



Getting Started with Photogize®

Version 5.0

© 2010 Graphx, Inc.

October 29, 2010

Contents

- GETTING STARTED.....3
 - Photogize Channels.....3
 - Photogize WebServices.....3
 - Photogize Lab3
 - RasterPlus.....3
 - Sending Photos using the PhotoCentral Channel.....4
 - Ordering Prints4
 - At the Lab.....4
 - Ready To Go?.....5
- PLANNING.....6
- INSTALLATION.....7
 - Before you Begin!7
 - Fast Start Installation7
 - Photogize Installation.....8
 - RasterPlus Installation.....9
 - Software licensing.....11
 - Unlocking Photogize Lab.....11
 - Unlocking RasterPlus.....12
- CONFIGURATION.....14
 - Account Setup.....14
 - Products Setup.....15
 - Branding Setup.....17
 - Business Rules Setup18
 - Publish.....18
- TESTING.....19
 - Creating your first Order.....19
 - Harvesting your first Order.....19
 - Printing your first Order.....19
- DEPLOYMENT.....21
 - Linking to your upload page21

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

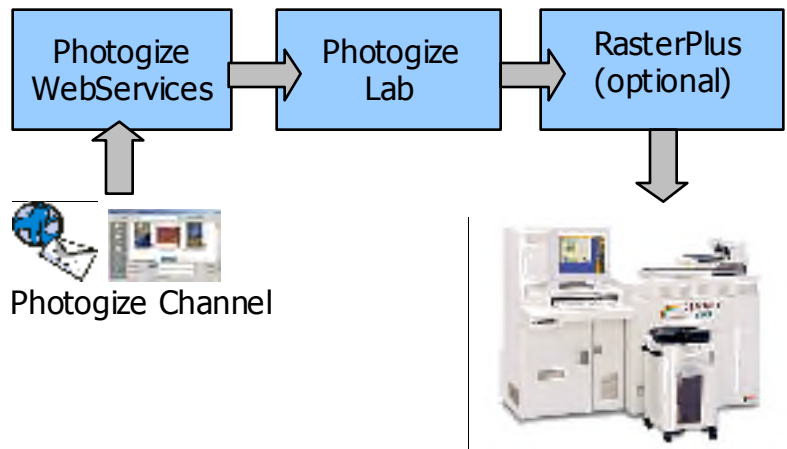
WebServices are web-based transactional and storage services that connect Channels to your lab.

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.

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

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

Planning

What you need	An inventory of the PCs that will be available for Photogize components; a person that understands your network and Internet topology
What you will accomplish	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.
How long it will take	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
- The Photogize Installation disk
- Photogize WebServices account Name and Password.

The minimum requirements for the Photogize PC are:

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

Installation

What you need	The Photogize installation CD; access to the PCs on which you will install; an understanding of the photo printer or minilab connection.
What you will accomplish	You will install Photogize Lab and RasterPlus software.
How long it will take	30 minutes

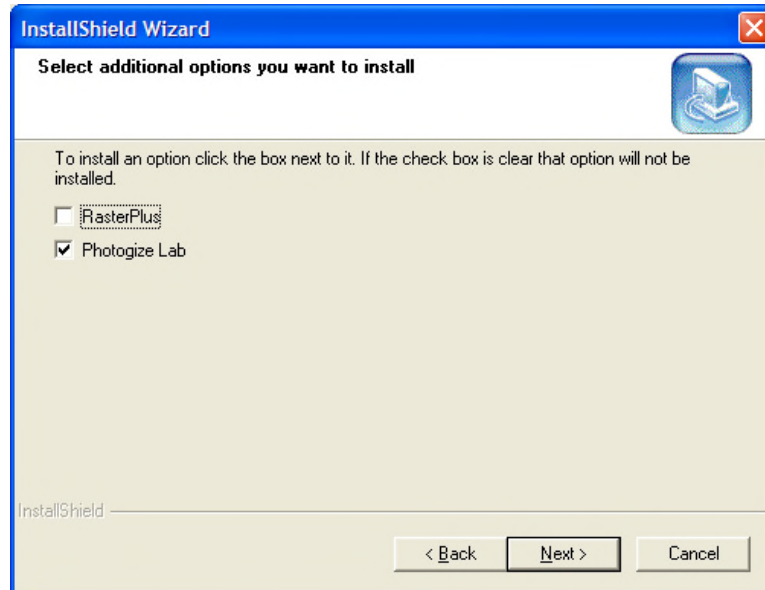
Before you Begin!

If you are installing RasterPlus on a Windows NT, Windows 2000, or Windows XP Professional PC, 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.

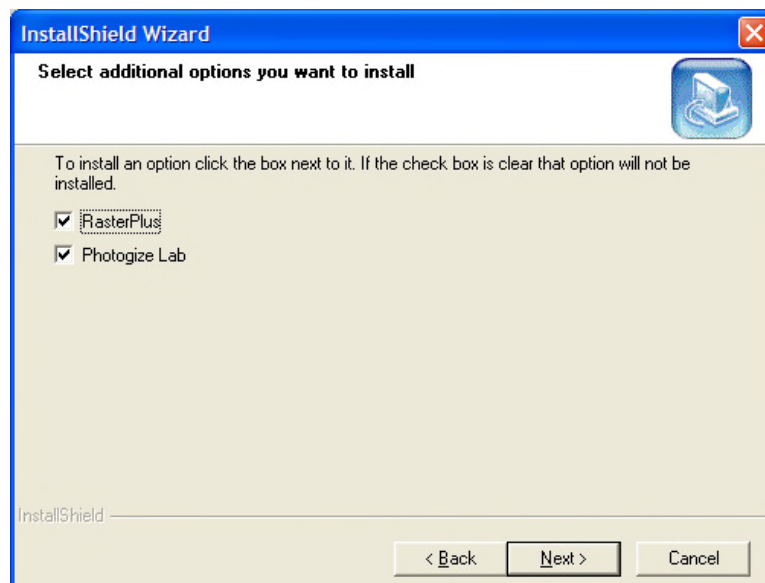
To install the Photogize FastStart, insert the Photogize CD in your CD drive of the PC you wish to use for Photogize. The installation application should start. If it doesn't, please browse to the CD drive and double click SETUP.EXE. Once the Installer starts, you will be asked to check the components you wish to install. Check Photogize Lab and uncheck RasterPlus. Follow the setup instructions.

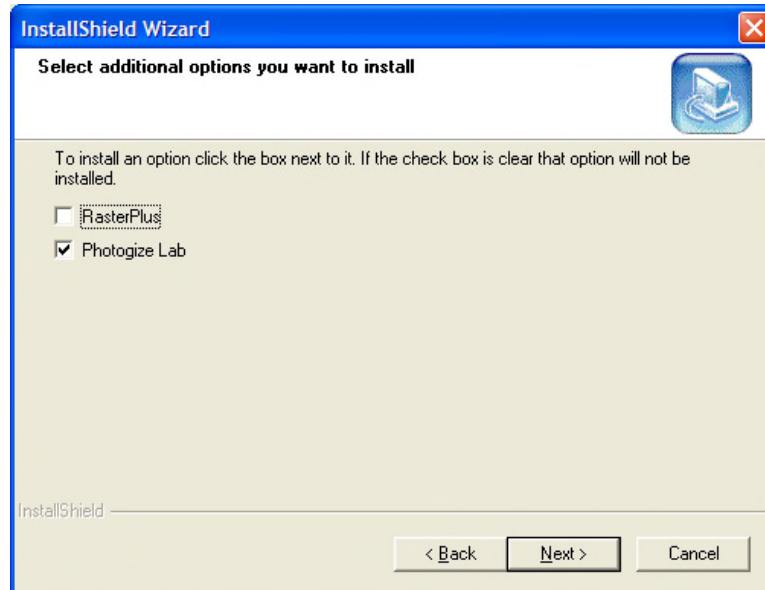


Once you've finished installing Lab, you can skip ahead to the **Software Licensing** section.

Photogize Installation

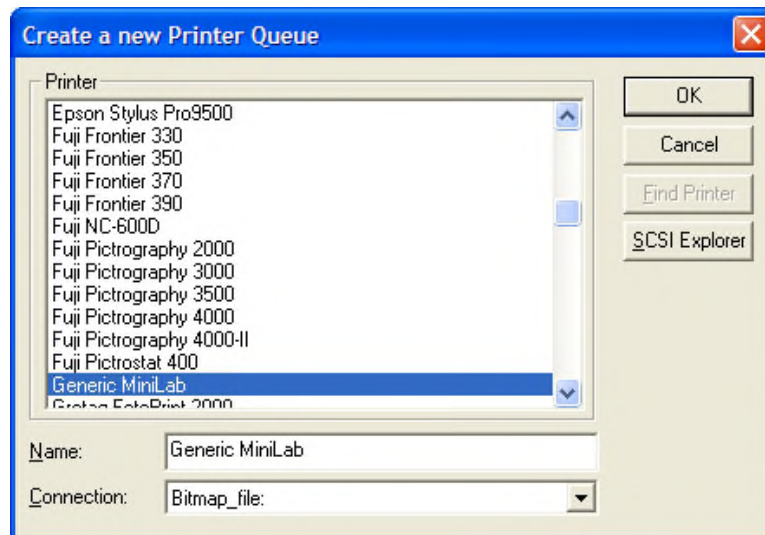
Insert the Photogize CD in your CD drive. The installation application should start. If it doesn't, please browse to the CD drive and double click SETUP.EXE. Once the Installer starts, you will be asked to check the components you wish to install. Check both Photogize Lab and RasterPlus. Follow the setup instructions.



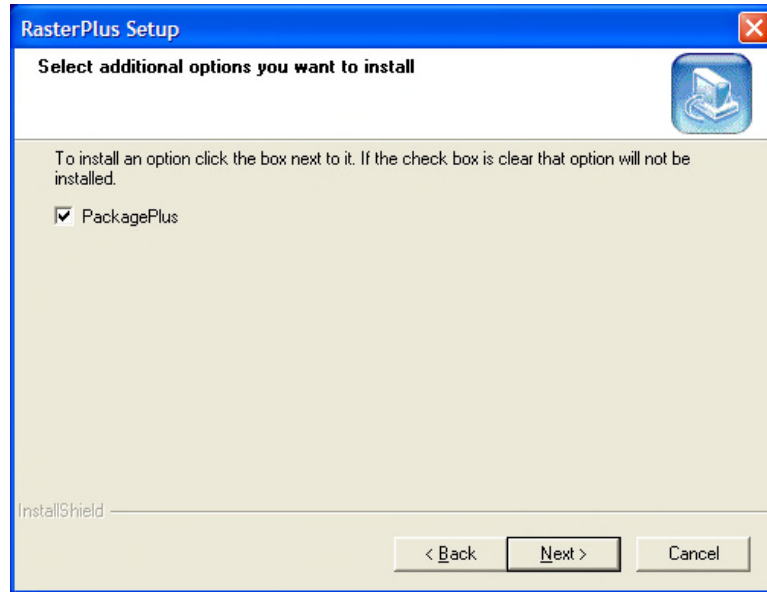


RasterPlus Installation

At the beginning of the RasterPlus installation section, 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.



Toward the end of the installation, you will be asked if you wish to install optional components based on the device that you have selected:



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.

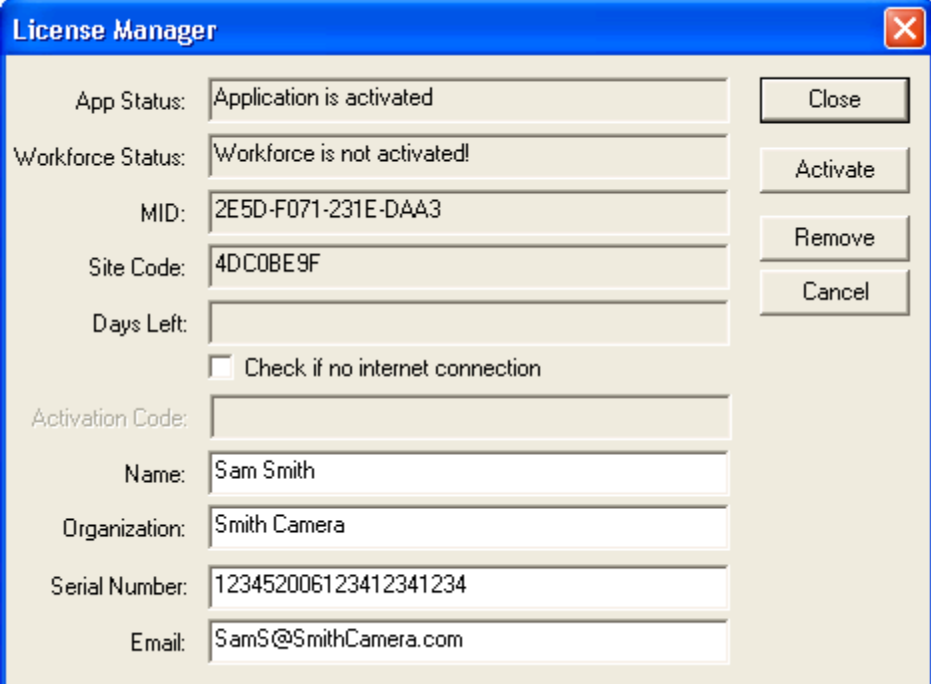
At the end of the Photogize installation, you can check a box in the final dialog that will launch Photogize Lab after the installer finishes. If you leave the box checked, and you have never installed Lab before, you will be guided through the initial Account setup. Make sure that you have your Photogize Account information (included with your product) before continuing.

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:



App Status:	Application is activated	Close
Workforce Status:	Workforce is not activated!	Activate
MID:	2E5D-F071-231E-DAA3	Remove
Site Code:	4DC0BE9F	Cancel
Days Left:		
	<input type="checkbox"/> Check if no internet connection	
Activation Code:		
Name:	Sam Smith	
Organization:	Smith Camera	
Serial Number:	123452006123412341234	
Email:	SamS@SmithCamera.com	

Click Activate to activate the application.

Unlocking RasterPlus

The RasterPlus code application is not copy protected. However, each RasterPlus device driver can be used for a maximum of 14 days before it must be activated.

To activate a RasterPlus device driver, click **Tools...License Manager** from the main menu. You will see a dialog like this one:



Write down, or Copy and Paste, the **MID** and **Site code** displayed in the red windows. Send a message to register@graphx.com with *Windows* in the subject line. The following information must be included RasterPlus User's Guide in the body of your message to complete the registration. You can copy and past the following text into your message to use as a template:

- a. MID Code (from License Code Window)
- b. Site code (from License Code Window)
- c. Product Name
- d. Version #
- e. Serial #
- f. Your First and Last Name

- g. Company Name
- h. Department/Title
- i. Street, City, State
- j. Postal/Zip Code
- k. Country
- l. Email Address
- m. Phone Number
- n. Date of Purchase
- o. RasterPlus Dealer Name

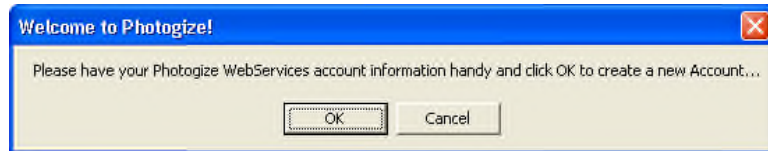
You will receive a message from Graphx, within one business day, with an Init Code to be entered in the field in the License Code window above.

Configuration

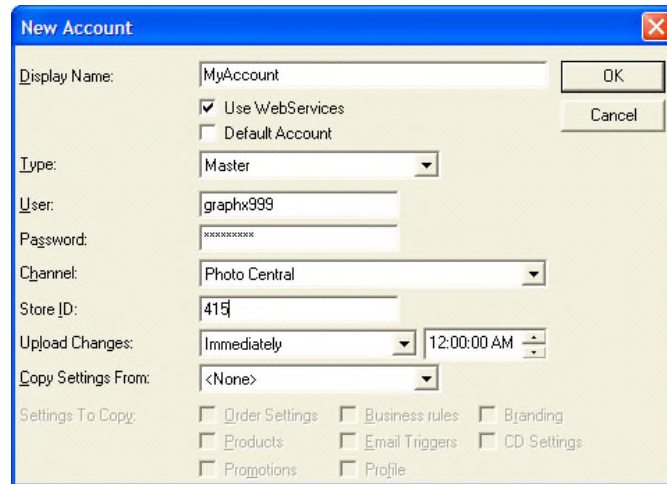
What you need	Installed copies of Photogize Lab and RasterPlus and an understanding of the photo printer or minilab connection.
What you will accomplish	You will configure the Lab and RasterPlus applications.
How long it will take	30 minutes

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.



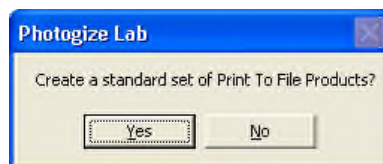
If you click **Cancel**, you can manually create and configure your Photogize Account(s). If you click **OK**, you will be asked to enter the Photogize Account information provided at the time of purchase.

A "New Account" dialog box with a close button (X) in the top right corner. It contains the following fields and options:

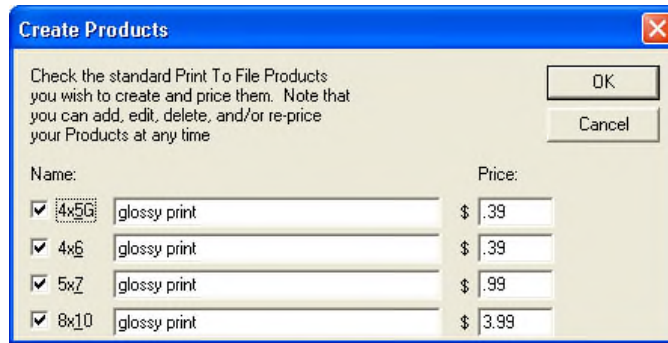
- Display Name: MyAccount
- Use WebServices
- Default Account
- Type: Master (dropdown)
- User: graphx999
- Password: [masked]
- Channel: Photo Central (dropdown)
- Store ID: 415
- Upload Changes: Immediately (dropdown) 12:00:00 AM (time picker)
- Copy Settings From: <None> (dropdown)
- Settings To Copy: Order Settings, Business rules, Branding, Products, Email Triggers, CD Settings, Promotions, Profile

Buttons "OK" and "Cancel" are on the right side.

After entering your Account information and clicking **OK**, you will be prompted to create standard Print To File Products.

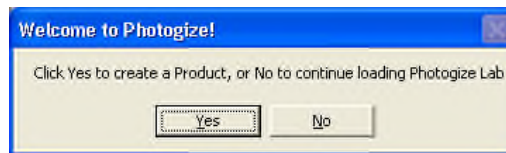


If you answer **Yes** to this prompt, Photogize will present you with a list of predefined, *Print To File* Products.



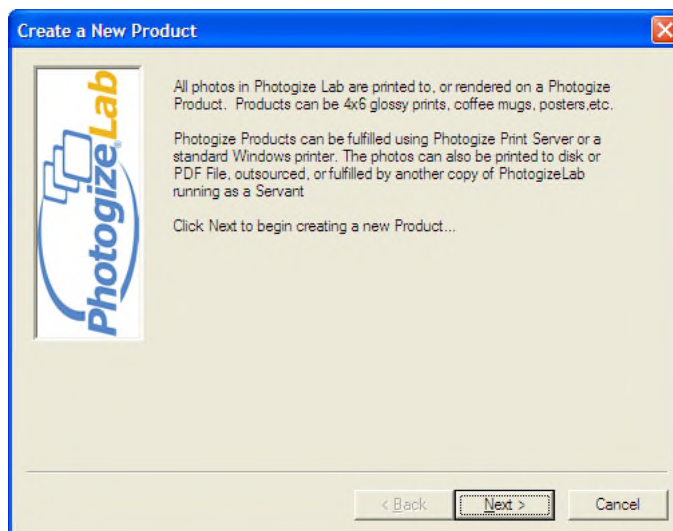
You can change the description and/or price of these products, but not the name. Products that are checked will be created; unchecked Products will not be created. Note that you can add, delete, or edit these Products at any time.

If you do not create Standard *Print To File* Products, you will be asked to create Products using a Product creation wizard.

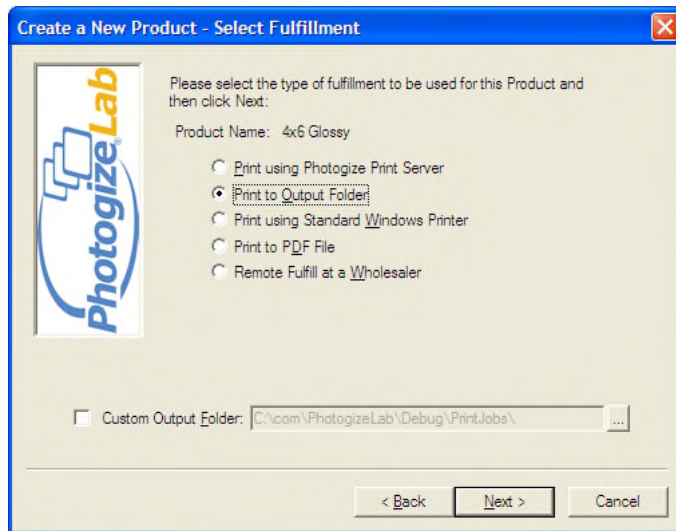


Products Setup

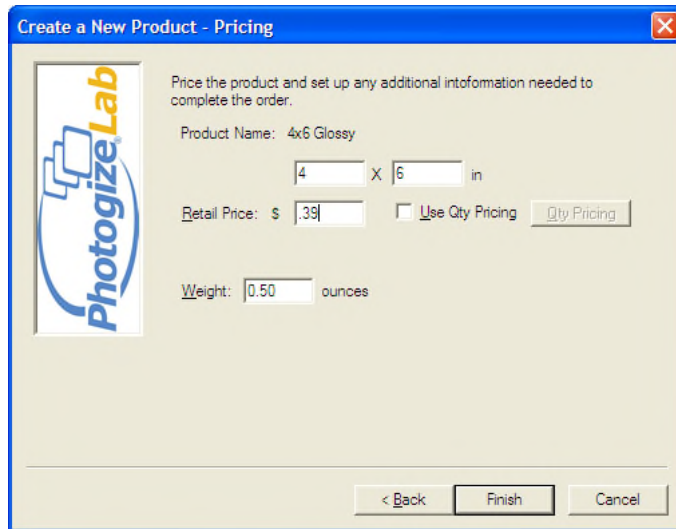
If you elect to create Products, you will be directed to this screen.



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.

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.

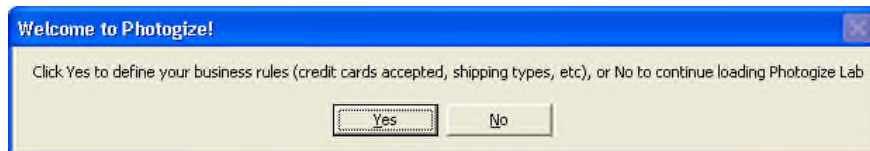


Click on the ... button to browse for a file, or simply type in the name of the file in the appropriate field. The image files will be automatically sent to RasterPlus when an Index print is made.

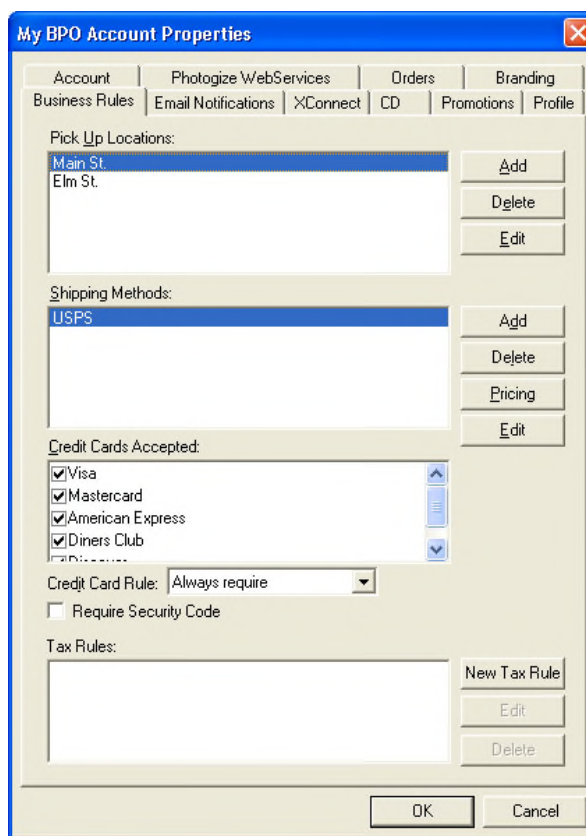
You can also enter http links for each image (ex: <http://www.graphx.com>). If you enter a link, the linked information will be displayed in a pop-up dialog box when the user clicks the image.

Business Rules Setup

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



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



Publish

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

Testing

What you need	Installed and configured copies of Photogize Lab and RasterPlus.
What you will accomplish	You will email a photo, create an Order, harvest the Order, and print the order using RasterPlus.
How long it will take	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

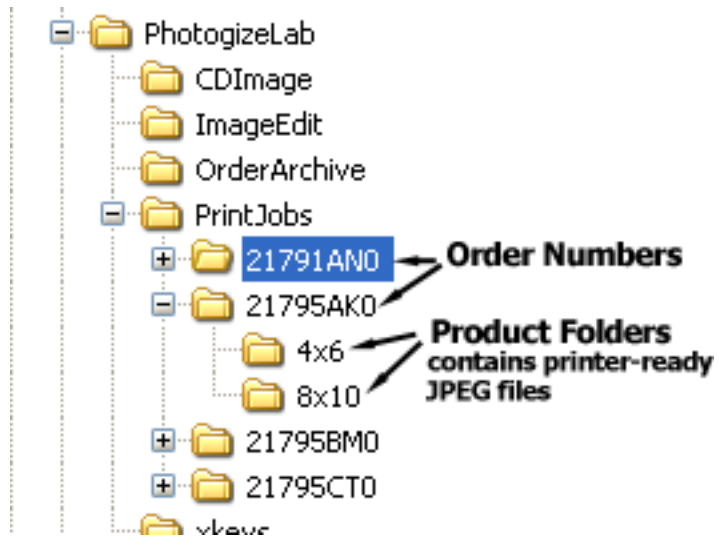
In Photogize Lab, select **File...Harvest Orders from Photogize WebServices from Selected Account**. The Order that you created should show up on the left under the Orders heading.

Printing your first Order

Select the Order you harvested and select **File...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, complete the installation wizards, and then do **File... Account Properties** from the main menu of Photogize Lab, click the **Account** tab, and select a new Output Folder.



Deployment

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

Linking to your upload page

If you click **File...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.

The material in this document is for information only and is subject to change without notice. While reasonable efforts have been made in the preparation of this document to assure its accuracy, Graphx, Inc. assumes no liability resulting from errors or omissions in this document, or from the use of the information contained herein. No part of this manual may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, for any purpose without the express written permission of Graphx.

Graphx reserves the right to make changes in the product design without reservation and without notification to its users. RasterPlus®, Photogize®, and Graphx® are registered trademarks of Graphx, Inc. All other trademarks are the property of their respective owners.

© Copyright 2010 Graphx, Inc., all rights reserved.

Graphx, Inc.
400 West Cummings Park
Woburn, MA 01801
Tel. 781.932.0430
Fax. 781.932.0855
www.photogize.com
www.graphx.com