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## Introduction

RetailerCentral is a web application that can be accessed with any browser on any platform. RetailerCentral lets you:

- View/Print/Export Order Logs
- View/Print/Export Consumer Lists
- Get a snapshot view of your Kiosk deployment
- Configure your PhotoCentral accounts
- Upload and specify custom PhotoCentral content
- Manage CloudCover™ content
- Manage your organization's contact information
- Create and view Print Credits

## Logging into RetailerCentral

Use your favorite browser to go here:

<http://www.photogize.com/rcentral>

Now enter the Retailer ID and Password provided to you by Graphx. Note that the Retailer ID and password are CaSe SeNsItIvE.

Please submit a question to the Photogize HelpDesk (<http://photogize.zendesk.com>) if you do not have a Retailer ID and password.

## **Main Menu**

From the main menu you can:

### **Review your Orders**

Click *PhotoCentral*, *Kiosk*, or *PrintWizard Order Log* to see orders from each respective service. Click *All Orders for Last 30 Days* to see a graphical representation of all orders from all services for the last thirty days. And click *All Jobs* to see a breakdown of all orders from all services by job.

### **Manage your Customer List**

Click the *Consumers* link, and you will see a listing of all members of PC. You can view, print, export, and edit this list.

### **Manage your Kiosks**

Click *My Kiosks* to get a snapshot view of your Photogize kiosk deployment.

### **Configure your PhotoCentral accounts**

Click *PhotoCentral and Kiosk* to manage custom content in PhotoCentral and Kiosk.

### **Manage images and buttons used in PhotoCentral**

Click *Content Manager* to view, upload and edit buttons and images used to customize PhotoCentral.

### **Manage CloudCover™ products**

Click *Products*, *Templates Collections*, or *Finishing Options* to view, upload, and edit your Kiosk and PhotoCentral CloudCover™ content.

### **View active Print Coupons**

Click *Print Coupon Summary* to review your list of active Print Coupons.

### **Manage your Contact Information**

Click to add, edit and delete contact information for you and your employees.

### **Create Print Credit Coupons**

Click *Print Credits* to create print coupons for your customers.

## My Kiosks

The *My Kiosks* page will give you a quick snapshot summary of all your Photogize Kiosks. Each Kiosk will be listed by Serial Number. A green check box will be displayed if the kiosk has "checked-in" in the last 30 minutes. The Last check-in time (Last Alive) is also listed, along with the Kiosk version, location, and revenue logged since midnight.

|  | <input type="checkbox"/> | <u>Kiosk S/N</u> | <u>Status</u>   | <u>Last Alive</u>    | <u>Version</u> | <u>Location</u> | <u>Today's Revenue</u> |
|---|--------------------------|------------------|---|----------------------|----------------|-----------------|------------------------|
| <a href="#">View</a>  | <input type="checkbox"/> | 66PR081          |  | 3/2/2010 10:20:20 AM | 2.4.9 CK       | Vista Kiosk 2   |                        |
| <a href="#">View</a>  | <input type="checkbox"/> | JNZY5D1          |  | 3/2/2010 10:16:06 AM | 2.4.8          |                 |                        |

## Order Logs

Order Logs contain summaries of the Orders on your PhotoCentral, Kiosk, and PrintWizard systems. Hover your mouse over the *Jobs(x)* to see individual job entries in the order. Click *Export results* to export order data to an excel spreadsheet or other file.

**PhotoCentral Order Log** Logged on as **R00000** [Log out](#) Quick jump:  [Advanced search](#)

[Export results](#) [Printer-friendly version](#) [Print all pages](#)

Search for:  Contains

Details found: **224** Page **1** of **12** Records Per Page:

[Export selected](#) [Print selected](#)

|                           | <input type="checkbox"/> |                | <u>Account</u>   | <u>Order</u> | <u>Customer</u>   | <u>Subtotal</u> | <u>Discount</u> | <u>Tax</u> | <u>Shipping</u> | <u>Total</u> | <u>Revshare</u> | <u>Date Placed</u> ↓ |                        |            |                |          |                           |    |        |         |                        |           |
|---------------------------|--------------------------|----------------|--|--------------|-------------------|-----------------|-----------------|------------|-----------------|--------------|-----------------|----------------------|------------------------|------------|----------------|----------|---------------------------|----|--------|---------|------------------------|-----------|
| <a href="#">View</a>      | <input type="checkbox"/> | <i>Jobs(1)</i> | pcall3   | 112267VS4    | PeterT@graphx.com | 23.80           | 0.00            | 1.19       | 0.00            | 24.99        | 1.38            | 2/20/2010            |                        |            |                |          |                           |    |        |         |                        |           |
| <a href="#">View</a>      | <input type="checkbox"/> | <i>Jobs(1)</i> | <div style="border: 1px solid black; padding: 5px;"> <p><b>Jobs</b><br/>Details found: <b>1</b>.</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Quantity</th> <th>Unit Price</th> <th>Extended Price</th> <th>Category</th> </tr> </thead> <tbody> <tr> <td>8x10 Single Page Calendar</td> <td>10</td> <td>\$7.99</td> <td>\$79.90</td> <td>PhotoTidings Specialty</td> </tr> </tbody> </table> </div> |              |                   |                 |                 |            |                 |              |                 | Description          | Quantity               | Unit Price | Extended Price | Category | 8x10 Single Page Calendar | 10 | \$7.99 | \$79.90 | PhotoTidings Specialty | 2/18/2010 |
| Description               | Quantity                 | Unit Price     |  |              |                   |                 |                 |            |                 |              |                 | Extended Price       | Category               |            |                |          |                           |    |        |         |                        |           |
| 8x10 Single Page Calendar | 10                       | \$7.99         |  |              |                   |                 |                 |            |                 |              |                 | \$79.90              | PhotoTidings Specialty |            |                |          |                           |    |        |         |                        |           |
| <a href="#">View</a>      | <input type="checkbox"/> | <i>Jobs(1)</i> |  |              |                   |                 |                 |            |                 |              |                 | 2/12/2010            |                        |            |                |          |                           |    |        |         |                        |           |
| <a href="#">View</a>      | <input type="checkbox"/> | <i>Jobs(1)</i> |  |              |                   |                 |                 |            |                 |              |                 | 2/10/2010            |                        |            |                |          |                           |    |        |         |                        |           |
| <a href="#">View</a>      | <input type="checkbox"/> | <i>Jobs(1)</i> | 2/10/2010  |              |                   |                 |                 |            |                 |              |                 |                      |                        |            |                |          |                           |    |        |         |                        |           |

The following log views are available:

### **PhotoCentral Order Log**

A log of all PhotoCentral online orders

### **PhotoCentral Monthly Totals**

A Monthly summary of online orders

### **Kiosk Order Log**

A log of all Kiosk orders

### **Kiosk Monthly Totals**

A Monthly summary of kiosk orders

### **PrintWizard Order Log**

A log of all PrintWizard orders

### **PrintWizard Monthly Totals**

A Monthly summary of PrintWizard orders

### **All Orders For Last 30 Days**

All PhotoCentral, Kiosk, and PrintWizard orders for the last 30 days.






### **All Jobs**

All Kiosk, PhotoCentral, and PrintWizard individual print jobs



## Customizing PhotoCentral

You can change the front page content, shop page title image, product group images, and product images in PhotoCentral. To do this, click on *Content Manager* and select and upload HTML, image, or Flash files. Then click on *PhotoCentral* and click the *Main Images*, *Product Group Images*, or *Product Images* links and click *Add New* to select the content you uploaded.

|   |   |   |   |                              |                                      |                                |                |                           |
|---|---|---|---|------------------------------|--------------------------------------|--------------------------------|----------------|---------------------------|
|  |  |  |  |                              |                                      |                                | <u>Account</u> | <u>Notification Email</u> |
| <a href="#">Edit</a>  | <a href="#">Copy</a>  | <a href="#">View</a>  |  | <a href="#">Main Content</a> | <a href="#">Product Group Images</a> | <a href="#">Product Images</a> | graphx         | PeterT@graphx.com         |

### Main content

Main content is content that will appear on the front page and/or the top of the shop page. The content should be formatted as JPEG, GIF or PNG files. Design your content to fit within the following area:

*center*: 788 x 348 pixels

*MOBILEcenter*: 258x184 pixels.

*lowercenter, lowerleft, lowerright*: 258x184 pixels.

*shoptitle*: up to 788 pixels wide, any height

When adding main content, you will need to specify a *Link Type*, an optional *URL or Tags*, a *Tooltip* (the box that appears when a user hovers over the content) and an optional sortorder (used for center and MOBILEcenter).

If you add more than one *center* or MOBILEcenter entry, the entries will be cycled on the front page in a slider. Note that MOBILEcenter content REPLACES center content when a mobile (smartphone) browser is used.

The Link Type can be:

*None*

No link

*URL*

A custom URL as specified in the URL field

*SHOP PAGE*

A link to the shop page in PhotoCentral

*productgroup*

A link to a product group page in PhotoCentral

**MATCH TAGS**

If selected, the content in the URL/Tags field is assumed to be a list of comma delimited tags. If this content is clicked, the user will be sent to a page with matching product content.

Custom URLs can be absolute links to external pages, or a relative links that point to content within the PhotoCentral site. Right click on any current main PhotoCentral content, product group, or product to examine the default links used on the PhotoCentral site. You can use these links with your new content. Some link examples:

**Link**

selectalbum.aspx?wkf=book&cat=realbook\_5x7

mycooltools.aspx

**Notes**

Launch *selectalbum* page and then proceed to create a 5x7 RealPhoto book  
Go to *mycooltools* page

**Product Group Images**

Design your images to fit within the following area: 347x81 pixels. When adding product groups images, you will need to add a tooltip (the box that appears when a user hovers over the content).

You can also select a sortorder (e.g.: 0, 1, 2, 3) when you specify custom product group content. This will force PhotoCentral or Kiosk to re-organize the photo group selectors per your sortorder.

If you want to specify a sortorder for STANDARD product group content, just pick "stock" product group content (uploaded by Graphx) and set a sortorder.

**Removing a standard Product Group**

You can remove standard Product Groups if you want to do more granular groups using MATCH TAGS. Just "Add New", select the Product Group, and check the *Remove* field.

**Photogize RetailerCentral** [Help](#)

**Product Group Images, Add new record**

[Back to list](#)

Product Group: posters

Image: Please select

Tooltip:

Sortorder:

Tags:

Kiosk Image: Please select

Remove:

\* - Required field

Save Reset

**Product Images**

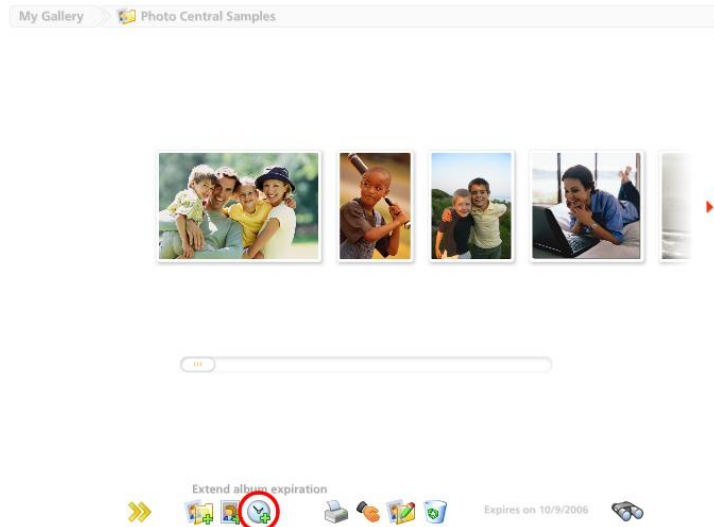
Design your images to fit within the following area: 150x150 pixels. When adding product images, you will need to add a tooltip (the box that appears when a user hovers over the content).

## Extended Storage

Consumers can store their albums on PhotoCentral for 30 days for free. The date that an album will “expire” is listed on the *Gallery* page in PhotoCentral. A consumer can extend storage by clicking on the “Extend album expiration” icon at the bottom of the Album page.

A consumer extends storage using storage credits. One credit will extend the storage of one photo for a full year. So, to extend an album with 24 photos, a consumer would need to apply 24 storage credits.

Storage credits can be purchased directly by the consumer on the album extension page in PhotoCentral.

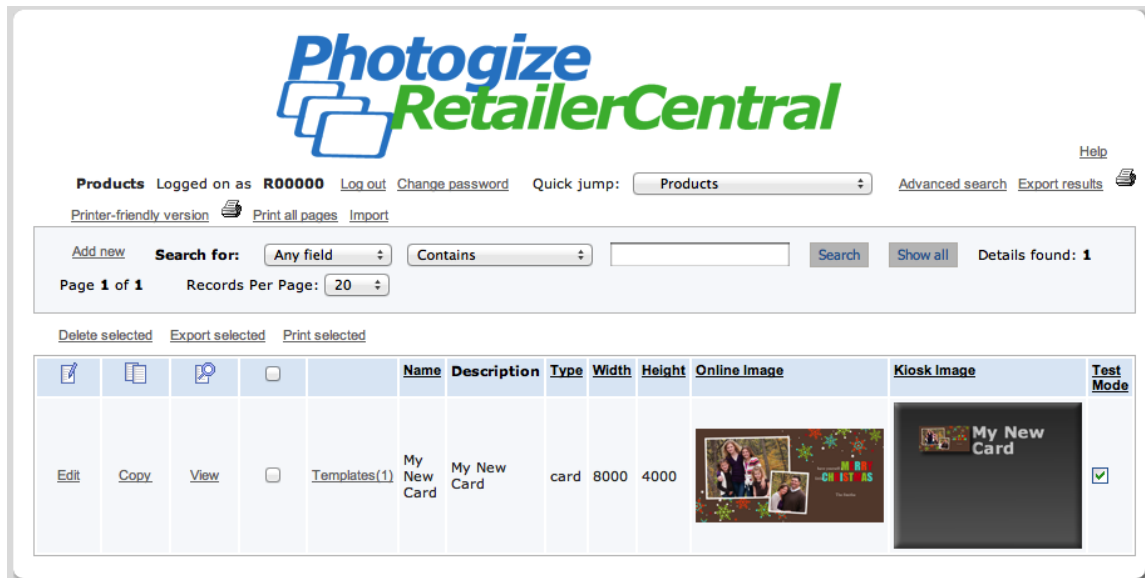


## CloudCover™


CloudCover™ is a cloud-based product and template management system for PhotoCentral, EventPro and Photogize Kiosk. There are two tables in RetailerCentral that are used to view, edit, and manage CloudCover products and templates.

### Viewing Products

Click *Products* and you'll see a list of your CloudCover products.



The screenshot displays the Photogize RetailerCentral interface. At the top, the logo "Photogize RetailerCentral" is visible. Below the logo, there is a navigation bar with "Products" selected. The interface includes a search bar with "Any field" selected, a "Search" button, and a "Show all" button. The search results show "Details found: 1". Below the search bar, there are options for "Delete selected", "Export selected", and "Print selected". The main content area is a table with the following columns: Name, Description, Type, Width, Height, Online Image, Kiosk Image, and Test Mode. The table contains one row for a product named "My New Card".

|                      |                      |                      |                          | Name                        | Description | Type | Width | Height | Online Image  | Kiosk Image  | Test Mode                           |
|----------------------|----------------------|----------------------|--------------------------|-----------------------------|-------------|------|-------|--------|---|--|-------------------------------------|
| <a href="#">Edit</a> | <a href="#">Copy</a> | <a href="#">View</a> | <input type="checkbox"/> | Templates(1)<br>My New Card | My New Card | card | 8000  | 4000   |  |  | <input checked="" type="checkbox"/> |

The summary includes the name, description, type of product. The Width and Height; online and kiosk images; and Test Mode status are also listed. If you hover over the *Templates* line item, you can see the Templates associated with this product. Click *Templates* to edit the Templates associated with this Product.

## **Adding Products**

Click *Add New* and you'll see the following screen:

## Products, Add new record

[Back to list](#)

|               |  |
|---------------|--|
| Name          | <input type="text"/>   |
| Description   | <input type="text"/>   |
| Type          | <input type="text" value="Please select"/>   |
| Width         | <input type="text"/>   |
| Height        | <input type="text"/>   |
| Online Image  | <input type="button" value="Choose File"/> no file selected<br>Filename <input type="text"/> |
| Kiosk Image   | <input type="button" value="Choose File"/> no file selected<br>Filename <input type="text"/> |
| Test Mode     | <input type="checkbox"/>   |
| Published     | <input checked="" type="checkbox"/>  |
| Duplex        | <input type="text" value="none"/>  |
| Numpages      | <input type="text"/>   |
| Wholesaler    | <input type="text" value="Please select"/>   |
| Wholesale SKU | <input type="text"/>   |
| Max Pages     | <input type="text"/>   |
| Tags          | <input type="text"/>   |
| Share To      | <input type="text"/>   |
| Collection    | <input type="text" value="Please select"/>   |
| Themes        | <input type="text"/>   |

\* - Required field

Save

Reset

## **Name**

The internal name of the Product you will see in Photogize Lab. In order to distinguish your products from Graphx-published products, RetailerCentral will automatically append [*RXXXXX*] to the name (where "RXXXXX" is the id of your RetailerCentral account).

## **Description**

The default description of the Product delivered to Photogize Lab. It can be changed in Lab. This information will be seen by the online consumer.

## **Type**

The type of product. The type of product you select governs how the product is rendered online and in kiosk. The type also helps us sort the product into specific product groups in our online and kiosk ordering process. We continue to work on expanding the Type listing.

*book*

a multi page photo book

*borders*

a single sided bordered print

*calendars*

a multi page calendar

*calendars\_sp*

a single page calendar

*card*

a single sided photo greeting card

*collages*

a single sided print that typically has placeholders for many photos

*foldedcards*

a duplex photo greeting card

*gifts*

a photo gift

*posters*

a single sided print

*trifoldedcards*

two sided cards that fold three ways

*twosidedcards*

two sided cards

## **Width**

The width of the product in inches x 1000. Note that ALL templates MUST be 300dpi

**Height**

The height of the product in inches x 1000.

**Online Image**

The selling image used in online services for the Product. Any size will work as the online app will resize to fit.

**Kiosk Image**

The selling image used in the kiosk. This is a very specifically sized and designed image. Please see the samples on the Photogize website for more information.

This field is *optional*. If you do not supply a kiosk image, the kiosk will use the online image.

**Test Mode**

If checked, this product will NOT show up in PhotoCentral or EventPro UNLESS you use "testmode=1" on the entry URL. For example, this entry URL will show all testmode products on the graphx999 account:

<http://www.photogize.com/bponet/main.aspx?cl=graphx999&testmode=1>

Test Mode will remain in effect until you close the browser, or you re-load the main page with "testmode=0":

<http://www.photogize.com/bponet/main.aspx?cl=graphx999&testmode=0>

**Duplex**

Specify the style of duplexing. Can be left blank for most products. Set to "short" for foldedcards and twosidedcards and books. Set to "long" for "flip" style multipage calendars.

**Published**

If checked, the product will appear in the Photogize Lab product sheet IF the associated account has rights to the product. *Note that this is typically only used by third party content providers.*

**Numpages**

Can be left blank for most products. Set to 12 for multipage calendars. Set to the minimum number of pages for a book.

**Wholesaler**

Select a wholesale fulfillment vendor.

**Wholesale SKU**

Specify the SKU of the product at the wholesale vendor.

**Tags**

Keywords, separated by commas, that will be used to help consumers find this product. For example:

mother,mothers,mothers day,card,celebrate



**Maxpages**

The maximum number of pages in a book.

**Share To**

Photogize online accounts, separated by commas, to which you wish to share these products. For example:

graphx929,graphx909,graphx986

**Collection**

Specify the collection to which this product belongs. *Note that this is typically only used by third party content providers.*

**Themes**

Theme names, separated by commas, that will be presented to consumers in Kiosk and online. For example:

*gold,silver,bronze*

These theme names should reference the theme names in the associated CloudCover templates.

## Viewing Templates

Click *Products* and you'll see a list of your CloudCover templates.

**Photogize RetailerCentral**

Help

Templates Logged on as **R00000** [Log out](#) [Change password](#) Quick jump:  [Advanced search](#)

[Export results](#) [Printer-friendly version](#) [Print all pages](#) [Import](#)

[Add new](#) Search for:

Details found: **1** Page **1** of **1** Records Per Page:

[Delete selected](#) [Export selected](#) [Print selected](#)

|                      |                      |                      | <input type="checkbox"/> | Product Name | Template Filename        | Created   | Style |
|----------------------|----------------------|----------------------|--------------------------|--------------|--------------------------|-----------|-------|
| <a href="#">Edit</a> | <a href="#">Copy</a> | <a href="#">View</a> | <input type="checkbox"/> | My New Card  | R00000\756_4x8_AFTER.psd | 7/17/2012 | Page  |

The summary includes the Product name associated with the template, the template filename, the creation date, and the rendering style of the template.

## Adding Templates

Click *Add New* and you'll see the following screen:

**Photogize RetailerCentral**

Help

**Templates, Edit record [ Id: 25 ]**

[Back to list](#)

Created:

Product Name:

Template Filename:

Style:

Sortorder:

Final Template Filename (Optional):

Keep  Delete  Update

no file selected

Filename:

Keep  Update

no file selected

Filename:

\* - Required field

### Product Name

Select the name of the product associated with this template.

### Template Filename

Click *Choose File* and browse and select the new template file to upload

## **Style**

Select the rendering intent / position of this template with the product. Possible selections:

### *Front*

The front template on a duplex product

### *Back*

The back template on a duplex product

### *Inside*

The inside template on a duplex product – use this for a folded card

### *Outside*

The outside template on a duplex product – use this for a folded card

### *Cover*

The cover of a book or spiral calendar

### Jan – Dec

The pages of a simplex multi-page calendar

### Jan Top – Dec Top

The top part of a spiral bound multi-page flip calendar

### Jan Bottom – Dec Bottom

The bottom part of a spiral bound multi-page flip calendar

## **Sortorder**

The order that this template will appear in a list of other templates for a given product. A template with a sort order of 0 will appear before a template with a sortorder of 1.

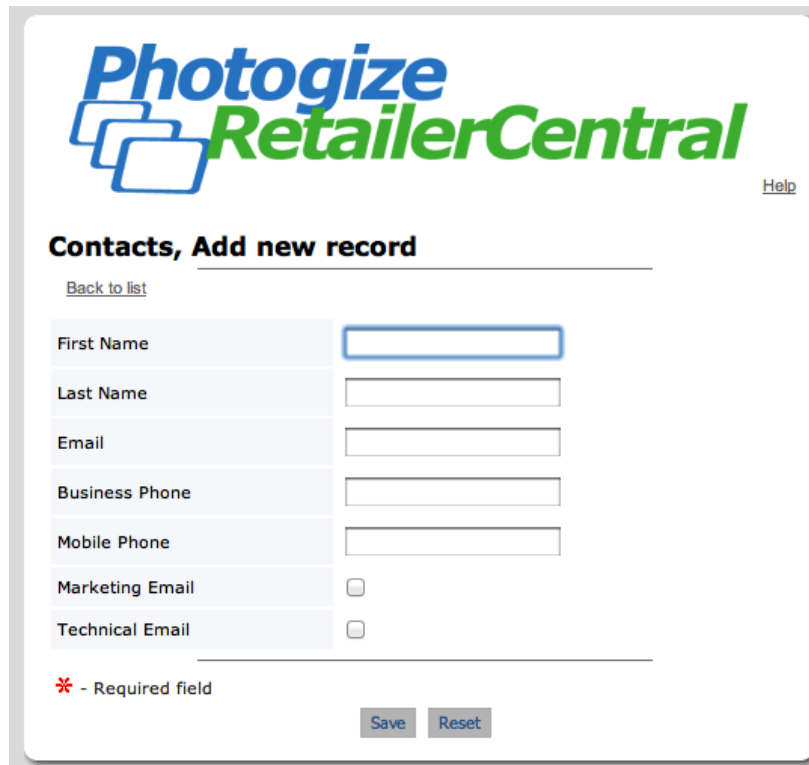
## **Final Template Filename (Optional)**

If you put an optional template here, THIS template will be used for the final render. So, for example, if you want to display guides or instructions to the user, put them in the file specified by Template Filename. The file specified by Final Template Filename should be clear of anything you don't want in the final product.

## Contacts

Click Contacts to View and Edit technical and business contacts in your organization. Graphx will use this information to keep you up-to-date.

To Add a Contact, click the Add New from the Contacts main screen, complete this form:



The screenshot shows a web form titled "Photogize RetailerCentral" with a "Help" link. The form is for "Contacts, Add new record" and includes a "Back to list" link. The form fields are:

|                 |                          |
|-----------------|--------------------------|
| First Name      | <input type="text"/>     |
| Last Name       | <input type="text"/>     |
| Email           | <input type="text"/>     |
| Business Phone  | <input type="text"/>     |
| Mobile Phone    | <input type="text"/>     |
| Marketing Email | <input type="checkbox"/> |
| Technical Email | <input type="checkbox"/> |

\* - Required field

Save Reset

then click Save. Add as many contacts as you like.

## **Master Email List**

Click Master Email List to View emails from: registered PhotoCentral customers, and PhotoCentral, Kiosk or PrintWizard orders where a customer gave their email.

## Print Credits

You can create coupons for free prints for your customers by clicking *Print Credits* in RetailerCentral. Note that Photogize takes no part in the financial transaction for Print Credits.

### Simple Coupon Creation

Select *To Me* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Click *Create Coupons* and RetailerCentral will display the coupon codes that you can supply to your customers. You will also receive an email with the coupon list.

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### Directly Sending Coupons to Members

Select *All Members* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Enter the sender's *From Name* and *From Email* and optionally a *CC* address. Then key in a *Subject* and a *Message*. You can use **##firstname##**, **##lastname##**, and **##coupon##** placeholders in the Subject or Message – these will get replaced by real data when the mail is sent to each member.

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Now click Test to have a test

message sent to the From Email, or Mail Coupons to have the coupons mailed to all members.

## Directly Sending Coupons to a General Email List

Select *General Email List* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Enter or paste a list of emails in the General Email List edit box. Separate each email with a carriage return.

Enter the sender's *From Name* and *From Email* and optionally a *CC* address. Then key in a *Subject* and a *Message*. You can use the **##coupon##** placeholder in the Subject or Message – it will get replaced by the coupon code when the mail is sent to each recipient.

Now click Test to have a test message sent to the From Email, or Mail Coupons to have the coupons mailed to all recipients.

The screenshot shows the 'Create Print Credit Coupons' page on the Photogize website. The page has a blue header with the Photogize logo and a 'Back' button. Below the header, there is a section for selecting the distribution method, with 'General Email List' selected. The 'Number of Prints' is set to 10, and the 'One Time Use' checkbox is unchecked. A list of products is shown, including 4x5 glossy, 4x5 Matte, 4x6 glossy, 4x6 matte, 4x6 New, 5x7 glossy, 5x7 matte, 6x8 glossy, 6x8 matte, and 8x10 glossy. The 'General Email List' box contains the email addresses 'marys@hotmail.com' and 'samg@gmail.com'. The 'From Name' is 'Bill Smith' and the 'From Email' is 'BillS@mylab.com'. The 'Subject' is 'Here's your coupon' and the 'Message' is 'Just key in this promotion code: ##coupon## to get your 10 free prints!'. There are links for 'Mail Coupons' and 'Test (only to From Email)'. The footer of the page reads 'powered by Photogize © 2005, Graphx, Inc. terms of use'.

## PhotoCentral Analytics

You can track your PhotoCentral pages in your Google Analytics account. If you don't have a Google Analytics account, we strongly recommend that you get one. Go [here](#) for more information:

<https://analytics.google.com/>

Google Analytics is a free service of Google. Once you've signed up, you'll need to enter your Google Analytics ID (e.g. UA-0000000-1) in the appropriate field in the PhotoCentral section of RetailerCentral. Do this for each account you wish to track. If you wish to see ecommerce data (orders, items, etc., ), you will need to enable Ecommerce Tracking for your Google Analytics account. To do this:

You need to enable Ecommerce for each **view** in which you want to see the data.

1. Sign in to Google Analytics.
2. Click **Admin**, and navigate to the **view you want**.
3. In the *VIEW* column, click **Ecommerce Settings**.
4. Set *Enable Ecommerce* to **ON**.
5. Optional: Set *Enable Related Products* to **ON**.
6. Click **Next step**.
7. Click **Submit**.



## APPENDIX A – CloudCover Template Specification

CloudCover Templates are multi-layer, 32-bit Photoshop .PSD files in RGB color space. They should be 300dpi and have the same dimensions as the final output. To be certain that each layer will be represented in 24 bit color, make sure to add an Alpha Channel to the existing Red, Green, and Blue channels in the file.

The file: 756\_4x8\_BEFORE.psd represents a typical Photoshop file created by a designer. The file: 756\_4x8\_AFTER.psd represents a properly formatted CloudCover-compliant template file.

### Photos

Sample photos should be placed in separate layers named "sample photo x", where "x" a number from 1 – n. Rotate and clip the photos to fit their "holes".

You can append a *filter* to the sample photo by appending a comma and the filter name and optional parameters to the end of the sample photo description. Right now the only filter supported is *mirroredge*, which forces the photo to be mirrored for a specific length in the design. Mirroredge is useful for creating mirrored canvas edges.

Example:

sample photo,mirroredge,1.5

The rendering engine will mirror all four edges of the photo up to a maximum of 1.5 inches.

### Artwork

ALL the artwork should be placed in a SINGLE in a layer called "art". If artwork is in multiple layers, merge it into ONE layer called "art". Alternatively, if you are using one file for multiple themes, each artwork layer should be labeled "art(theme1)", "art(theme2)", "art(theme3)", etc., where *theme1*, etc.. are the names of the themes.

### Text

Text layers should be populated with dummy strings that have an extent that equals the extent of the desired text bounding boxes. The name of each text layer should be formatted as follows:

*typeface,size, style, orient, redcolor, greencolor, bluecolor[, rotation, textfilter]*

where:

*typeface* is the name of the font

*size* is points x 10 (e.g.: 18 point text would be "180")

*style* is 0: normal, 1: bold, 2: Italic, 4: underline

*orient* is an integer, from 1 to 9, which defines the horizontal and vertical justification of the text. Add 10 to the orientation to force the text string to appear vertically from bottom to top, and 20 to the orientation to force the text string to appear vertically from top to bottom.

| <i>orient</i> | <i>horizontal</i> | <i>vertical</i> |
|---------------|-------------------|-----------------|
| 1,11,21       | left              | top             |
| 2,12,22       | middle            | top             |
| 3,13,23       | right             | top             |
| 4,14,24       | left              | middle          |
| 5,15,25       | middle            | middle          |
| 6,16,26       | right             | middle          |
| 7,17,27       | left              | bottom          |
| 8,18,28       | middle            | bottom          |
| 9,19,29       | right             | bottom          |

*redcolor, greencolor, bluecolor* is the character color as 0 - 255 RGB value.

*rotation* is the OPTIONAL clockwise rotation of the entire character string in degrees (0 - 359)

*textfilter* is an OPTIONAL command that causes the rendering engine to automatically populate content into the text box. If you add an *textfilter* value, be sure that the rotation entry is present (use "0" if there is no rotation). Valid *textfilter* values are:

*autofill:name-noedit*

autofills with user name, not editable

*autofill:name*

autofills with user name, IS editable

*autofill:email-noedit*

autofills with user email, not editable

*autofill:email*

autofills with user email, IS editable

*static:sometext*

autofills with static, not-editable text; replace "sometext" with text of your choice.

Text layer name examples:

Arial,140,0,5,255,255,255

Times,240,0,5,0,0,0

Arial,140,0,4,0,0,0,0,autofill:name-noedit

## **APPENDIX B – CloudCover Product Publishing**

Here are the steps you need to create and publish CloudCover products:

1. Create a CloudCover Product in RetailerCentral
2. Create one or more CloudCover Templates using the spec in APPENDIX A
3. Upload the CloudCover Templates to RetailerCentral with Test Mode checked
4. Price and Publish the CloudCover Product using Photogize Lab
5. Create a test order using the Product in PhotoCentral
6. If everything looks OK, uncheck Test Mode in RetailerCentral for each CloudCover Product (be sure to click *Save* after making changes to the Product)
7. Start taking orders!

## APPENDIX C – CloudCover Typefaces

You may use the following typefaces in your designs. The example typeface string gives an example of 12 point, center justified, white text. Note that the THIRD item in the example string is 0, 1, or 2. This is the *style* and tells the rendering engine whether to use standard, bold or italic text. It is important that you use the proper *style* in the spec – don't change it.

| Typeface             | Example Typeface String                  | Style |
|----------------------|--|-------|
| Arial                | Arial,120,0,5,255,255,255                | 0     |
| Arial Bold           | Arial,120,1,5,255,255,255                | 1     |
| Times Roman          | Times,120,0,5,255,255,255                | 0     |
| Time Roman Bold      | Times,120,1,5,255,255,255                | 1     |
| Coquette Regular     | Coquette Regular,120,0,5,255,255,255     | 0     |
| Coquette Bold        | Coquette Bold,120,1,5,255,255,255        | 1     |
| Coquette Light       | Coquette Light,120,0,5,255,255,255       | 0     |
| Felt Tip Roman       | Felt Tip Roman,120,0,5,255,255,255       | 0     |
| Goldenbook Light     | Goldenbook Light,120,0,5,255,255,255     | 0     |
| Goldenbook Reg       | Goldenbook,120,0,5,255,255,255           | 0     |
| Goldenbook Bold      | Goldenbook,120,1,5,255,255,255           | 1     |
| SharkTooth           | SharkTooth,120,0,5,255,255,255           | 0     |
| SharkTooth Bold      | SharkTooth,120,1,5,255,255,255           | 1     |
| Snicker Bold         | Snicker,120,1,5,255,255,255              | 1     |
| Grad Regular         | Grad,120,0,5,255,255,255                 | 0     |
| Grad Italic          | Grad,120,2,5,255,255,255                 | 2     |
| Grad Bold            | Grad,120,1,5,255,255,255                 | 1     |
| Kinescope            | Kinescope,120,0,5,255,255,255            | 0     |
| ChopinScript         | ChopinScript,120,0,5,255,255,255         | 0     |
| dearJoe4             | dearJoe4,120,0,5,255,255,255             | 0     |
| Franklin Gothic Book | Franklin Gothic Book,120,0,5,255,255,255 | 0     |
| Garamond             | Garamond,120,0,5,255,255,255             | 0     |
| Georgia              | Georgia,120,0,5,255,255,255              | 0     |
| Century Gothic       | Century Gothic,120,0,5,255,255,255       | 0     |
| Harrington           | Harrington,120,0,5,255,255,255           | 0     |
| Jenkins v2.0         | Jenkins v2.0,120,0,5,255,255,255         | 0     |
| Monotype Corsiva     | Monotype Corsiva,120,0,5,255,255,255     | 0     |
| Myriad Pro           | Myriad Pro,120,0,5,255,255,255           | 0     |

|                        |   |   |
|------------------------|---|---|
| Nueva Std Cond         | Nueva Std Cond,120,0,5,255,255,255      | 0 |
| P22 Cezanne Alt One    | p22 Cezanna Alt One,120,0,5,255,255,255 | 0 |
| Palace Script MT       | Palace Script MT,120,2,5,255,255,255    | 2 |
| Perpetua               | Perpetua,120,0,5,255,255,255            | 0 |
| Pristina               | Pristina,120,0,5,255,255,255            | 0 |
| Saginaw Bold           | Saginaw,120,1,5,255,255,255             | 1 |
| Santa'sSleighFull      | Santa'sSleighFull,120,0,5,255,255,255   | 0 |
| Santa'sSleighFull Bold | Santa'sSleighFull,120,1,5,255,255,255   | 1 |
| Vivaldi Italic         | Vivaldi,120,2,5,255,255,255             | 2 |
| Will&Grace             | Will&Grace,120,0,5,255,255,255          | 0 |