

Event Photo Emailer version 3.2 (7/2010)

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Introduction

The **Event Photo Emailer** workflow was developed to help event photographers improve sales by providing a tool to email individual proofs to a large number of customers fast and efficiently. In addition, it provides a means to seamlessly integrate a “**Print to Email**” feature into the Darkroom Pro® workflow.

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.
 - 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
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Quick Installation Instructions

1. Download Event Photo Emailer from www.hoodandson.com/EPEv3.zip
2. Unzip the contents to a temporary folder. Run the Setup.exe file and follow the instructions. We recommend using the default settings.
3. If you have **Darkroom Pro®**, ensure that it is running and double-click the **SetupDarkroomPRO** icon in the Event Photo Emailer v3 folder of the Program Menu. 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.

This 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. The alternative is to set it up manually, but that process can be time consuming.
- 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.

To run the program, double click the **EPEv3 shortcut** located either on the desktop or in the **EPE v3** folder in the Programs Menu.

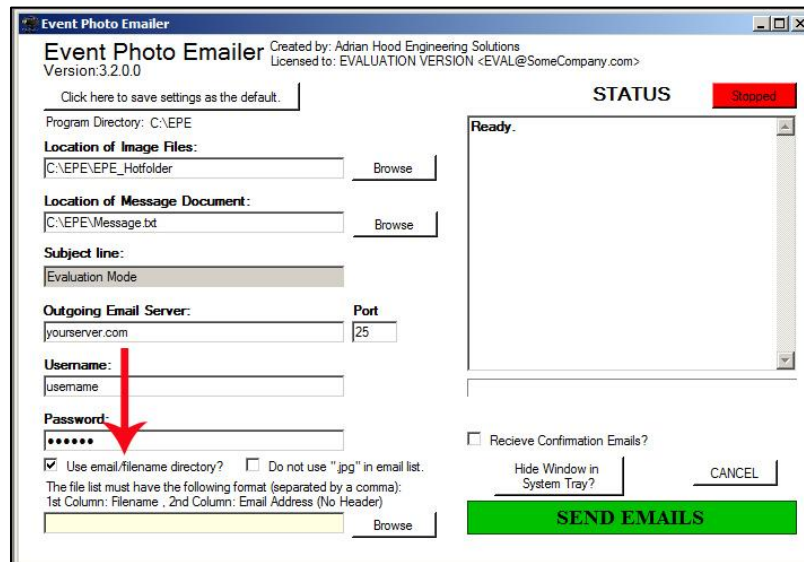
Quick Test

A shortcut called “**Create TEST files**” is used to generate images needed to conduct a quick test. This application is run by choosing it from the **EPEv3** folder in the Programs Menu. When prompted, simply provide your email address. In the **Event Photo Emailer** application window, you should be able to simply

enter your server information and hit the green **Send Emails** button. The status window on the right will let you know if your images were sent successfully.

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

1.) Check the **Use email/filename directory?**



- 2.) Use the browse button to navigate to **c:\EPE\ Email_Filename_Test_Directory.csv**
- 3.) In the **Location of Image Files** field, browse to: **c:\EPE\bin\Email_Filename_Test_Folder**.
- 4.) Click **SEND EMAILS** and observe the status results.

If you have difficulty sending these test files, you may want to verify your email server settings. Note: If you are using **Comcast or Verizon FIOS**, the port number is **587**. If you still are unable to send these files, please contact me.

Description:

The Event Photo Emitter workflow consists of 2 parts: A **Darkroom Pro®** part and an Emitter part which does not use **Darkroom Pro®**.

Darkroom Pro® Part:

This aspect of the workflow involves the use of **Darkroom Pro®** to:

- 1.) **Assign email address(es) to each photo.**
- 2.) **Apply appropriate graphic borders, and**
- 3.) **Batch produce the final images needed to be emailed.**

The setup process is fast since most of it is done automatically at installation.

Email Side:

A Windows® based program was written to either:

- 1.) **Take the output from Darkroom Pro ® and email every customer their photo.**

Or

- 2.) **Use an existing text file consisting of email addresses and filenames and email every customer their photo.**

In both cases, the email will have a custom subject line as well as a custom body message.

To gain an appreciation for the time saving benefits of this program, the next section will describe two typical workflows: 1.) An on-site, multiple portrait capture assignment that sends individuals their proofs after post-processing and 2.) An on-site printing assignment that sends individuals their photos via email while simultaneously producing a print.

Example 1: On-site, multiple portrait assignment (Proofs are sent after post processing):

Suppose your assignment is to capture 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 marketing purposes.

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 would simply 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 a new "Print to Email" package item. 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.

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

Running the program:

To run the program, double click the **EPEv3 shortcut** located either on your desktop or in the EPEv3 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 Emler** interface is given in Figure 2.

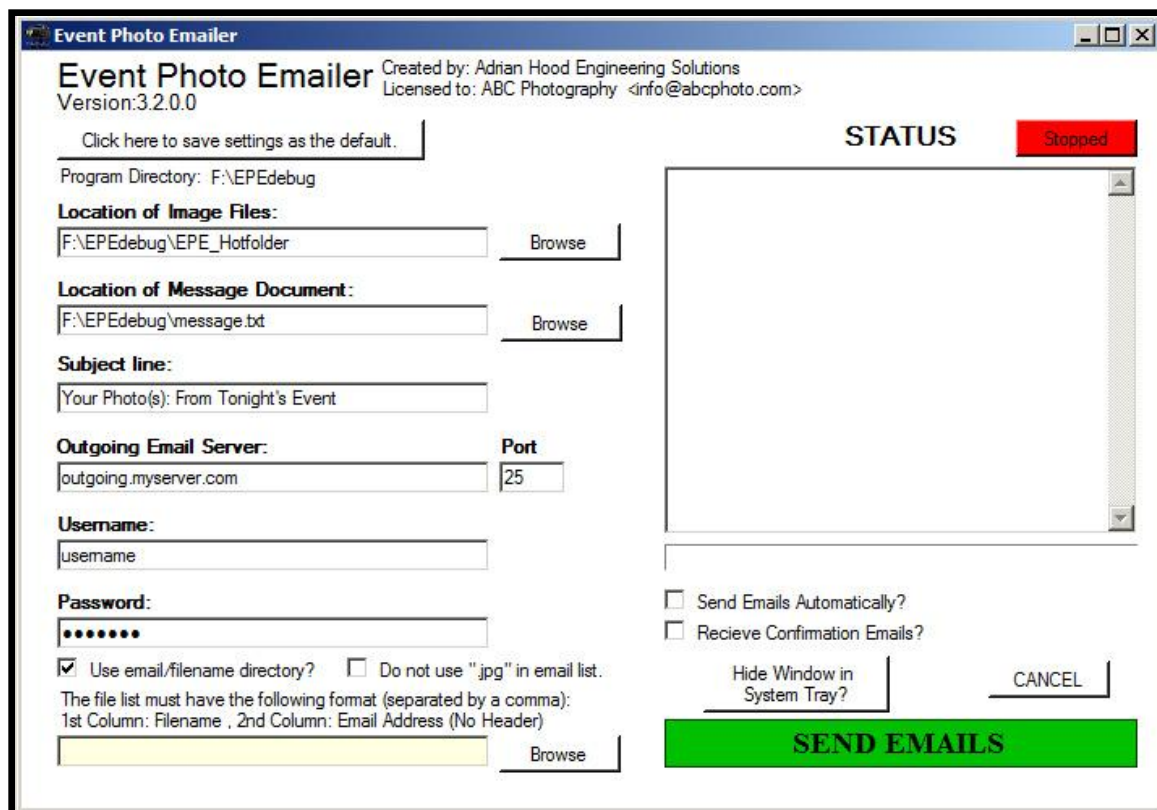


FIGURE 2: SCREENSHOT – EVENT PHOTO EMAILER V3.2

When the program starts, the fields are populated with default values found in the file `c:\EPE\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 by clicking the green **SEND EMAILS** button or checking the **Send Emails Automatically** box. A description of each of the form's item is given below:

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 contains the directory that holds your program files. The default is `c:\EPE`

Location of Image Files:

This is the folder that contains the images that you want to email. The default folder is `c:\EPE\EPE_Hotfolder`.

Location of Message File:

The body of each outgoing message is extracted from a text file. An example is given in `c:\EPE\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.

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.

Port:

Normally email is sent via port 25 but some ISPs use a different port. For example, Comcast and Verizon FIOS uses port 587.

Email Username:

This is the username that you use to sign in with. If you use Outlook, it will match that setting.

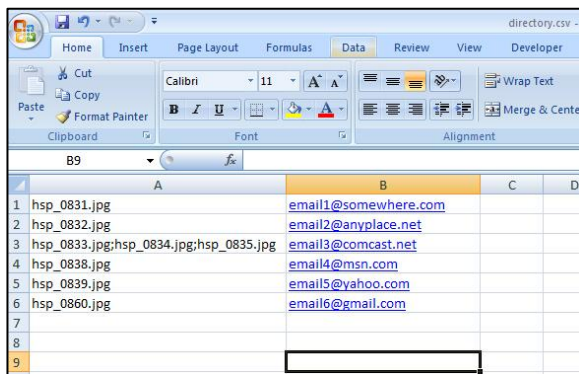
Email Password:

Enter your email password here. Note: when **saving to default**, the password field is encrypted.

Use EMAIL FROM DIRECTORY?

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.

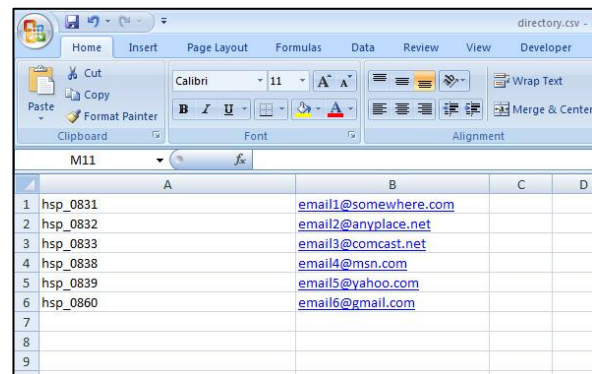
Below are two figures illustrating the layout of the directory file. The filenames are listed in the first column and the matching email address is listed in the second column as shown in Figure 3. There is no limit on the number of files that can be listed.



The screenshot shows an Excel spreadsheet with two columns: A and B. Column A contains filenames with .jpg extensions, and column B contains email addresses. Row 3 shows a filename with multiple files separated by semicolons.

| | A | B |
|---|--|----------------------|
| 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 |

a: with .jpg extension



The screenshot shows an Excel spreadsheet with two columns: A and B. Column A contains filenames without .jpg extensions, and column B contains email addresses. Row 3 shows a filename with multiple files separated by semicolons.

| | A | B |
|---|----------|----------------------|
| 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 |

b: without .jpg extension

Figure 3: Email/Filename Directory Example

Multiple files can be sent to a single email address by providing a semicolon between the filenames as shown in row 3 of Figure 3a. It is important to note that:

- No header is used (The first row begins with the first file)
- Each cell in the email column can contain only 1 email address.
- Neither the file names nor email addresses can contain spaces.

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.


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.

Limitations

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

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.

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. The scenario is similar to Example 1 described earlier. Recall, the goal is to take many portraits and email the clients their individual proofs. You should be able to tailor the instructions to your specific application. 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. 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. These dimensions can easily be changed by clicking on the properties for this printer. It also assumes that that the new photos will be saved to the default location: c:\EPE\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 Program.

*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 choice. This is demonstrated in the **Event Photo Emailer Package Group**. You can either use this package group to create the files that you plan to email or you can add the ‘A0’ printer to an existing package. Therefore, all prints sent to the ‘A0’ printer are handled by the **Event Photo Emailer Raster Printer***

The Proof border set are based on a 5:7 aspect ratio to match the setting in the **Event Photo Emler Raster Printer**. To use them, you will first want to import them into **Darkroom Pro®**. They are located at X:\Templates\ProofBorderExample\. This set contains a horizontal and a vertical version which 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



Figure 4: +Z macro combination

- When a box appears asking for the email address, type in the email information. Hit OK, then OK again 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, and then OK again.

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 combines 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.

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)*
 - 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.*

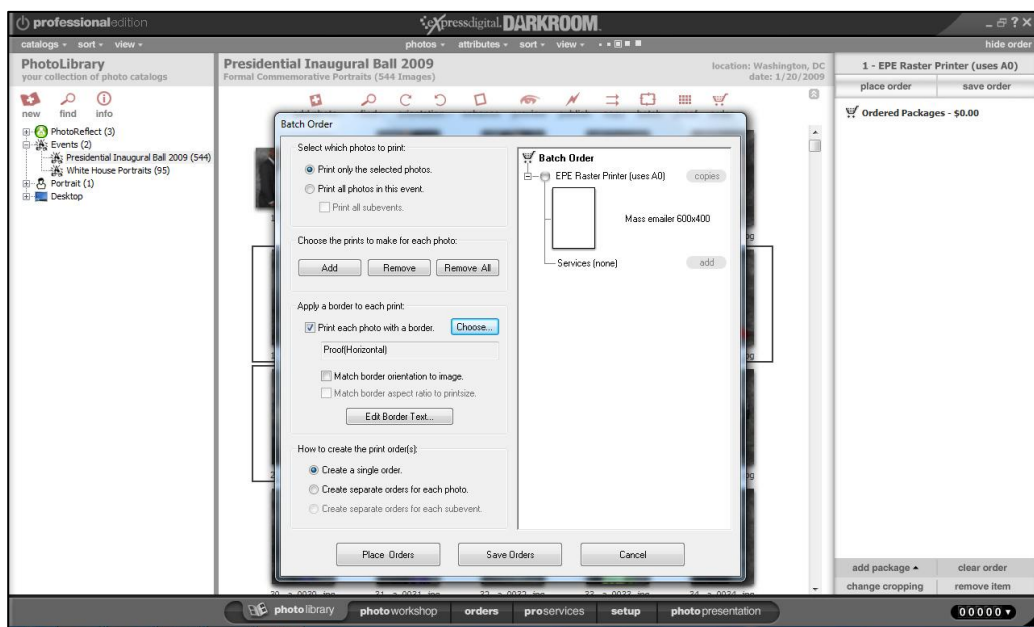


FIGURE 1: SCREENSHOT BATCH PRINTING WITH BORDERS

Known issues:

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.

Closing statements

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 scenario, undoubtedly, the talented group of individual 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, Event Photo Emitter Developer ©2010