



Imaging Systems Event Photo Tips

Photo Event General Tips

1) Have Fun

- People will smile if you smile!

2) Marketing is the Event Objective

- The photo is a means to deliver your client's message
- Focus on your message and ignore the printing system
- Keep attendees focused on the product message while waiting for their FREE Photo

3) This is NOT a Portrait Studio

- Productivity is Key- the more the better
- Take the shot and Exclaim “Great Shot”
- Avoid photo review by attendee and 2nd shot
- Take another if it's obviously bad!

4) Always Please the Attendees

- If they complain-shoot again!

Digital Camera Tips

1) NEVER USE Digital ZOOM: use infinite zoom by moving closer or farther away;

- Digital zooming removes pixels therefore quality

2) ANGLE PEOPLE; turning clients at slight angles before shooting because:

- Shoot Vertical for People Shots
- 3 or fewer people should be shot in a vertical format
- Groups larger than 3 should be shot horizontal
- These rules are subject to set graphics
- Always include the clients graphic in either orientation

3) NEVER CENTER A FACE

- Place heads in the upper area of the frame

4) GET CLOSE; people look better up close with minimal body showing

- Try to compose to the whole frame
- Keep camera lens at chest level or below; especially with kids
- Eye the background, Make sure client's logo or graphic is in the frame



Digital Camera Tips

- 1) **Avoid High Contrast lighting**
 - Shoot with subjects in the same light or shadow
 - Position subjects without backlighting
- 2) **Brace the camera carefully to avoid shake**
 - Especially important in low light situations
- 3) **Install Photos via memory card slot**
 - SD card slot is just above the "mouse" USB port
 - DO REMOVE card until instructed by system
- 4) **Always have a back up ready**
 - Keep fully charged battery ready
 - Have a spare camera ready
 - Have extra memory cards ready
- 5) **If memory fills, erase all or format the memory card**
- 6) **DO NOT install images when working within the photo application**

Camera/Phone Operation - Same Rules as Camera-PLUS

- 1) **Set the phone for "photo" NOT "video"**
- 2) **Do NOT use digital zoom**
 - Digital zoom quality will reduce pixels and therefore image quality
- 3) **Best vertical shot is with keypad to shooters left**
 - (only needs 1 touch of rotate button instead of 3)
 - Send 1 photo to laptop via Bluetooth
 - Watch the phone for data sending and completion
- 4) **Important note: ONLY ONE CONNECTION AT A TIME!**
 - Send a 2nd image before clicking the check mark
 - See advanced camera/phone operation
- 5) **DO NOT send images when working within the photo application**



Advanced Camera/Phone Operation

1) Sending two or more images at the same time

- Mark more than one image (if phone allows) and Send via Bluetooth the same as a single image
- NOTE: the check box will appear after the first image is sent; DO NOT CHECK until phone states that ALL data is sent- Now click the check mark and proceed to rotation and border and set up as usual
- Make sure to select print quantities for each image prior to check out

2) Sending multiple images separately

- Send a single image from one phone; When check box appears DO NOT CHECK, send another image from the same or different phone; this process can be done multiple times until all images are sent completely and then check the box
- Rotate, add border and select quantities for each image as before then check out to print