

Event Photo Emailer Version 4.1

Developed by
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Introduction

The **Event Photo Emailer** application is an email engine allowing emails with attached photos to be sent without the need to use a traditional email program like **Outlook Express**. It was inspired by a request on the **Express Digital Yahoo Group** to develop an easy to implement mechanism to email proofs to many customers in a fast and efficient way. I saw the request and took up the challenge. Initially, it was written as a simple DOS-Batch program with a command line implementation but has since evolved into a Windows based application with new features added regularly. Because it was requested on the **Express Digital Yahoo Group**, I also worked on a method to seamlessly integrate the **Event Photo Emailer** engine into the **Darkroom Pro®** software. Since **Darkroom Pro®** doesn't directly support plug-ins, a work-around solution was developed. The result is a **"Print to Email"** package item which makes sending emails as easy as simply producing prints.

Main Features

- Works with **Darkroom Pro®** software to:
 - Batch email photos (with or without graphics)
 - Seamlessly integrate a **"Print to Email"** feature into packages
 - Automatically send photo(s) (with or without graphics) simultaneously when printing.
 - Automatically send photos to FACEBOOK or other social network sites
- Send many individuals their personal images using an email/filename directory (This mode does not need **Darkroom Pro®**) This is referred to as **"Print From Directory"** mode

Quick Installation Instructions & Testing

- Download the latest Event Photo Emailer application from **www.hoodandson.com/EPE**
- Unzip the contents to a temporary folder.
- Run the Setup.exe file and follow the instructions using the default settings.
- Run the **"Initialize EPE"** shortcut in the **Event Photo Emailer** folder of the Program Menu.
- Enter your emails address so that test images and a test email/filename .csv file can be created.
- (Optional) If you have Darkroom Pro®, ensure that it is running and click the **"Setup Darkroom Pro"** button. Note: This is only necessary to ensure that the changes are made to the current x:\ drive. If Darkroom Pro®, is not running, the changes will need to be made manually.

Clicking the **"Setup Darkroom Pro"** button does 3 things:

- a) Adds an **Event Photo Emailer Raster Printer** to **Darkroom Pro®** via your Window's registry. Because of this, you may get a message that your registry will be modified. You will want to choose the option to allow the change.
- b) Copies the **EventPhotoEmailer** package group to the **Darkroom Pro®** Package Folder via the x:\ drive. If **Darkroom Pro®** is not running, you will have to do this manually by copying EventPhotoEmailer.pgrp into the **C:\Program Files\ExpressDigital\Darkroom Pro\Packages** folder.
- c) Copies 2 sample "Proof Borders" to your **Darkroom Pro®** Template Folder.

Quick Test

Run **Event Photo Emailer** by double clicking the **EPEv4 shortcut** located either on the desktop or in the **Event Photo Emailer** folder in the Programs Menu. You will be prompted to enter your passcode information. If you have one, enter it at this time. If you do not have one, enter “Trial” and the program will default to **Evaluation Mode**.¹

A shortcut called “**Create Test files**” is used to generate images needed to conduct a quick test. This application is started by choosing it from the **Event Photo Emailer** folder in the Programs Menu. When prompted, simply provide your email address and hit **Create Files** as shown in Figure 1.

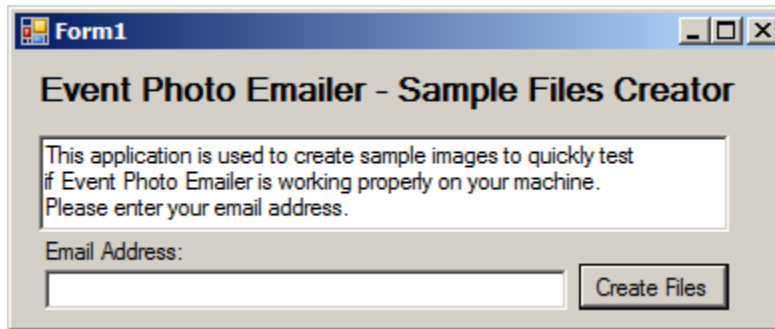


FIGURE 1: SAMPLE FILES CREATOR

In the **Event Photo Emailer** application, click the “**Configure Email**” button as shown in Figure 2 and enter your outgoing email information. This information is the same as what you would enter into Microsoft Outlook for example. If you are unsure of this information, contact your ISP’s website as they usually have the correct settings readily available.

¹ Each program is customized to the purchaser. For each email sent out, the “From” and “Reply To” fields are locked to the Company Name and email address. Only one license is needed for a company. This limitation acts to discourage sharing with other companies and allows the cost be held low. Each program is unlocked using a Passcode. If no Passcode is provided or the one provided is incorrect, the program will run in Evaluation Mode which locks the Company name, reply-to email address, and the subject line to: “Evaluation Mode”.

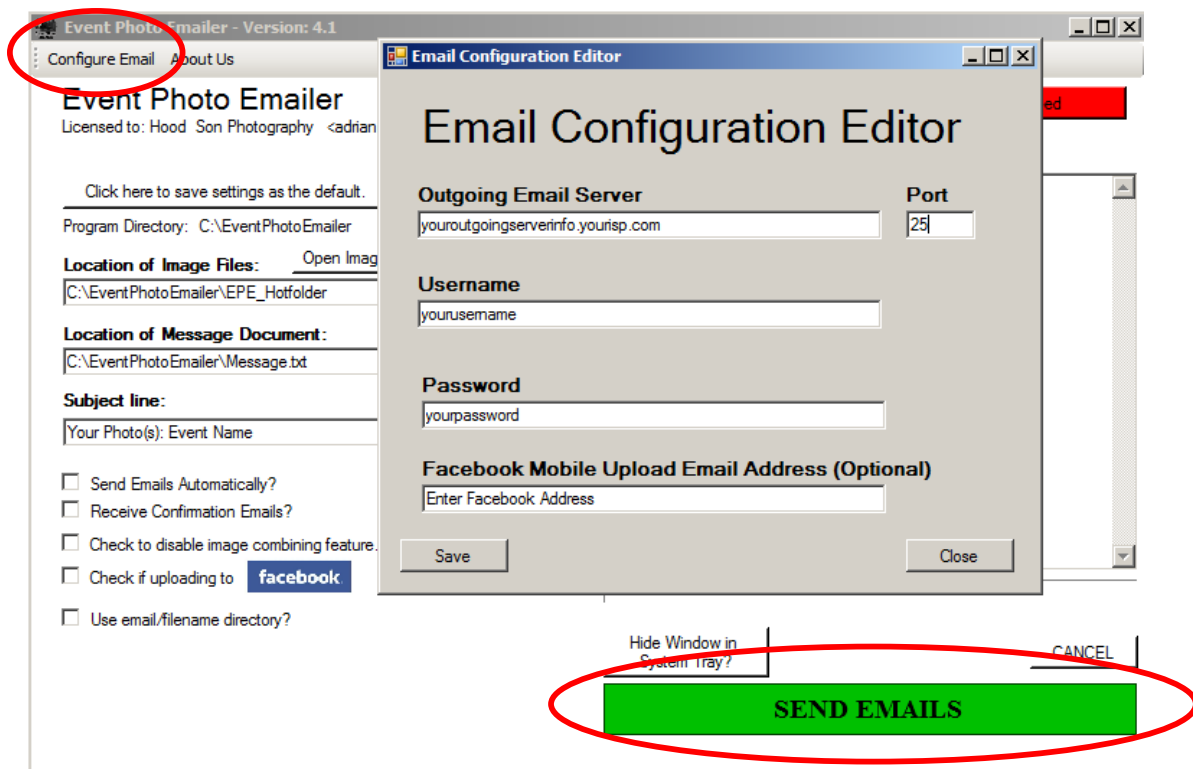


FIGURE 2: EMAIL CONFIGURATION EDITOR

In addition, you can enter your **FACEBOOK** mobile upload email address but it's not necessary now as this feature will be addressed later. When you are finished, choose **SAVE** and then **CLOSE**. Now, you should be able to simply hit the green **Send Emails** button and the status window on the right will let you know if your images were sent successfully.

If you have difficulty sending these test files, you may want to verify your outgoing email server settings. You can also look at the troubleshooting FAQ at the end of this document. If you still are unable to send these files, please contact me.

To test the “**Email From Directory**” feature, use the following steps:

Check the “**Use email/filename directory?**” as shown in Figure 3. A box will appear asking you to enter the email/filename directory file.

Use the browse button to navigate to:

c:\EventPhotoEmitter\Email_Filename_Test_Directory.csv

In the Location of Image Files field, browse to:

c:\EventPhotoEmitter\bin\Email_Filename_Test_Folder.

Click **SEND EMAILS** and observe the status results.

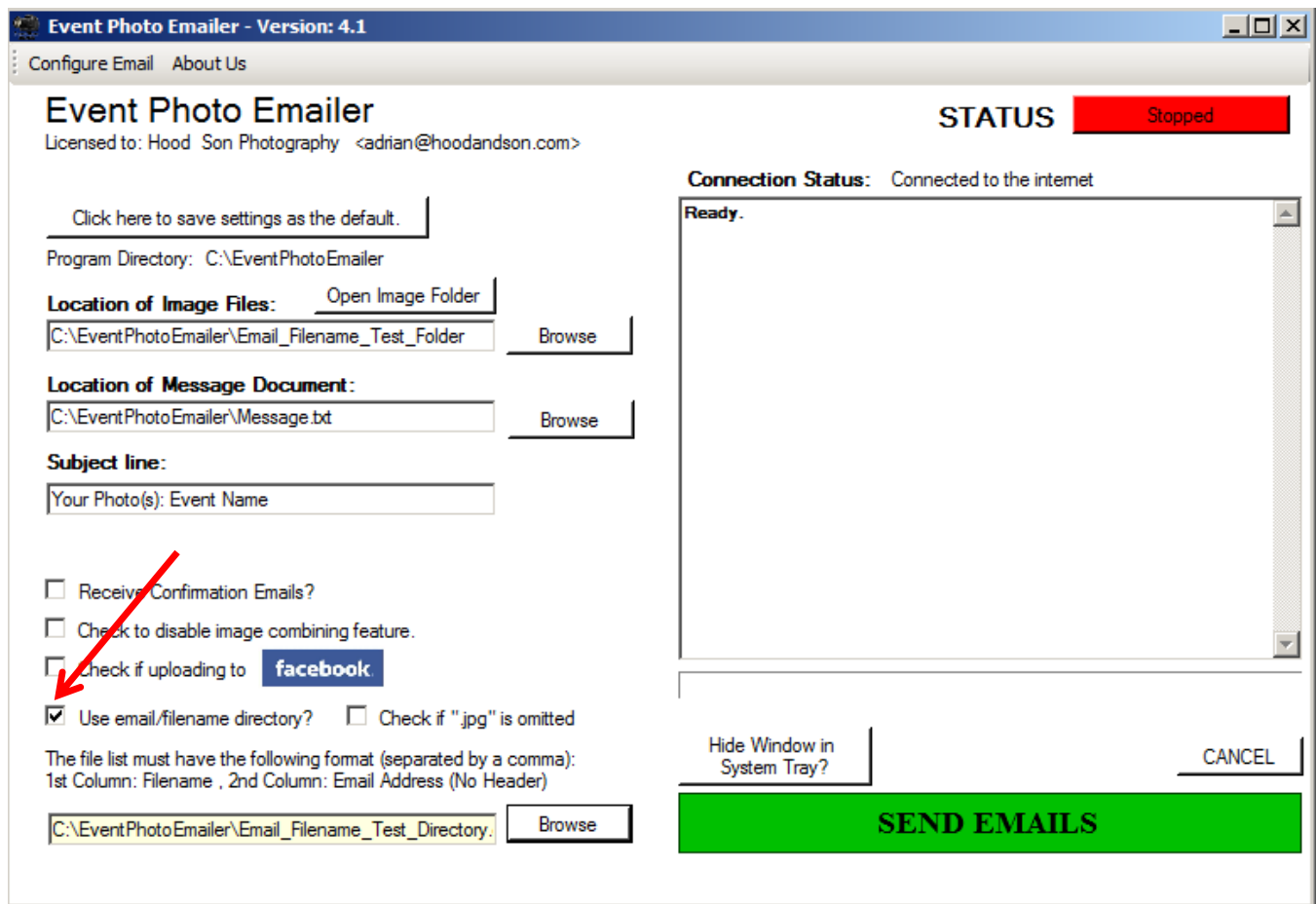


Figure 3: Email/Filename Directory

As previously mentioned, if you have difficulty sending these test files, you may want to verify your outgoing email server settings. You can also look at the troubleshooting FAQ at the end of this document. If you still are unable to send these files, please contact me.

Typical Workflows

To gain an appreciation for the time saving benefits offered by this application, the next section will describe three typical workflows:

Example 1: An on-site, multiple portrait capture assignment that sends individuals their proofs after post-processing.

Example 2: An on-site printing assignment that sends individuals their photos via email while simultaneously producing a print.

Example 3: An on-site printing assignment that simultaneously produces a print, sends the customer images attached as an email, and uploads the image(s) onto your company's Facebook Page to attract web traffic.

Included with each email is a customized, pre-written body message. This can range from a simple Thank-You to a sophisticated advertisement.

Example 1:

On-site, multiple portrait assignment (Proofs are sent after post processing):

Suppose your assignment is to capture portraits of many different individuals/groups in front of a particular background or landmark and you would like to email everyone a proof of their images. You will capture the customer's photo or group of photos, import them in to Darkroom Pro® (via tether, wireless, or import from the card), and then assign an email address to the corresponding photo or set of photos. This process is repeated for each set of customers for the entire assignment. Then, after post processing and removal of all undesired images, you will select all of the images in your photo gallery, batch apply your graphic template, and then run the email software and you are done! Mailing 100 emails is as easy as mailing 1. **Note:** If applying a Greenscreen template, then an additional step, verifying the quality of the dropout, is usually performed. As the program executes, there is a running status report. When the program is finished, the images are organized into a folder along with a status report and an email/filename directory which can be used for future marketing purposes. For example, the next year, a new email can go out, with the image attached, as a reminder about the annual function.

Example 2:

Print to Email (Photos are emailed at the same time as prints are produced):

Suppose you have a capture and print assignment at a black tie affair. You are to supply 5x7 prints onsite with graphic overlays as well as emails to the customer. You would simply take the photos like you normally would... say 2 to 3 shots of each couple, highlight the images, batch apply the email address to the set of images, and then proceed with your normal workflow of choosing which image to print. Whereas before, you may choose a single item package that contained a single 5x7, now you would simply choose a package that contains two items: a single 5x7 and the new "Print to Email" package item offered by **Event Photo Emailer**. If you have an internet connection at your location, when you place your order, as the photo is being printed, it is also being emailed to the client. If they have a smart phone, they may actually get the email before they get their print! If you do not have an internet connection, you would simply perform a batch email when you do get online.

Example 3:

Simultaneously printing, emailing and uploading to Facebook

Facebook and **Flickr** are two examples of social media websites that offer images to be directly uploaded to your page by using a randomly generated, but unique, email address. A typical scenario is one in which you are

producing prints, sending emails, and also uploading to your company's Facebook Fan Page. The email may have a message to drive traffic to your page similar to:

Subject: Your image from tonight's event.

Dear Customer,

Here is a web-sized version of your image. Other images from tonight's amazing event can be viewed on our company's Facebook Page:

<https://www.facebook.com/pages/Hood-and-Son-Photography/152049444821811>

Feel free to tag your friends and leave comments.

We hope you are pleased with your image(s) and we appreciate your business!

Regards,

Adrian Hood, Sr.

Owner

Hood and Son Photography

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As individuals find images of themselves and friends, they can tag them (a process of identifying Facebook subscribers), undoubtedly causing your web traffic to multiply.

Running the Application

To run, double click the **EPEv4 shortcut** located either on your desktop or in the **Event Photo Emailer** folder on your Start Menu. If you are running the program for the first time, you will be asked to enter the personalized **Passcode** you received after placing your order. The **Passcode** is used to unlock the **Trial Version**. If you do not have a **Passcode**, simply type in "**trial**" and the program will enter **Evaluation Mode**. A screen shot of the **Event Photo Emailer** interface is given in Figure 4.

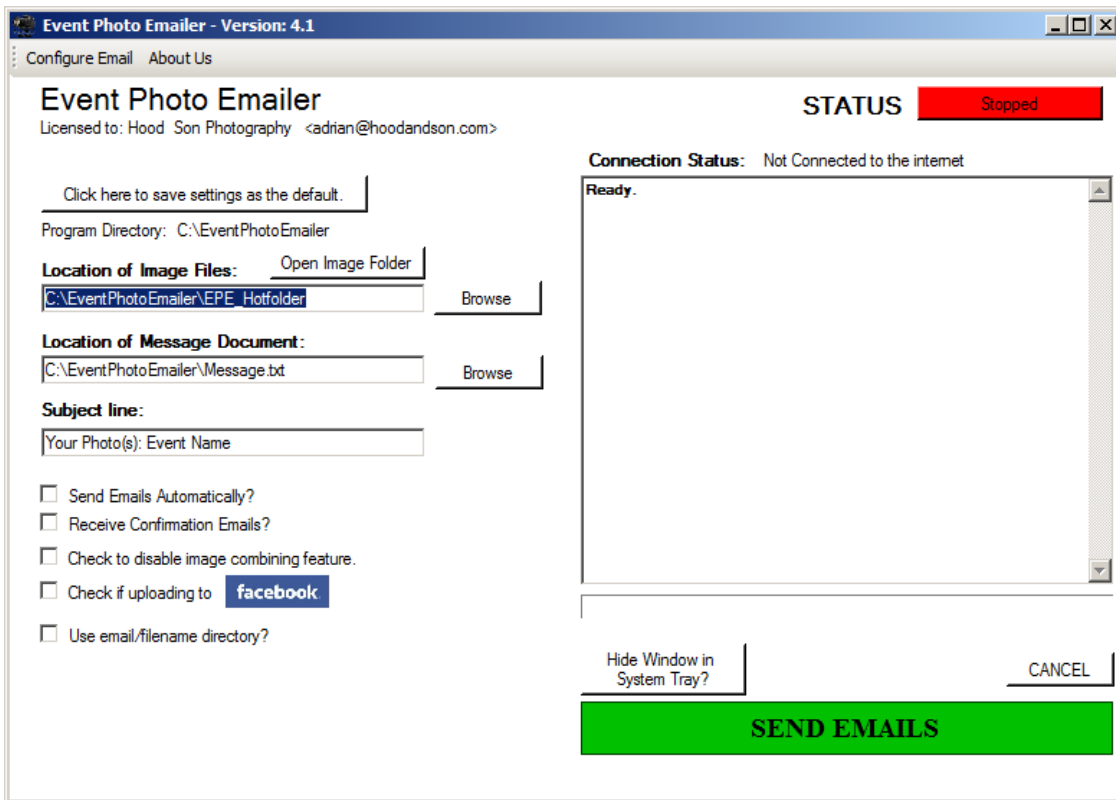
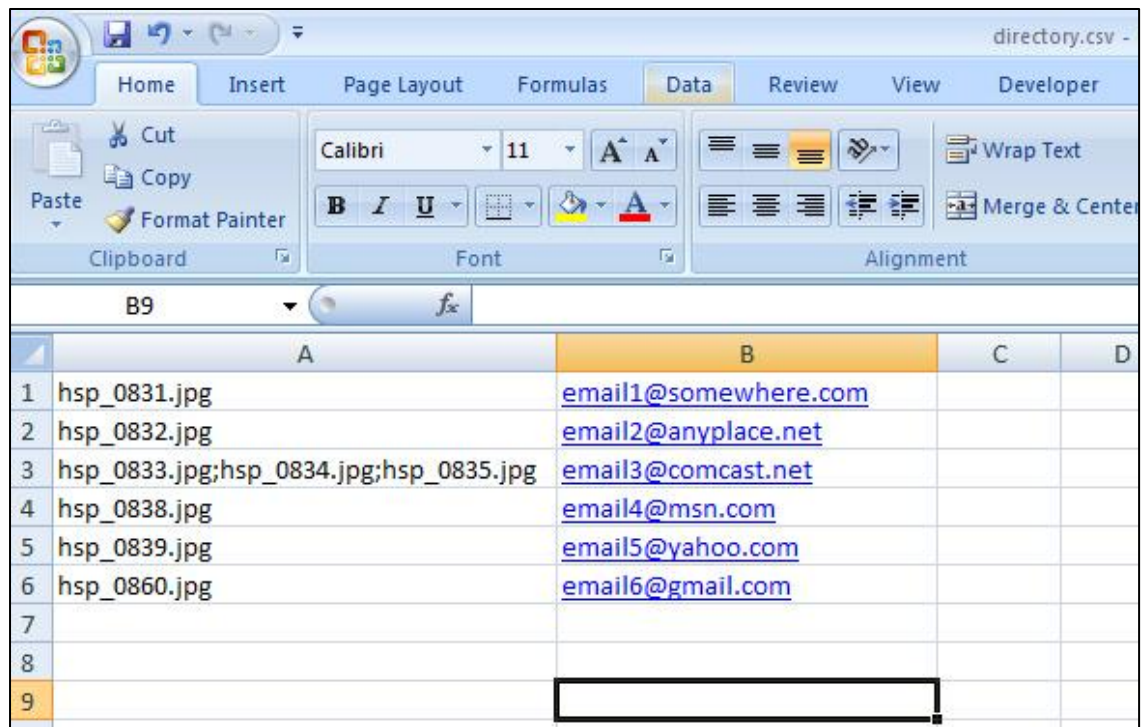


FIGURE 4: SCREENSHOT – EVENT PHOTO EMAILER

When the program starts, the fields are populated with default values found in the file **c:\EventPhotoEmitter\bin\default.txt**. If changes are made to these fields, they can be saved by clicking the **Save Settings as Default** button. The emailing process begins manually by clicking the green **SEND EMAILS** button or automatically by checking the “**Send Emails Automatically?**” box. A description of each of the form’s item is given in Tables 1.

Licensed to:	Each program is customized to the purchaser. For each email sent out, the “From” and “Reply To” fields are locked to the Company Name and email address that appears here. Only one license is needed for a company. This limitation acts to discourage sharing with other companies and allows the cost be held low. Each program is unlocked using a Passcode. If no Passcode is provided or the one provided is incorrect, the program will run in Evaluation Mode which locks the Company name, reply-to email address, and the subject line to: “Evaluation Mode”.
Program Directory:	This field displays the directory that holds your program files. The default is c:\EventPhotoEmailer
Location of Image Files:	This is the folder that contains the images that you want to email. The default folder is c:\EventPhotoEmailer\EPE_Hotfolder.
Location of Message File:	The body of each outgoing message is extracted from a text file. An example is given in c:\EventPhotoEmailer\message.txt. You can customize your own message(s) and save them as text files. You would then put the full path of your file here. It can be located anywhere on your computer.
Subject Line:	This field contains the text that will appear on your outgoing emails. If running in Evaluation Mode, this field is locked and cannot be changed.
Send Emails Automatically?	When this box is checked, the program will monitor the image folder and when new images appear, they are automatically emailed. Note: When this option is selected, only one event folder is created whose name is based on the date.
Receive Confirmation Emails?	When this box is checked, an email is sent to the company email address in addition to each customer.
Disable image combining	By default, the email engine looks for duplicate email addresses and combine all of the images associated with that email address and send them out in a single email.
Uploading to Facebook	If this field is checked, emails will be sent to the email address located in the Facebook Email field on the Configure Email box.
Use EMAIL FROM DIRECTORY?	<p>This feature allows you directly use a pre-existing filename/email document in a comma delimited format (ie, .csv, or.txt) to quickly and easily send a large number of personalized emails. When the box is checked, a field appears that allows you to navigate to the file. The directory file can be created using any text editor or spreadsheet. If the document is created using a spreadsheet program like Microsoft Excel®, when saving, choose the file type to be .csv and the separating commas will be inserted automatically. Figure 5 illustrates the layout of the directory file. The filenames are listed in the first column and the matching email address is listed in the second column as shown in Figure 5a. There is no limit on the number of entries. Multiple files can be sent to a single email address by providing a semicolon between the filenames as shown in row 3 of Figure 5a. It is important to note that:</p> <p>No header is used (The first row begins with the first file)</p> <p>Each cell in the email column can contain only 1 email address.</p> <p>Neither the file names nor email addresses can contain spaces.</p>
Suppress .jpg extension	Since typing .jpg is a redundant process, clicking the Do not use “.jpg” in email list option will allow this requirement to be suppressed as shown in Figure 5b.
Status Window	Displays messages indicating which emails are currently being sent and if they have been sent successfully.
Hide Window in System Tray	This button allows you to minimize the Event Photo Emailer window and have it work in the background. The EPE icon appears in your system tray and can be used to toggle EPE’s settings. A typical scenario would be one in which the program is operating in Auto Send Mode.

Table 1: Field Descriptions – Main Form



directory.csv -

Home Insert Page Layout Formulas Data Review View Developer

Cut Copy Paste Format Painter Clipboard

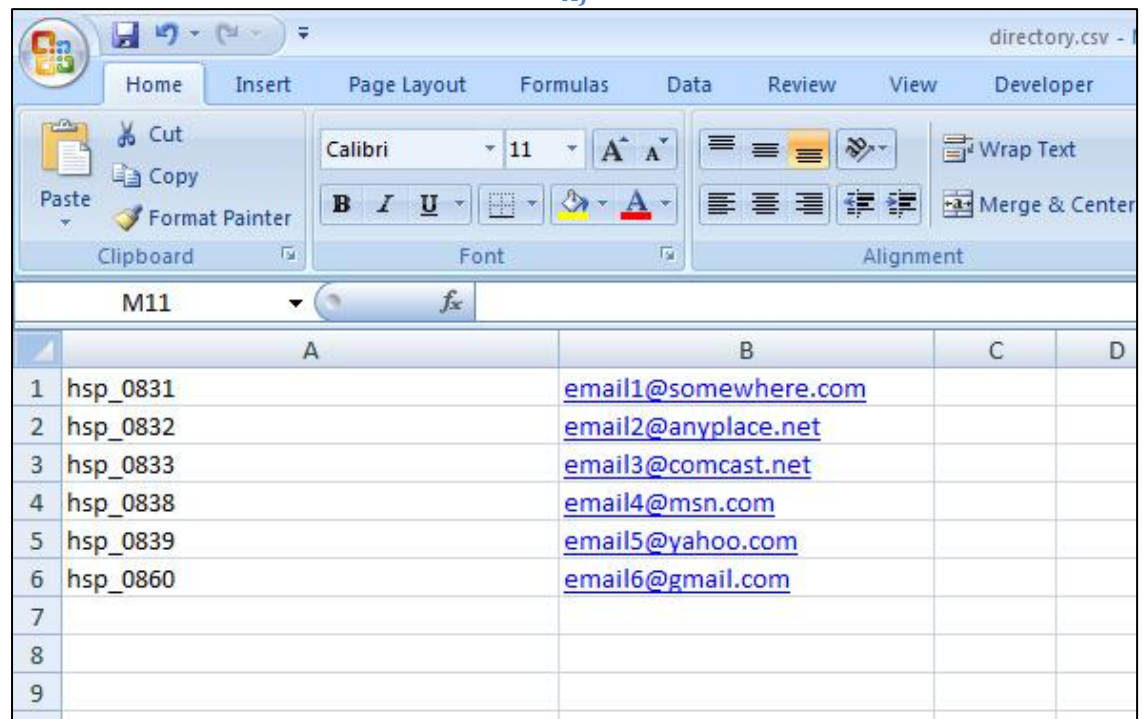
Calibri 11 A A Font

Alignment Wrap Text Merge & Center

B9

	A	B	C	D
1	hsp_0831.jpg	email1@somewhere.com		
2	hsp_0832.jpg	email2@anyplace.net		
3	hsp_0833.jpg;hsp_0834.jpg;hsp_0835.jpg	email3@comcast.net		
4	hsp_0838.jpg	email4@msn.com		
5	hsp_0839.jpg	email5@yahoo.com		
6	hsp_0860.jpg	email6@gmail.com		
7				
8				
9				

A)



directory.csv -

Home Insert Page Layout Formulas Data Review View Developer

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Alignment Wrap Text Merge & Center

M11

	A	B	C	D
1	hsp_0831	email1@somewhere.com		
2	hsp_0832	email2@anyplace.net		
3	hsp_0833	email3@comcast.net		
4	hsp_0838	email4@msn.com		
5	hsp_0839	email5@yahoo.com		
6	hsp_0860	email6@gmail.com		
7				
8				
9				

B)

FIGURE 5: EMAIL/FILENAME DIRECTORY EXAMPLE A) WITH .JPG EXTENSION B) WITHOUT .JPG EXTENTION

As shown in Figure2, clicking on the Configure Email button yields another box with fields corresponding to your outgoing email server information. These fields are described in Table 2.

Outgoing Email Server	This is the web address used to send your emails. You can get this information from your Internet Service Provider (ISP). If you use Microsoft Outlook, you can get the settings from there by going to Tools/Account Settings/Email.
Email Username:	This is the username that you use to sign in with. If you use Outlook, it will match that setting.
Email Password:	Enter your email password here. Note: when saving to default, the password field is encrypted.
Port:	Normally email is sent via port 25 but some ISPs use a different port. For example, Comcast and Verizon FIOS uses port 587.
Facebook Email address	This is your unique mobile upload Facebook email address which allows the direct uploading of images to Facebook.

Table 2: Field Descriptions – Configure Email Form

Program Outputs

When the program is finished emailing images, a folder with a name that resembles **Event_0505201011533** is created inside your image folder. This name corresponds to the date and time the program started emailing. For example, this folder was created on 5/5/2010 at 11:53 am. It contains your relocated finished images as well as two documents: the Final Status Report (**status.txt**) and a .CSV file containing the extracted filename/email address directory (**directory.csv**). Note: Your original images are never touched. If EPE is set to send emails automatically, as single folder is used. If emails are sent using the green “SEND EMAILS” button, a new folder is created each time the button is pressed.

Getting Started

This section will describe the **Event Photo Emailer** workflow using the **Darkroom Pro®** v.8.9 software package. It is felt that the best way to explain the procedure is to use an example application and allow you to tailor it to your specific application. The scenario is similar to Example 1 described earlier. Recall, the goal is to take many portraits and email the clients their individual proofs. It is assumed **Darkroom Pro®** is in tethered capture mode however similar procedures are followed for importing images from the memory card. These instructions assume you have a working knowledge of the **Darkroom Pro®** software package.

During installation, two additions are made to your **Darkroom Pro®** software: an **Event Photo Emailer Raster Printer** is added to your printer group and an Event Photo Emailer package is added to your package groups. Also, an example proof border set is copied to your **x:\templates\ProofBorderExample** folder. Since there is not automatic way to import the borders into Darkroom Pro, it has to be done manually.



The **Event Photo Emailer Raster Printer** acts like a normal printer but, instead of printing to a physical printer, it “Prints” to a file.² The default setting for the **Event Photo Emailer Raster Printer** scales the newly created photo so that its maximum dimension is 600 pixels and the other dimension is 429 pixels which preserves a 5:7 aspect ratio. Note: the maximum of 600 pixels was for use on **FACEBOOK**. If larger images are used, **FACEBOOK** resizes them and the results are very poor. These dimensions can easily be changed by clicking on the properties for this printer. It also assumes that the new photos will be saved to the default location: **c:\EventPhotoEmailer\EPE_Hotfolder** folder. If you would like them saved somewhere else, you will want to change the folder location. Note: you will want this location to match the image location you provide to the **Event Photo Emailer** application.

Proof Border Set

Two example proofing borders are supplied. They are vertical and horizontal pairs and are based on the 5:7 aspect ratio to match the setting in the **Event Photo Emailer Raster Printer**. To use them, you will first want to import them into **Darkroom Pro®**. They are located at **X:\Templates\ProofBorderExample**. These borders can be combined with all images before being emailed out. As mentioned earlier, your application can be different requiring a different type of template with different aspect ratio or no template at all.

Assigning Email Addresses

To ensure that emails are sent to the correct address, they must be first assigned to the image or group of images. The procedure is explained below:


- You can either work from the Program Library or Program Workshop.
- As you import images, you can assign the email addresses to the photo or group of photos in the following way:
 - Select the image or group of images you wish to assign the email to
 - Hit the keyboard combination +z as shown in Figure4.
 - This combination is achieved by holding down the  key and z key at the same time. If your keyboard lacks this key, then the macro is achieved using the 3 key combination of Ctrl+Esc+Z

² Technical Note: The **Event Photo Emailer Raster Printer** reassigns the ‘A0’ printer. This printer was chosen since it’s rarely used and easy to remember. Therefore, printing to the **Event Photo Emailer Raster Printer** is done by choosing the ‘A0’ printer as a package item (designated as an ISO printer). This is demonstrated in the **Event Photo Emailer Package Group**. You can either use this package or you can add the ‘A0’ printer to an existing package. All prints sent to the ‘A0’ printer are handled by the **Event Photo Emailer Raster Printer**



FIGURE 6: +Z MACRO COMBINATION

When a box appears asking for the email address, type in the email information. Hit OK twice to exit. This assigns the email address to all of the highlighted images. Ideally, you will repeat this procedure until you are finished shooting.

If the +z does not bring up the email box, the following procedure can be used in its place:

- Highlight the image or group of images
- Hit **CTRL-TAB** (brings up the photo data window)
- Click on “Add Data”
- in the “**Properties Field**” type the word **email**
- in the “**Value**” field, type the email address.
- Hit OK twice
-

[Assigning multiple emails to an image](#)

Event Photo Emler supports multiple emails being assigned to a single image. Due to Darkroom’s handling of many of the common delimiters, the program has been setup to recognize the different emails being separated by Exclamation points ‘!’. For example:

bill.gates@microsoft.com!SteveJ@apple.com

Combined emails

Event Photo Emler will automatically take inventory of all the files associated with a given email address and combine them into a single email. This is important to know because the email attachment size can exceed what is allowed by your server or your customers’ sever. As an example, when working with proof sized .jpg images sized to 600 pixels x 400 pixels, the file size will range from 100kb to 200kb. There should be no problem sending between 10 and 20 images to a single email address. If you would like to avoid combining emails, check the “**disable combining emails**” box.

Generating the images to be emailed

There are two ways to generate the images to be emailed:

- In Photo Workshop:
 - (Optionally) Apply the proof border (or any other border with the same dimensions as that of the **Event Photo Emler Raster Printer**)
 - Choose the Email package and place the order. (Make sure that the Event Photo Emler package is active)

Or

- In Photo Library:
 - Highlight all the images you wish to send
 - Click the ‘Batch’ icon located at the top. A new window will appear (Figure 1)
 - Click “Print only Selected Photos”.
 - On “Choose the prints to make for each photo”, click Add and choose the Email item. *Note: The Event Photo Emler package (or one that contains the ‘A0’ item), must be active)*

- (Optional) In “Apply a border” choose “Print Each Photo with a border” and choose one of the two borders. *Note: if you create companion borders and name one (Horizontal) and the other (Vertical), Darkroom Pro® will be able to discriminate between the portrait mode and landscape mode photos and automatically apply the appropriate border*
- In “How to create the print order” choose Create a single order
- Either PLACE THE ORDER or SAVE THE ORDER. *Note: If you PLACE THE ORDER, the images are compiled and saved to your pre-determined email folder. If you choose SAVE THE ORDER, the order will be sent to your ORDERS SECTION. The benefit of this is that you can review the final image with the border and make final adjustments before producing the final product.*

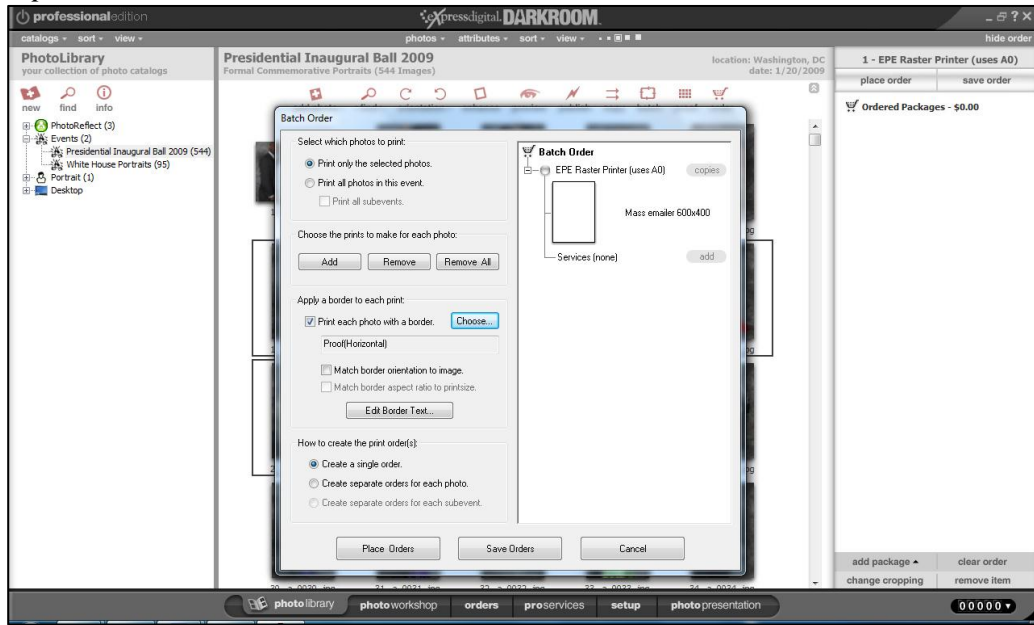


FIGURE 7: SCREENSHOT BATCH PRINTING WITH BORDERS

Troubleshooting FAQ

Here are a few known issues that may need to be addressed to ensure the program operates properly.

Anti-Virus software:

If you have anti-virus software running, it is possible that it is setup to allow only the popular email programs like Outlook, Eudora, etc. to send out emails and may prevent this program from sending emails. The remedy is to add this program in your anti-virus software's safe list.

Also, your virus protection software may scan all outgoing files. This adversely affects how fast emails are sent out. Most Anti-Virus programs allow this feature to be disabled.

ISP limit outgoing emails

Most ISPs place a limit on the number of emails that can be sent out in a given period of time. You will want to check with your ISP, however typical numbers are in the range of 250 to 500 emails per day, per email account.

All images are assumed to be jpegs and have a .jpg extension.

Images files that do not contain the ".jpg" file extension are ignored by the **Event Photo Emitter** engine. If other file types are needed, please feel free to contact me.

The workflow assumes you are not using the A0 raster printer.

This workflow re-assigns the use of the **A0** raster printer.

Microsoft Excel .csv file must be closed

If you have a pre-existing email/filename directory saved as a .csv file, it must not be open in Microsoft Excel while the **Event Photo Emitter** engine is running. Excel locks the file and the **Event Photo Emitter** engine will not be able to access it. If you need the directory file open at the same time, you can open it in a text editor like **Windows NOTEPAD**.

Windows User Account Control (UAC)

On Windows Vista and Windows 7 machines, when you run **EventPhotoEmitter.exe**, you may be prompted with the UAC control dialog box. If so, simply click yes.


Using a Gmail account

Event Photo Emitter will work with a Gmail account only if the company email address used is also a Gmail account.

Updates/Upgrades

Your passcode will work on future updates and upgrades at no additional cost.

Other Versions of Darkroom Software

This program is designed to be used with **Darkroom Pro®**. It can also be used with **Darkroom Assembly®** however the +z macro disabled. If you are using **Darkroom Assembly®**, contact us and we'll send you a different build. Unfortunately, it will not work with any **Darkroom Core®** versions (including version 9) Remember, these programs are not required if sending emails using the **Email From Directory** feature.

Closing Remarks

This program should provide you with a powerful tool to directly market to your customers and hopefully put a spark in those online and well as on-site sales. Although the impetus to creating this program was for the on-site, multiple portrait scenarios, undoubtedly, the talented group of individuals for which this program is targeted will come up with some amazing new applications. I would love to hear them! If you have any questions, concerns, suggestions, or would just like to provide feedback, please use the following email address: info@hoodandson.com or call me directly at: 301-437-1186

New features will continue to be added based on the feedback obtained.

Thank you,
Adrian Hood, Sr. PhD
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