Table of Contents

Overview

Using this Software

Helpful Information

Available Products and Services

What Is ClickSearch™?

The ClickSearch software included with this product is a library system for digital photos.   It is designed to be fast, easy and efficient.   ClickSearch's search surpasses all other photo search software by understanding how the feeling of a photo affects the language used to describe it.

ClickSearch is different.   ClickSearch goes far beyond all others by providing a complete system which is instantly useful to you.   ClickSearch is a useful tool for many thousands of images rather than just a few.   ClickSearch provides lightning fast productivity at your fingertips.

Photodex has spent years refining the ClickSearch Software Technology, a tried and true system currently used in the many professional industries.   While other companies have been releasing products which don't quite solve the problem, Photodex has focused on perfecting the finished result -- a bulletproof search.   It is no wonder professionals are choosing ClickSearch to represent their work.

For more information about ClickSearch, call Photodex at (510) 449-9079.

See also:
Quality Issues (Myths Explained)

Usage Rights of Photodex Imagery (Read This!)

Briefly, you have the right to use these pictures in a **nice** way.   If you had something else in mind for these pictures, READ ON.

STATEMENT OF USAGE RIGHTS

As a legitimate Picture Factory™ user, you have the right to use Picture Factory's™ digital pictures for just about anything you want, unless it conflicts with the following simple limitations:

No Picture Factory™ picture may be resold at any price.   These pictures are yours to use, not to resell.

No Picture Factory™ picture may be used as part of any digital product for resale or profit without express written consent of Photodex™.   You may use Picture Factory™ pictures for digital presentations unless you are reselling the presentation itself as a product or service.   If you have questions about using these pictures in products, call Photodex™.   If the product is not in a digital form, it is OK to use these pictures.

No Picture Factory™ picture may be posted for public access on any digital remote modem system (commonly referred to as a BBS or bulletin board system) without written permission from Photodex™.   If you are interested in making these files available for download, call Photodex™ and ask.   Photodex™ may allow these files to be posted if the organization has the proper written permission.

No Picture Factory™ picture may be used for any purpose which would contribute in any way to damage, deface, or slander any individual, corporation or organization.   Do not use these pictures to push a damaging or politically controversial cause by shocking others.

No Picture Factory™ picture may be modified or used in any way as to damage the reputation or slander any individuals, corporations or organizations shown in each picture.   These pictures are not model released for such use, and any use in this way could result in prosecution from multiple sources.

Picture Factory™ pictures marked with NASA may be subject to restrictions for endorsement purposes.   **DO NOT use NASA photos to endorse anything.**   This restriction is imposed by the Federal Government of the United States and is not a restriction of Photodex™.   If you have any questions about the use of a NASA photo in your work, Photodex™ is happy to help you find the answers you are looking for.   NASA pictures can be located in Picture Factory™ libraries by searching for the word "NASA".

Finding Pictures

Viewing Pictures

In Photodex, there are three sizes to pictures:

      1)   Small thumbnails (from 25 to 100 per screen)
      2)   Large thumbnails (from 4 to 50 per screen)
      3)   Large frame pictures (individually displayed)

"Thumbnails" is a term used to describe pictures when they are displayed very small in order to give you the ability to see a lot of pictures simultaneously.   Other software may call thumbnails something else like "small pictures" or "greeks".   Mainly, they are just little versions of the big pictures.

View small thumbnails: Ctrl+*[minus]*
View large thumbnails: Ctrl+*[plus]*

To select a picture, move the mouse cursor over the thumbnail and press *(click)* the left mouse button.   When you select a picture, you automatically deselect every other picture which may have been selected.

To view a large frame picture, quickly click twice *(double click)* on the thumbnail.   The screen goes blank and the image is displayed in the center.   This display is designed to let you focus on the image itself, without having anything else on the screen which would otherwise alter your perception of the picture.

To view information associated with a picture, double click on the text below the thumbnail.

See also:
      Copying Pictures (to other software)
      Saving Pictures (to a file)
      Finding Pictures
      Quality Issues (Myths Explained)
      The Search Button

Copying Pictures (to the clipboard)

Photodex can copy screen resolution 8 bit images to the clipboard. This is a standard practice, and avoids nearly all compatibility problems with other software.   If you are using Picture Factory™ High Resolution discs, you can export the high resolution files using the **Save As** option as described in Saving Pictures (to a file).

To copy a picture to the clipboard, follow these simple steps:

     1)   Select the picture to be copied by clicking on the thumbnail.

     2)   Type **Ctrl**+**C**
           -or-
          Select **Copy** from the **Edit** menu

A dialog window will appear giving you three options for copying the picture to the clipboard. For most applications, the 8 bit option (default) works well.   *(See below for more information about other options.)*

After you choose the Ok button, ClickSearch puts the image in the clipboard.   You may now **Paste** the image into most other applications.

About Clipboard Picture Formats
8 bit images (the default choice) are usually the fastest and easiest to use.   Some applications still have strange bugs and need grayscale images or 24 bit images to work properly.   If the pictures are doing funny things in other applications, chances are that the developers of the application did not expect you to push their software to it's limits! Photodex has been tested with all major word processors, paint programs and spreadsheets with very few problems.

If you use the 24 bit option, expect your other applications to slow down A LOT.   In our testing, many applications spent ridiculous amounts of time dealing with the 24 bit pictures and the results were often worse than the 8 bit result.   24 bit picture data is usually overkill for most applications.   *(See also:* Quality Issues (Myths Explained)*.)*

See also:
       Saving Pictures (to a file)
       Finding Pictures
       Using Pictures
       Printing Pictures

Saving Pictures (to a file)

ClickSearch can save images into files in one of two ways.   Screen resolution files can be saved as PCX, and high resolution or vector based clip-art files can be stored in their native format.   To save an image into a file, first select the images thumbnail and choose **Save As** from the **File** menu.

To save a screen resolution bitmap to a PCX file, choose **Screen Res. PCX (*.PCX)** for the file type (displayed in the lower left of the **Save As** dialog box.)

To save a high resolution JPEG file (if you are using a Picture Factory High Resolution Disc), select **High Res. JPEG (*.JPG)**.

NOTE: The formats available in the **Save As** dialog box change with the specific content available in the library.   If you are using a clip-art library, for example, you may have options for **EPS**, **CGM**, **WMF**, and **PCX**.

You can specify the directory and filename of the output file using the standard controls in the **Save As** dialog box.

See also:
> Copying Pictures (to the clipboard)
> Finding Pictures (to a file)
> Using Pictures
> Printing Pictures

Using Pictures

Using Saved Files

Once youve written an image into a file, it is up to the destination application to properly import the file.   Most applications have menu options for **<u>Importing</u>**, or **<u>Inserting</u>** a picture or file.   Microsoft Word, for example, has an **<u>Insert</u>** menu with a **<u>Picture</u>** option.

High resolution JPEG files may take a long time to process by other applications.   Picture Factory High Resolution images decompress to 18,874,378 bytes (18 megabytes), which is a lot of image data.   Do not be shocked if this takes a long time for your paint or publishing program to deal with.   If you are using anything less than a 80486 machine, expect high resolution files to be very time consuming.   It has nothing to do with the format of the file or Picture Factory; it is simply because high resolution files are enormous.

Using the Clipboard

After you have copied a picture to the clipboard, you will probably want to use it with another application.   This is done by **<u>Pasting</u>** the image into the other application's document.   Before we can do this, we need to get to the other application.   At this point, you can either **Minimize** Photodex or **Exit** Photodex completely.

To **Minimize** Photodex: **Alt**+*[space]*   **N**
To **Exit** Photodex: **Alt**+**F X**

The first step is to get the other application running.   If the other application is already running, you may type **Alt**+**Tab** repeatedly until you find the application you want *(consult your Windows documentation for more information).*

If the other application is not running, minimize or exit Photodex as described above, and then execute your other application.   Open a new document or the document in which you want to use the picture and choose **<u>Paste</u>** from the **<u>Edit</u>** menu.   For most software, that's all there is to it!

THAT'S EASY!

For some applications, however, more than one step is necessary.   We've tested simple cutting and pasting under Windows with the following applications, and it works beautifully:

> **Microsoft Write** 3.1 (standard with Windows)
> **WordPerfect** 6.0
> **Microsoft Word** 2.0
> **Lotus AMI Pro** 3.0
> **Adobe Photoshop** 2.5
> **Aldus PhotoStyler** 1.1
> **Borland Quattro Pro** 1.0
> **CorelDRAW!** 4.0
> **Quark Xpress** 3.1

The following is a list of applications which do not support pasting from the clipboard.   With pressure from users about compatibility, the publishers of this software will eventually support the clipboard.   Please make sure to tell them that you would like your software to <u>fully</u> support the clipboard.   These applications have been tested with Picture Factory, and we have listed work-arounds for each of them separately below:

> **Adobe Illustrator** 4.0

Aldus PageMaker 4.0
Micrografx Designer 3.1
Microsoft Excel 4.0

Adobe Illustrator 4.0

For some reason, Adobe does not support the clipboard.   Adobe is aware of the problem, but has not suggested any direct work arounds.   The best work around we've found is to use a paint program which can write an EPS file *(we tried it with Adobe Photoshop):*

1) Copy the picture in Photodex.
2) Start up the paint program and open a new document.
3) Paste the picture from the clipboard into the new document.
4) Save the image as an EPS file (we used 8 bit PC ASCII format)
5) Exit the paint program.
6) Start up Adobe Illustrator and create a new or open an existing document.
7) Select **Place Art...** from the **File** menu.
8) Choose the file you saved from the paint program as the EPS file to place.
9) Select **OK**, and Adobe Illustrator should create a frame containing the picture.

For more information about Adobe Illustrator and the Windows clipboard, contact Adobe Systems.

Aldus PageMaker 4.0

For some reason, Aldus does not support the clipboard.   The best work around we've found is to use a paint program which can write an EPS file *(we tried it with Adobe Photoshop):*

1) Copy the picture in Photodex.
2) Start up the paint program and open a new document.
3) Paste the picture from the clipboard into the new document.
4) Save the image as an EPS file (we used 8 bit PC ASCII format)
5) Exit the paint program.
6) Start up Aldus PageMaker and create a new or open an existing document.
7) Select **Place...** from the **File** menu.
8) Choose the file you saved from the paint program as the EPS file to place.
9) Select **OK**, and Aldus PageMaker should allow you to specify a frame for the picture.

For more information about Aldus PageMaker and the Windows clipboard, contact Aldus.

Micrografx Designer

We tried pasting from the clipboard into version 3.1, and were unable to do so.   More recent versions of Designer may be available which properly support the clipboard.   The best suggestion we can offer is to use a paint program which can write a PCX file *(we tried it with Adobe Photoshop).*   Unfortunately, we were unable to get Designer to import any pictures without crashing with a General Protection Fault.   Later releases of Designer may correct this problem:

1) Copy the picture in Photodex.
2) Start up the paint program and open a new document.
3) Paste the picture from the clipboard into the new document.
4) Save the image as a PCX file (we used 8 bit color format).
5) Exit the paint program.

6) Start up Micrografx Designer and create a new or open an existing document.
7) Select **Import** from the **<u>File</u>** menu.
8) Choose **PCX** format and select the PCX file you saved from the paint program.
9) Select **OK**, and Designer should create a frame containing the picture.

For more information about Designer and the Windows clipboard, contact Micrografx.

Microsoft Excel 4.00 for Windows
Microsoft Excel requires that you insert a graphics object into a spreadsheet rather than just detecting that there is a valid picture in the clipboard.   It is likely that future releases will correct this oversight.

To get a picture into an Excel spreadsheet:

1) Copy the picture in Photodex.
2) Start up Microsoft Excel.
3) Create a new document or open an existing document.
4) Select **Insert Object...** from the **<u>Edit</u>** menu.
5) Select **Microsoft Drawing** from the list of object types.
6) When Microsoft Draw appears, select **<u>Paste</u>** from the **<u>Edit</u>** menu.
7) Exit Microsoft Draw and update the Excel spreadsheet.

For more information about inserting pictures into Microsoft Excel, contact Microsoft.

See also:
<u>Printing Pictures</u>
<u>Quality Issues (Myths Explained)</u>

Printing Pictures

You can print Photodex™ pictures with almost all word processors, paint programs, spreadsheets, or page layout programs.   Even Microsoft Windows Write™ scales and prints pictures beautifully!   (To get pictures into other software, see <u>Copying Pictures (to other software)</u> and <u>Using Pictures</u>.)

To print a picture with Microsoft Windows Write™:

1) Copy the picture in Photodex to the clipboard (see <u>Copying Pictures</u>).
2) Start up Microsoft Windows Write™.
3) Select **Paste** from the **Edit** menu.
4) Select **Print** from the **File** menu and click the **OK** button.

This should print your picture!   Consult your Microsoft Windows documentation for more information about printer setup and Windows Write.

You can also print pictures inserted into other documents using other application software. Usually, there is a **Print** option in the **File** menu.   If you have difficulty with other applications, consult the documentation that came with the application when you bought it, or contact the publisher's customer support department.

Printing Lore
Applications each print images in their own way.   Most applications depend on Windows to render images when printing an images, but some do not.   The following is a list of facts regarding applications and printing.

1) A given application may do a lousy job of displaying a picture on the screen, and still be able to print it beautifully.   Some applications display photos so poorly that they look like a field of multi-colored noise.   These same applications usually print the images perfectly.   DO NOT judge the printed output by the screen image.

2) Conversely, an application which displays an image on the screen very well may produce lousy printed output.

3) The printer driver may have a lot to do with print quality.   A good example is the Hewlett Packard LaserJet 4 printer driver seems to do better halftoning than Adobe Photoshop, even though Adobe Photoshop is going to extreme measures to do a correct halftone.   In this example, it could be argued that Adobe Photoshop is actually decreasing the image quality by doing the printed output itself.   However, on higher resolution printers, Adobe Photoshop output is far superior than most other applications.

4) There are so many factors to take into account about how an image is printed that it is virtually impossible to predict whether or not a given application will do a good job with a given image.   For the most part, applications do very well with photographic images.

See also:
<u>Quality Issues (Myths Explained)</u>
<u>Usage Rights of Photographs</u>

Quality Issues (Myths Explained)

Its how you use your *dpi*, not how big it is...

We could write a large book on the subject of graphics processing and image quality. Instead, we've tried to keep it simple and answer the most common questions regarding quality.   Read on to discover more.

What Resolution Do I Need?
If you are using a laser printer, you may not need high resolution.   With most software, laser printers output pictures with a halftone pattern which is about 75 linescreen.   You won't notice much distortion until you enlarge the pictures up to about 30-40 dpi.   Picture Factory screen pictures are easily 133 dpi, which makes them more than resolute enough for even full page printouts.

If you are doing professional quality halftoned or color printing, you probably should not use the images less than 75 dpi.   With an average Picture Factory digital photo, that's about 6"x4.5" inches on paper.   If you need extreme quality, a service bureau can use Picture Factory photos at 133 linescreen at about 4"x3" with very minimal distortion.

Between the lines: Service bureaus and many other professionals will tell you that you need ultra high resolution to do professional color separations and print work.   This is simply not true.   We have tested these pictures with service bureaus and have received incredible results.   You could be paying far too much for artwork and photographs if you have been told that high resolution is crucial!

What about "DPI"?
This is one of the most common questions asked about digital photos.   Digital images are like a piece of graph paper, with each square being of a single, solid color.   **DPI** stands for *dots per inch*, and refers to the number of individual cells which occur in one inch of a digital image.

The most common question Photodex receives (usually from Photoshop users) is What **dpi** are these images?   The answer to this question (tersely) is 72.   However, Photoshop can resize any image to any **dpi**, any linescreen, and any size at all.   PhotoCD images are 72 **dpi**.   PictureFactory High Resolution files are 18 megabytes, but they are read by Photoshop as 72 **dpi** images.

At 72 **dpi**, Picture Factory High Resolution images are roughly 43x28 (a poster).   If you use these images at 4x5, they are over 614 **dpi**.   If you use them on a 42 billboard, they would be 6 **dpi**.   The question should never be related to **dpi**, but should be What are the pixel dimensions of the image?   Picture Factory screen images all fit within a 640x480 frame, and Picture Factory High Resolution images are 2048x3072 (equivalent to base*16 PhotoCD).

If you use a digital image really small, then you could get really huge **dpi**.   Would it make the picture look better?   That depends on how it is printed.   The printing process usually takes so much out of the image that the resolution is less important than people think.

Imagine if you could resize a piece of graph paper at will, making it smaller (the size of a postage stamp), or larger (the size of a poster).   There are no more cells (dots) in the image, because they are just getting smaller or larger when you stretch the paper.   This is how digital images are.   You can output them at a very high **dpi**, like 1200, or a very low **dpi**, like 30.   The high **dpi** outputs little pictures (because more of the picture fits per inch),

and the low **dpi** outputs big pictures (because less of the picture fits per inch).

To recap, the higher the **dpi**, the more dots you need in the picture, and the more image data you must handle.   The lower the **dpi**, the fewer dots you need, and the less image data you must handle.

Professionals sometimes relate the **dpi** of an image to the *linescreen* of the image.   With paint programs which can smoothly scale digital images, it is often unnecessary to relate the two.   Consult your service bureau and ask them what it will look like if you have any questions or concerns.

Between the lines: Unfortunately, **dpi** should have never become an issue at all.   The critical issue is **"what does it look like?"**   If you don't need archival quality stuff, then you can use a low **dpi**.   Most people don't notice the distortions used in photographs even as low as 50 **dpi**, but professionals rant and rave about how bad everything is.   We believe that whatever the picture ends up looking like, that should be your method of judgment; not how many **dpi** or how many of what other buzzwords people use.

Linescreen vs. Pixel Resolution
A linescreen is the size of a geometric pattern used to create color separations.   The linescreen is related to the pixel resolution (or **dpi**) of an image in that they can cause interference patterns when created.   Usually, you want to have a *harmonic* of the linescreen as your **dpi**.   For example, if you are printing at 133 linescreen, you probably want to use 133**dpi** or 266**dpi**.   There are variations, and this is certainly not a rule, so consult your service bureau for specific information on what quality issues they work with directly.

What About PhotoCD?
PhotoCD is a way to store slide photographs on a CD-ROM.   If that is what you need to do, then use PhotoCD.   Most applications for digital imaging are much easier with some other, more standard mechanism like off-the-shelf scanners and mainstream photo manipulation software.   PhotoCD is just one way to scan images.   Make sure any digital solution is the best solution for your individual problems.

Picture Factory is not PhotoCD.   Picture Factory delivers high quality, ready-to-use photographs at a price that can't be beat -- *FREE!*   Picture Factory doesn't use the PhotoCD format, but delivers image data in a more standard format because a lot of software cannot read PhotoCD images.   The image format has very little to do with the quality of the image it represents.

See also:
          Usage Rights of Photographs

High Resolution Files and Slide Duplicates

Call us!   For each Picture Factory set, Photodex has high resolution sets, individual hi-res files and professionally duplicated slides ready.   We sell professional quality images to anyone who needs ultra-high resolution.   Now you can use Picture Factory pictures **even** for a full page color advertisement in a national magazine -- or a billboard!

High Resolution and Slide Sales
800-37-PHOTO
(800-377-4686)

High resolution files are available for any picture via 1.44MB floppy disk (stored as JPEG). High Resolution sets of 300 files each are also available.

See also:
Quality Issues (Myths Explained)

How to Submit Your Photographs

Photodex is always accepting new material for future Picture Factory sets.   If you are interested in easily turning your slides into substantial royalties, call us at (510)449-9079 and ask to speak to the manager of photo acquisitions.

Technical Support

In the event of technical difficulty, read the software user's guide for Picture Factory.

If you still can't get something to work, call Photodex at **(510)449-9079**, M-F, 9AM-5PM PST.

If you have a FAX machine, try FAXing us at **(510)449-3519**.   Be sure to include which product you are using, the version of the product, and a thorough description of the problem you are having.   Our support staff will get back to you as soon as possible.

The Find Button

The Find button is located at the upper right of the ClickSearch™ window as is shown circled:
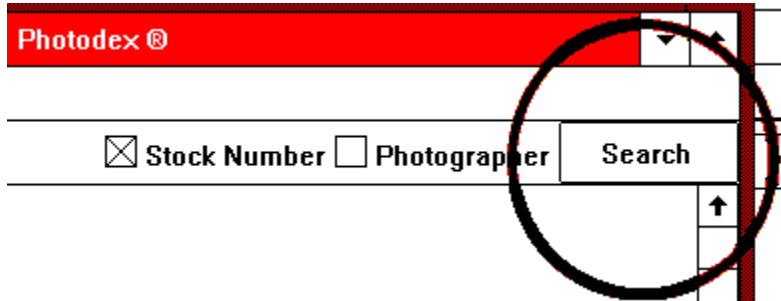
When you click on the Find Button, the "Search Criteria" window pops up.   Simply type a phrase that describes what you want to see, and press Enter or click on the "Start Searching" button.   The window also gives you helpful examples so you can see how to structure your search phrases.

ClickSearch™ has a very intelligent search system and will try to find what you type.   If any search results with no matches, the Search Criteria window will pop up again automatically so you can revise your search phrase immediately.

No Need To Wait

Don't bother waiting for searches to finish before going about your work.   ClickSearch™ searches "in the background" and will never stop you from working with the software.   Feel free to view the full screen versions of pictures or copy pictures to the clipboard while ClickSearch™ searches.

Search Syntax (what to type)

The simplest searches are one word or word phrase (also affectionately known to the photography industry as "keywords").   You can search for **cars**, **trucks**, **people**, **food**, **airplanes**, etc.

All searches are entered into Photodex™ as words or word phrases.   Words can be separated by a word like "**and**", "**or**", "**with**", "**without**", etc.   For example, if you wanted to find pictures of a silhouetted couple at sunset, any of the following search phrases would work great:

> **couple with silhouette and sunset**
> **sunsets and silhouette and couples**
> **silhouette and sunset with couple**

Now let's say that you want to find anything silhouetted at sunset without people in the picture.   You could enter any of these phrases to find the pictures you are looking for:

> **sunsets and silhouette without people**
> **silhouette without people and sunsets**
> **sunsets and not people with silhouettes**

ClickSearch™ is designed to be very forgiving to the user so you don't have to be a rocket scientist to find pictures in a hurry.   It is not important what tense or case words are in, or even if you are using synonyms or vague terms.   The intelligent search technology found in Photodex™ is second to none in the industry for intelligence, accuracy and speed.

A great effort has been made to support feelings and concepts with the search in ClickSearch™.   You can search for vague terms like **love** and **wealth**, as well as content inspecific terms like **melancholy** or **obnoxious**.   Give it a whirl...you might be surprised!

Vocabulary

Sometimes ClickSearch™ is unable to locate or understand words you have entered. Usually, the symptom of this is that a search finds nothing.   If this happens, try to think of a different way to state the same thing.   Great effort has been taken to set ClickSearch™ up with a huge vocabulary, but it is nearly impossible to cover the entire language with software and still make it usable.

For example, let's say you searched for the word **monolith** and were unable to find any matches.   You might try searching for **obelisk**.   Or **pillar**, for that matter.   Try to think of what you are after, and don't be afraid to try words which are not exactly the ones which popped into your head in the first place.

If you are searching for something specific, is it possible that there are no pictures of what you are looking for in the library you have?   Could be...Picture Factory Set #1 has no radishes in it at all.   While using ClickSearch™, it is easy to start to believe that the supply is endless, and think that there are pictures of everything!

Can't Find It?   Call Us!

If you want a picture (or category of picture) which is not included in the product you have, call us!   We have tens of thousands of pictures spread across several products.   If we don't have what you want in one form or another, we can make a special effort to supply them in a future Picture Factory set.

Customer feedback is what made Photodex™ successful, and it is important to us to hear it. Let us provide the service and products you want.

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