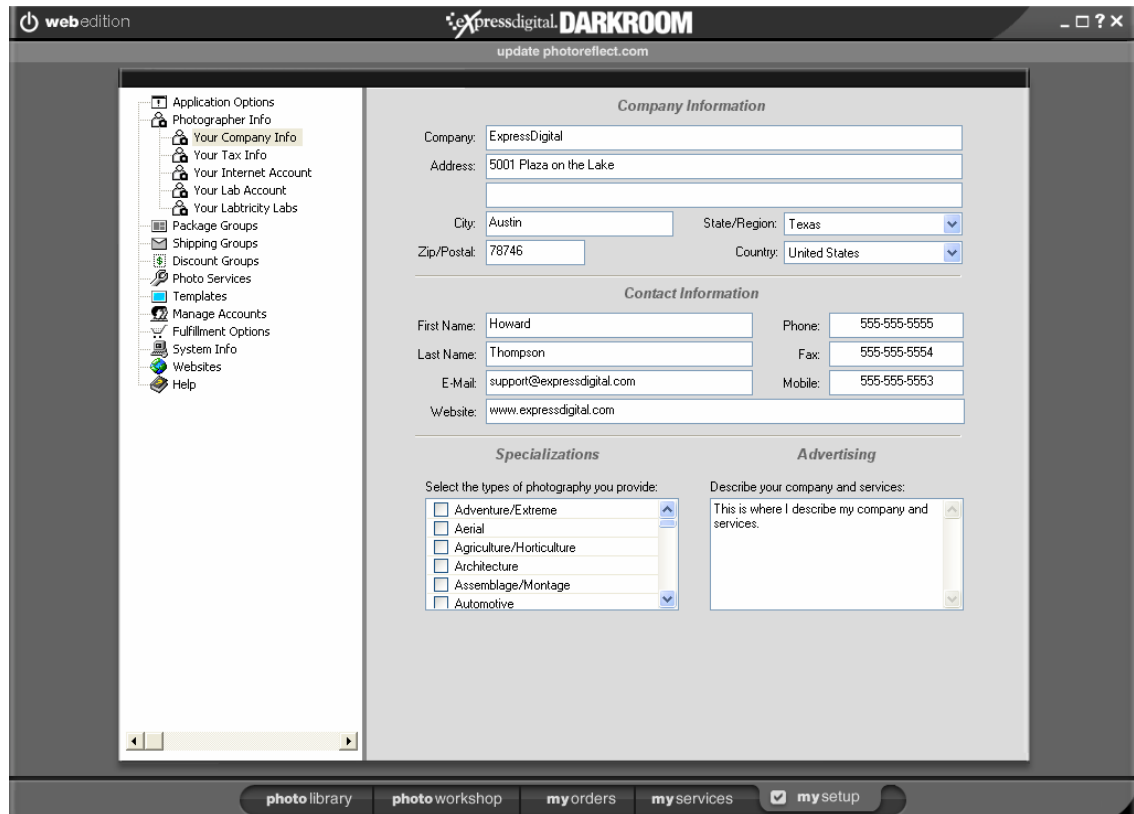


Setting Up

The first time you run the application, you should set up important information found on the Store Setup tab. When you click the Store Setup tab, a list of options appears on the left side of the screen. You can set up each option by clicking the items in the options tree.



APPLICATION OPTIONS

Select “Application Options” from the options tree to set the options for Darkroom Web Edition. You can assign general software settings, preview settings, and software update settings.

GENERAL SETTINGS

There are several functions within Darkroom Web Edition that fall in the category “General Settings.” These include options regarding the monitor color profiles, auto orientation of images, copying images to photo directory and the PhotoReflect display.

Darkroom Web Edition provides a way for you to copy your images directly into the program. When the option “Copy images to your Photos directory when adding them to your event” is checked,

Darkroom Web Edition will make a copy of the image automatically. This means that it is possible to delete the original file but Darkroom Web Edition will still be able to access the copy. By enabling this option, you are ensuring that the application always has access to the original image.

If you have several PhotoReflect.com accounts, there is a way to tailor the program in such a way that all accounts are available via the tab bar. When “Show PhotoReflect account selector on tab bar” is activated, a new option will appear on the tab bar indicating which account is currently active.

To change accounts, move the mouse cursor over the account name and left-click. This will open a drop down menu of all possible accounts. To add more PhotoReflect.com accounts, go to Setup>Manage Accounts.

PREVIEW SETTINGS

Image previews are duplicates of your photos that have a smaller file size, and they are stored in the same folder as the original photo file. When using previews, loading and editing photos is much faster. Edits you make to displayed preview files are applied to the original photo file. To use and set options for previews, select “Preview Settings” under “Application Options.”

To use previews for photos in the Photo Library, check the “Enable Preview files” checkbox. A default storage path for previews appears in the Preview Folder field.

When you are using previews, the preview files are created for photos in a catalog when you view the catalog. After a length of time, you might not be viewing certain catalogs regularly. Therefore, it is not necessary to retain the preview files for those photos. You can have the application automatically clean up preview files based on settings you specify. In the Keep Previews For field, select how long you want to keep preview files. Select the time of day you want automatic preview cleaning to occur.

UPDATE SETTINGS

Select Application Options and then Update Settings to set Darkroom Web Edition to automatically download software updates. To activate this option, select “Automatically download updates.” When a checkmark appears in the field, the option is selected. To deselect, or turn off the option, click in the box again. The checkmark will disappear.

To manually update the software, Darkroom Web Edition will indicate whether the version currently installed is the latest version. If it is not, click on the activated button “Download Update.” The program will then download the software update from the server.

To install the new version Darkroom Web Edition, click on “Install Update.” The application will warn the user that in order to install the update, the software must be shut down. To install the update, click “Yes” in the dialogue box. Click on “No” to cancel.

Darkroom Web Edition will then prompt you with the installation windows. For more information on how to work through an installation, refer to the *Darkroom Web Application User Guide Chapter 1: Getting Started*.

PHOTOGRAPHER INFO

When you select Photographer Info, click “Your Company Info” to fill out the information about your company. This information appears in the Contact section of your Internet storefront.

Next, click “Your Tax Info” to enter your tax rate and select the countries and states in which you sell so PhotoReflect.com can accurately report your tax liabilities for online orders. Click “Wizard” to open the Tax Wizard. Taxes will be collected online based on the shipping destination of your customer and the tax rate you specify for that location. For U.S. destinations, you can choose to have tax calculated automatically based on current tax tables instead of entering a flat rate. Click “add tax” on the toolbar to add a new tax rate.

Click “Your Internet Account” to subscribe to PhotoReflect.com or log into your PhotoReflect.com account. You must be logged in to publish events to your storefront and to edit your storefront in the My Storefront workspace.

***Note:** Clicking on the Learn About PhotoReflect.com button displays directions on how to use your Internet storefront.*

Select “Your Lab Account” to set up a Labtricity account to fulfill your orders. For more information about Labtricity, click the Learn About Labtricity button to open the Labtricity home page. To set up a Labtricity account, click the Find a Lab and Sign Up button to open the Labtricity home page. If you already have an account, enter your Labtricity account ID and PIN, and login to make sure your account is valid. You must be logged in to select a Labtricity lab or to transfer orders for printing.

PACKAGE GROUPS

Select “Package Groups” from the options tree to add, remove, and rename package groups, as well as set a group as the default. Click “Wizard” to open the Product Wizard. The following terms will help you understand package groups.

- Print Items—Prints such as 8x10, 5x7, 4x6, arrangements, sheet, etc.
- Packages—Collections of Print Items
- Package Groups—Collections of Packages

Package groups allow you to quickly switch groups you offer for promotions, events, and jobs. For example, you may have a special holiday promotion with different offerings and prices than your standard package groups, or you might offer different packages for your online storefront to cover your expenses and time. You can associate a package group with an event so that when you publish to your storefront, customers can select a package from the associated group. See *Creating a New Catalog* in *Chapter 5: Managing My Photos*.

***Note:** You can make changes to your package groups and the changes appear on your storefront without having to re-publish the events associated with the package group.*

Let us give you some real-world examples to illustrate how packages and package groups work. Assume we are shooting primarily dances and sports tournaments.

We first create a package group called “Dance Group.” After creating the group, the program automatically added a “Package 1” package. We rename “Package 1” to “Basic.” We then add two other packages called “Special” and “Super.” The prices for each are set to \$12.99 for “Basic,” \$19.99 for “Special,” and \$29.99 for “Super.” Now we add print items to each. After selecting “Basic,” we add one local print item for an 8x10. We then add two 5x7 and 8x10 print items to the “Special” package. Lastly, we add two 8x10s, two 5x7s and 8 Wallets to the “Super” package.

We have one school in our district that required us to lower our prices to win the bid. We create another package group called “JFK Dance Group.” When we create the new group, we check the “Copy of” box and choose “Dance Group” created previously. This makes JFK Dance Group the same as Dance Group. We change the prices of the packages.

We continue by adding two package groups for our tournament business. The first one is called “Small Tournament” and the second is called “Large Tournament.” We then follow the same steps as before to create packages and add print items for each.

Package groups and packages are simple and powerful tools. You have total control on pricing, products, names and definitions. Not only can you include local print and custom items in packages, you can add Labtricity lab items, as well. This allows you to create a package that includes nothing but Labtricity lab items or a mixture of Labtricity lab and local print items. This allows you unlimited product offerings. For example, you may not have a digital printer and want to send everything to a lab as you have before. Or, you may want to offer mouse pads and posters from a lab and print everything else locally.

SELECTING A LABTRICITY LAB

Before you can send orders to a lab for printing, you must select a Labtricity lab and add lab print items to your packages. To select one or more labs, select “Package Groups” from the tree in the Store Setup workspace, and click “choose labtricity labs” on the toolbar. A list of available Labtricity labs appears. Check the checkbox beside one or more labs you would like to use. You can view more information about the lab by clicking the Website link. We recommend you send sample orders to labs you are interested in to check the quality of the product you will be providing your customers. Some labs offer color test prints you can use to evaluate prints of your photos. You can always select a different lab to print to when you receive orders, but it is much quicker to have your packages set up with the lab you plan to use.

CREATING PACKAGE GROUPS

To create a package group, click “new group” on the left toolbar, and enter the group name. You can select an existing group to make a copy of if you want to create a group that is similar to another.

Add a package to the group by clicking “add package” on the toolbar. When you add a package, you specify the package name and a price. You can set up volume discounts by clicking the Discount Pricing button. Click the Add button on the Volume Discount Pricing window to enter a discounted price per package when multiple packages are purchased. Darkroom Web automatically applies the largest discount for which an order is eligible.

Add items to your packages by clicking either “add lab print item,” “add self print item,” or “add custom item” on the right toolbar.

Note: To add lab print items, you must select one or more Labtricity labs. If you click “add lab print item” before you select a lab, the system prompts you to select one. You can also select a lab by clicking “choose labtricity labs” on the right toolbar. You must be logged into your Labtricity account to select a lab or add lab items.

To add package items, click the item you want to include in the package. A count of 1 appears automatically when you click an item. To change the count, click the arrow buttons.

If you click “edit item properties” on the toolbar, you can specify the media type for the item.

To add lab print items, you must be logged into Labtricity. If you are not, the application prompts you to log in. After logging in, when you add lab print items, the labs you selected appear in the drop-down field at the top of the Add Package Item window. Select a lab, and select items for the package.

When you add a custom item, enter package information such as the description of the item, the fulfillment method, and quantity.

Note: The options you can select for custom items can be set for other print items by clicking “edit item properties” on the toolbar.

SHIPPING GROUPS

Select “Shipping Groups” in the options tree to create one or more shipping fee tables. Click “Wizard” to open the Shipping Wizard. Create a new shipping group by clicking “new group” on the toolbar. Select the group, and click “add country” on the toolbar to select the country for which you want to set up a shipping fee table. To add to the fee table to the selected country, click “add shipping” on the toolbar. Select the shipping method, enter the shipping charge for orders over \$0.00, and click the Add button. To add shipping fee levels, click “add shipping” again. When you enter a value in the For Orders Over field, the system automatically displays a price range in the table on the Shipping Fees screen. You can associate a shipping group with an event so that when you publish to your storefront, shipping fees are calculated for an event.

DISCOUNT GROUPS

Select “Discount Groups” in the options tree to create one or more volume discount tables. Click “Wizard” to open the Discount Wizard. Create a new discount group by clicking the New button beside the Discount Group field. To add to the discount table, click the New button at the bottom of the screen. Enter either a dollar amount discount or a discount percentage and an expiration date. For example, you might offer 10% off orders over \$100. When customers view an event associated with a discount, the discount appears on the event page. Discount Groups are different from Quantity Discounts, which are set up in the Package Groups setup section by clicking “edit package info” on the toolbar.

PHOTO SERVICES

Select “Photo Services” in the options tree to price special photo services, such as removing red eye or eyeglass glare. You can include retouching services provided by either you or a Labtricity lab. To enter retouch services you provide, click “add local retouch service,” select the service from the drop-

down list, and enter a price. To enter lab retouch services, click “add lab retouch service,” select a lab, and check the services you want to include.

Note: *To add lab photo services, you must select one or more labs. If you click “add lab retouch service” before you select a lab, the system prompts you to select one. You can also select a lab by clicking “choose Labtricity labs” on the right toolbar. You must be logged into your Labtricity account to select a lab or add lab items.*

MANAGE ACCOUNTS

Select “Manage Accounts” in the options tree to enter the login IDs and passwords of other PhotoReflect.com accounts, if you have more than one. You might subscribe to more than one PhotoReflect.com account to separate different types of events by having separate websites for each. When in Darkroom Web, you can manage photos and orders of different accounts by selecting a different account from the Account field on the tab bar.

FULFILLMENT OPTIONS

Select “Fulfillment Options” from the options tree to set ordering, shipping, and lab CD writing options.

The “Add the default package to the shopping cart” fulfillment option fills the shopping cart with the default package so you can quickly create another order using the default package. This allows you to skip the step of selecting a package.

The shipping options set the defaults on the Order Shipping Info window. After you set the preferred shipping method for local orders, you can change it if necessary by clicking the Shipping button on the receipt window. You can also click “edit & proof order” on the My Orders workspace, and select Edit Shipping Info from the Properties menu to change shipping information.

You can send orders to a Labtricity lab on CD rather than through the Internet. Select “Use internal disc writing capability” if you want to write orders directly to your CD writer drive. To use this option, Darkroom Web must support your CD writer. Click the Test Compatibility button to see if your drive is supported. If you want to write orders to your computer drive, select “Write orders to disk,” and enter the path where you want to save the orders.

Check the “Show an Order Confirmation Receipt after Placing or Saving an Order” checkbox to view a receipt on screen every time you place an order. You can also enable the option to print the receipt to the default Windows printer.

SYSTEM INFORMATION

Select “System Information” in the options tree to view the properties of your computer system. Use the information to determine the software version you are running. If you call the ExpressDigital Customer Care center, the support technician might ask for information found on this screen.

Note: *Be sure to keep track of your free disk space. Many photographers report problems that stem from running out of hard disk space. To avoid running out of disk space, archive your photos regularly and remove them from your hard drive.*

WEBSITES

Select “Websites” in the options tree to view a list of related web sites, such as ExpressDigital and Labtricity web sites. Darkroom Web includes a built-in Internet browser so you can view these sites right from the application.

HELP

Click “Help” in the options tree to view a copy of the Quick Start Guide, Troubleshooting Guide, Application User Guide, and support contact information.