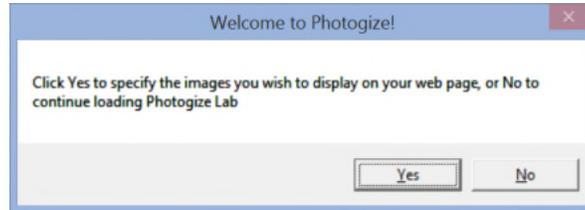
Enter the size of the product in the available fields. Also enter the **Retail Price** (use quantity pricing if desired), and the product **Weight**.

Click **Finish** and the Product will be added to the Products list in your account. You will be prompted to create another Product or continue loading.

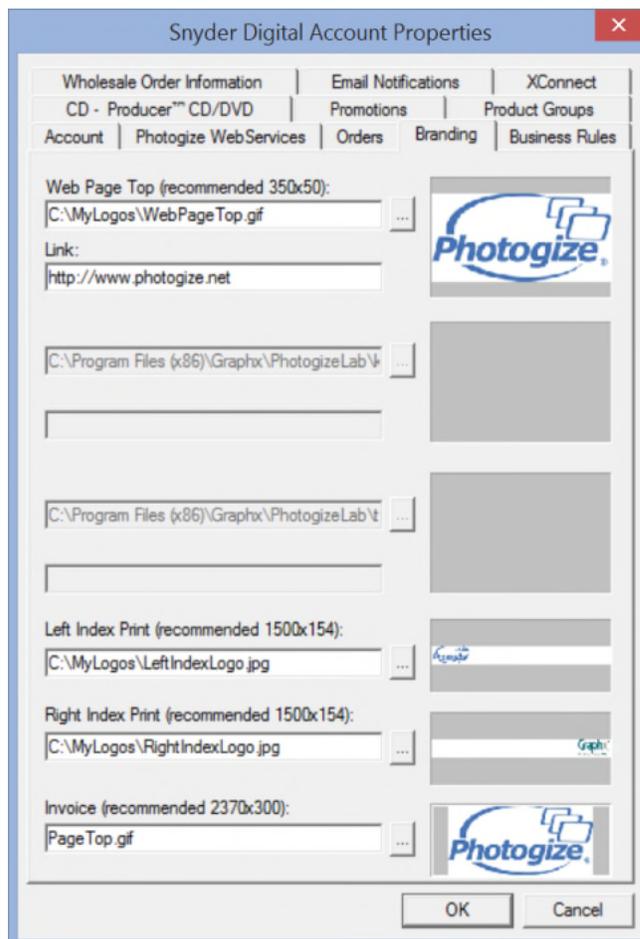


## Branding Setup

After creating Products, you will be asked to load images into the Branding area of your account. These images will help create a custom look to your web upload page.



If you click **OK**, you will be directed to the Branding property page of your Account. On this page, you can load top, left, and right logos that will appear on your web site. You can also specify the images used on your invoices and index prints.



Click on the ... button to browse for a file, or simply type in the name of the file in the appropriate field.

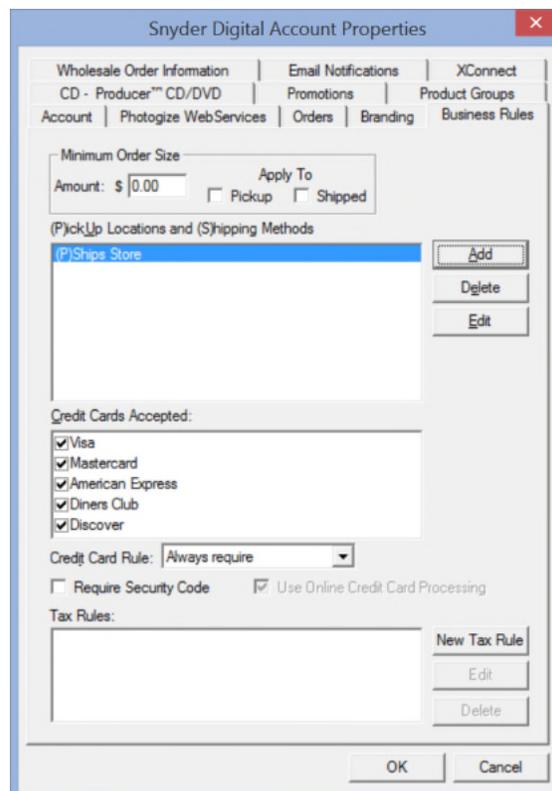
You can also enter http links for each image (ex: <http://www.photogize.net>). If you enter a link, the linked information will be displayed in a pop-up dialog box when the user clicks the image.

## Business Rules Setup

After creating Branding, you will be asked to create Business Rules.



If you click **OK**, you will be directed to the Business Rules property page of your Account. You can add Minimum Order Size, Pick Up locations, define available Shipping Methods and pricing and define Credit Card and Tax rules.



Once you click **OK**, your new web presence will be published and you're ready to accept orders!

## Testing

<b>What you need</b>	Installed and configured copies of Photogize Lab and RasterPlus.
<b>What you will accomplish</b>	Create an Order, harvest the Order, and print the order.
<b>How long it will take</b>	10 minutes

### Creating your first Order

From Photogize Lab, do **Tools...Test Your Web Page**. Upload a few JPEG files and you will be sent to a web page where you can order reprints. The Products you created should be available to you on this page. Select the quantity and output style you desire and click the through until you have submitted your Order.

### Harvesting your first Order

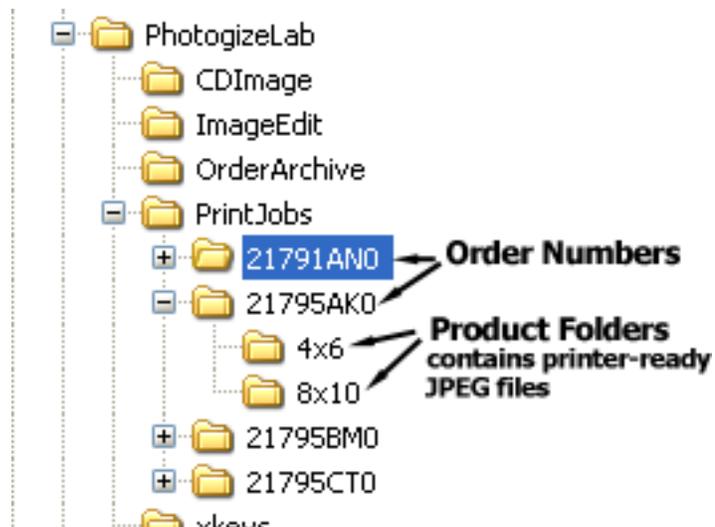
In Photogize Lab, select **Orders...Harvest Orders from Photogize WebServices from Selected Account**. The Order that you created should show up on the left under the Orders heading.

## Printing your first Order

Select the Order you harvested and select **Account...Print**.

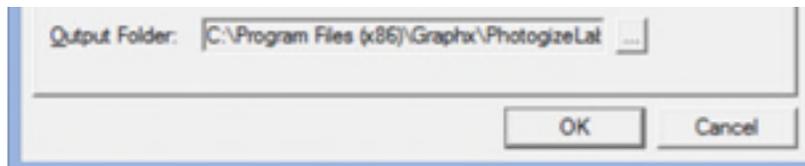
If your Products were connected to RasterPlus, the Order should print to the printer you selected when you defined the Product. Once again, be sure that RasterPlus is running locally or on an accessible portion of the network before you click Print.

If your Products were defined as Jobs printed to *Print To File* or *Print To Output Folder*, the jobs will resolve to a series of printer-ready JPEG files in the *PrintJobs* subfolder of the Photogize Lab application folder. The folders will look like this:



If the Order specifies multiple copies of a job, multiple JPEGS will be created in the Product folder.

If you wish to change the output folder do **Account...Account Properties** from the main menu of Photogize Lab, click the **Account** tab, and select a new Output Folder.



## Deployment

<b>What you need</b>	Your Photogize Home Page link and email link. Access to your web site code and email provider.
<b>What you will accomplish</b>	Brand your Photogize upbad page and email address link.
<b>How long it will take</b>	1 hour

### Linking to your upload page

If you click **Account...Account Properties** and click the **Photogize WebServices** tab, you'll see the Home Page link which points to your personalized (through Branding) photo upload page. This is the link to provide to your web site designer to attach to a button like "Upload your Photos here". When your customers go to your web site and click on this button, they will be directed to your customer Photogize upload site.

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