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Provides valuable on-going discounts, upgrades and more on PhotoSpin product.

Includes **Free** tips, newsletters How-To's, and other valuable information.

And, once you are registered in the PhotoSpin database you will receive eCredits for PhotoSpin and/or related products.

**I N T R O D U C T I O N :**

*Thanks for checking out the "Read Me" file.*

Welcome to PhotoSpin™. Our goal is to produce the most usable, highest quality, Royalty Free Digital Images available on the market. We encourage participation so if there are any features or specific images you would like to see please contact us and let us know! We can be reached via:

*snail mail:* PhotoSpin, Inc.  
29916 S. Hawthorne Blvd.  
Rolling Hills Estates, CA 90274  
Attention: InPut

*Telephone:* (310) 265-1313  
*Sales toll free:* (888) 246-1313  
*Fax:* (310) 265-1314

*eMail:* [input@photospin.com](mailto:input@photospin.com)  
*Visit us on the Web @* [www.photospin.com](http://www.photospin.com)

*For information regarding illustration and photography submissions contact Val Gelineau: [val@photospin.com](mailto:val@photospin.com)*

This document is designed to quickly answer questions. If you need more information please don't hesitate to contact us. At PhotoSpin we know there are plenty of choices in digital art on the market. We appreciate the fact that you are using PhotoSpin images and we pledge to create the best possible digital art, always!

To navigate through this document, simply click on any of the listings in the colored bars above and below.

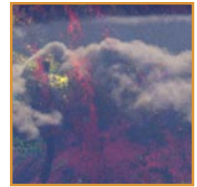
## ABOUT PHOTOSPIN

If we put the time into producing one good image  
and it gets used 1,000 times,  
we've just saved 1,000 times the work  
down the road.

At PhotoSpin our goal is to produce the most usable,  
highest-quality, Royalty-Free Digital Images  
available on the market.

Introducing  
FlashPix™ for faster,  
easier imaging.

During the past several years PhotoSpin has developed a reputation for high-quality, Royalty Free Digital Images through products published by well known publishers: KPT Power Photos™/MetaPhotos™ (published by MetaCreations, formerly MetaTools, formerly HSC) as well as ArtVille™ (published by ArtVille.) Currently we are focused on a completely innovative product line that utilizes the revolutionary new FlashPix file format (FPX). With the FlashPix file format, working with digital images becomes faster and easier without requiring extra memory or faster processors. Our new FlashPix based products are targeted specifically to professionals in the graphic design, advertising, desktop publishing and communications industries.



Look for the *new*  
PhotoSpin products.

The *new* PhotoSpin products allow for final output of larger sizes. Maximum output capability is optimized for US letter/A4 size at 300 dpi with a 1/4" bleed.

Only PhotoSpin  
offers powerful  
Transflectance™  
Channels.

PhotoSpin images contain the easy-to-use powerful features of Alpha Channels and unique Transflectance™ Channels (exclusive to PhotoSpin). Transflectance Channels allow transparent and/or reflective objects to retain their natural properties when compositing. (See the *Getting Started* section for more details.) Pre-built Channels eliminate all of the tedious imaging work of “dropping the background” and allow the objects to truly work as objects.

Most of our images are photographed or illustrated specifically for their themed title. Each title consists of up to 4 CDs totaling 55 - 110 images that have been carefully defined to represent either icons (objects) or backgrounds (full frames). Some titles consist solely of “full frame” images.

Quality  
Guaranteed.

All images are not only drum scanned and color corrected, but also cleaned and cropped. A rigorous Quality Assurance process tests each

image so that you don't have to waste your valuable time touching up scanned in hair or dust. To ensure that image quality is not degraded, PhotoSpin does not use "lossy" compression (i.e. JPEG). True, if we were to use JPEG we could get more images onto a CD – but at the cost of image fidelity.

PhotoSpin product is produced with the end-user in mind.

PhotoSpin's principals have roots in the fields of Advertising/Graphic Design, Photography, and Film/Pre-press production. It was while working on an advertising project together that they discovered the need for images that "worked" more like software than traditional stock photography. By treating images as "software" and building in Channels, when applicable, PhotoSpin provides images which enable the end-user to take full advantage of the digital technology which allows for image manipulation. Whether a digital imager is making a photo composite or a graphic designer is simply wrapping type around an object, PhotoSpin's images are time-saving, easy to use, and ready for no-hassle photo composites or pre-press production. All objects are shot in similar lighting conditions. When an image is composited with PhotoSpin images the lighting makes sense and the final piece appears more realistic.

Responsibility.

On a Global note. We pledge, as a company, to do our part to help preserve the planet. Our goal is to get our product information to you in the greenest way possible. Our mailings are designed to be reused or recycled and are printed on paper made of at least 50% post-consumer waste. We try to use the web or CD-ROM's (like this for example) whenever possible for distributing information. If you find yourself receiving numerous pieces of our mail please let us know so we can effectively update our mail list. Our materials are created specifically to be used again (the Portfolio) or in another way (as a poster.) We promise to do our part and challenge you to do so as well. Please feel free to contact us. We are always open to suggestions for new product titles, fun mailings and we welcome all feedback.

Let's Talk!...

If you have unique photography or illustration and are interested in pursuing an incredible new distribution opportunity, give us a call. We believe in win-win relationships and have created a program that not only provides remuneration for our artists and photographers but also recognizes them. Think of it as taking out an ad in a global creative directory but instead of paying tens of thousands of dollars you'll get paid four times a year for it. PhotoSpin believes in putting the end-user in direct touch with the artist. All of our product and packaging is designed with this in mind. For more information contact Val Gelineau at PhotoSpin. Please refer to the main menu of this document for specific contact information.

"Imagine the possibilities, then image them"™.

## GETTING STARTED

A great reason to purchase the PhotoSpin Portfolio is to have one handy reference of the entire collection to date. The Portfolio also comes bundled with some very cool, truly FlashPix enabled applications so that you can personally experience the “Ah-ha” factor of FlashPix. For the Mac users out there we’ve included a special version of Live Picture plus Precision Preview XT, an extension for Quark. For the PC side of the house we’ve included a special version of Wright Image. Each of these applications will allow you to utilize the FlashPix format with all of its speed benefits.

To use FlashPix files in PhotoShop you will need to install the included plug-in.

We’ve also included a plug-in for PhotoShop that will enable you to import the FlashPix image into PhotoShop. Unfortunately, the plug-in simply turns the FlashPix file into a pixel based document akin to a TIFF. With the plug-in you won’t be able to realize all of the FlashPix benefits but you can still take advantage of Alpha Channels and the other cool PhotoSpin features. Please visit our website ([www.photospin.com](http://www.photospin.com)) for more detailed information, tips and techniques on using these applications. Be sure to also read *Using the FlashPix Plug-In for PhotoShop*.

See the documentaion included with your preferred imaging application for instructions on using FlashPix files. If your application doesn’t support FlashPix contact the manufacturer, or better yet, try the included applications. We think you’ll be impressed with the experience!



## S Y S T E M   R E Q U I R E M E N T S

System requirements are somewhat of a moot point when utilizing these FlashPix images. If your computer system meets the minimum system requirements for any of the image editing applications and you have a CD-ROM drive, then you can use PhotoSpin images. It’s as simple as that.

## V I E W I N G   T H E   C D   U T I L I Z I N G P O R T F O L I O   T M

Portfolio™ is the electronic browser available on the PhotoSpin CD-ROM.

Launch the Portfolio application or drag the PhotoSpin Portfolio fdb file onto the Portfolio icon. Scroll through the images as desired or do a keyword search.

## USING THE FLASHPIX PLUG-IN FOR PHOTOSHOP

To use the FlashPix plug-in for PhotoShop, and other applications that utilize PhotoShop plug-ins, simply place the file in the Plug-ins folder for your application. This plug-in allows users to: a) Preview, b) Open, and, c) Save FlashPix files.

FlashPix images used within PhotoShop work in a fashion very similar to TIFF or PhotoShop images. The plug-in enables PhotoShop to preview, open and save FPX files, but it does not change the fact that PhotoShop is still a pixel-based image editing application.

FPX images handle differently in resolution independent imaging applications like Live Picture, OverDrive and LivePix, than they do in PhotoShop because PhotoShop is pixel based. PhotoShop loads all the pixels and processes each one for every calculation, whereas Live Picture products just load the image resolutions necessary for screen presentation, saving the pixel processing for later in the build phase.

## ALL ABOUT OBJECTS

Incredible images can be created by combining PhotoSpin photos and/or illustrations. In fact, this is what really differentiates PhotoSpin from other RFDI product. We give you more “tools” to work with objects, to easily separate them from their background. These “tools” are Alpha Channels, Transflectance Channels, and in the future, Clipping Paths.

This window “object” contains a Clipping Path, Alpha Channel and a Transflectance Channel.



*Alpha Channel*

*Clipping Path*

*Transflectance Channel*

**Clipping Paths vs. Alpha Channels** – Some other RFDI companies also sell “objects” but they either provide only a Clipping Path or no means at all for separating the object from the background. Clipping Paths are great if you are just importing an object into a page layout or word processing application. Clipping Paths fall short if you are



trying to use the object in an image editing program. The reason for this: Clipping Paths provide only a hard edge transition between an object and the background. This creates problems if the object you are working with has a soft edge, for example, hair or fur. Other competitive Royalty Free Digital Images are often stored in JPEG or PhotoCD formats to pack more images onto a single CD. The JPEG and PhotoCD formats do not support Alpha Channels.

Clipping Paths help prevent an object from printing with a jaggy bit-mapped edge.

Utilizing the Clipping Path with an image in a page layout program is fine if you simply want the object on a white background with type wrapped around it. The Clipping Path will prevent the object from “stair stepping” or getting a jaggy bitmapped edge during final output. We believe our end-users will want to use our images for more than just page layout work. We provide powerful Alpha Channels or Transflectance Channels that enable you to create phenomenal photo composites quickly, easily and with added realism.

An easy workaround.

**Use of the Clipping Paths...** In the future FlashPix may support the Clipping Path, however, at the time of this writing it does not. Until it does, there is an easy work around if you find yourself needing a Clipping Path: create a path by converting the Alpha Channel and save to a file format that currently supports the Clipping Path (IVUE, TIFF, EPS, etc.). Please refer to the User’s Manual of your application to find specific instructions on how to create a Clipping Path. We regret that we cannot include the pre-built Clipping Path at this time and are pushing for its inclusion in the next generation FlashPix specifications.

**Use of the Alpha Channels...**Probably the coolest thing about PhotoSpin product is the built in Channels. It takes a special photographic process and many tedious man-hours to build Channels that function properly. The payoff to you, the end-user, is that all the critical retouching and masking work has been done for you. Since the Channels have already been created, you go right to work being creative.

Transflectance Channels are similar to Alpha Channels.

PhotoSpin objects often include Transflectance Channels. This is a powerful element that allows transparent elements (glass) and reflective elements (chrome) to actually behave as they’re intended to, allowing whatever background or foreground to show through or reflect off of the original object. This is a feat that is virtually impossible to do unless properly planned for in the photographic process.

Alpha Channels allow you to easily isolate objects for quickly cutting and pasting into any background.

**Alpha Channels** allow far greater flexibility for compositing because they provide better edge transitions. Generally speaking, an Alpha Channel is used to isolate an object from its background. The most common Alpha Channel looks like a silhouette of the object being

isolated. Alpha Channels allow you to easily select only the object and manipulate and/or move it within a composite. An Alpha Channel can have a soft edge, a hard edge or anything in between. Alpha Channels are stored together with the original image and are “pre-multiplied” in a fully FlashPix compliant application. This means the background will drop out automatically when you open the image.

Alpha Channels are easy to use.

**To use an Alpha Channel** in a non-FlashPix native application open the document and load the selection of the “silhouette” channel (typically, Channel #4). Copy the selection. Paste to any other open document. Hint: It helps to make sure you are working with the same resolution in both the “copy from” image and the “paste into” image.

When you use a Transflectance™ Channel don't alter the size or resolution of the original file before loading the Transflectance Channel.

**Transflectance™ Channels** are special Alpha Channels that allow the end-user greater flexibility in the selection of an object. By utilizing a Transflectance Channel, the transparent and reflective qualities of an object can be exploited to greater potential than they could through the use of a typical silhouette Alpha Channel. For purposes of illustration, an image of a glass of water shot on a white background would retain the white background visible through the glass if the object were selected using a silhouette Alpha Channel. Using the Transflectance Channel, the glass of water retains the transparent qualities of the water & glass, allowing any other background to show through.

Because not all applications are the same, it would be impossible to provide detailed instructions for working with paths and channels for every application that can use them. For specific instructions you may need to refer to the user's manual of your specific application.

## PRODUCING OUTPUT

Many variables in output decisions means there is never one easy solution.

Discussing final output is sort of a tricky topic. Not that it is difficult, it's just there are so many variables to consider that there is never one easy solution. The best advice we can give is to have a good dialogue with your printer or service bureau and to discuss your options before outputting. Paper choice, ink saturation, even the specific press that a print job is being printed on should all be taken into consideration prior to outputting your final document.

All of PhotoSpin's images have been color corrected and you're probably best off leaving color alone, unless you're making “creative changes” for a special effect. PhotoSpin users run the gamut from first-timers to seasoned pros. Regardless of your level of expertise, we recommend getting as much information from your service bureau as

possible before you start working on your images. In electronic pre-press, an ounce of prevention is worth a pound of cure, so start a dialogue with your printer or service bureau to determine how they prefer to receive your files for their output device. If they would prefer an RGB TIFF and you give them a CMYK EPS, there may be some unexpected results.

At PhotoSpin, we calibrate our monitors and scanners so that flesh tones look like flesh tones and apples look like apples. We recommend you calibrate your monitor as well. We recommend the international proofing standard of D50 Color temperature and Gamma 1.8. **Caution:** Not all monitors are color calibrated so what you see on your screen may not be a true reflection of the actual image data. Final use of an image (i.e. screen presentation, web page, Iris print or high-resolution print job) needs to be taken into consideration. For more specific information regarding the determination of necessary final size please read your application's guide on "Final Output".

## T H E F L A S H P I X F I L E F O R M A T

How to take full advantage of the FlashPix format.

There are many sources available online that do an excellent job of explaining this revolutionary new file format. Visit the Live Picture, Kodak or Hewlett Packard websites for the latest information. Also, PhotoSpin's website has detailed information on FlashPix (<http://www.photospin.com>).

In a nut shell, FlashPix is a revolutionary new file format that makes working with images faster and easier. Unlike other popular image formats, FlashPix allows large images to be used on today's computers without requiring expensive computer hardware upgrades or increases in RAM. For high-end users with powerful work stations, FlashPix will mean higher productivity and new, fast capabilities online.

According to the Kodak White Paper:

*The FlashPix architecture doesn't change the fact that representing high-quality color images electronically generates large data files compared to text. But it recognizes that most users don't need most of that data most of the time. Just as smart travelers don't load a moving van for a weekend at the beach, FlashPix-optimized applications will automatically process only the data each activity needs. FlashPix images offer multiple resolution levels, and edits are applied only to the specific areas of an image being changed.*

To utilize the FlashPix images to their fullest potential, you'll need a FlashPix optimized application. Because FlashPix (FPX) is being



embraced by Apple, Hewlett Packard, Live Picture, MicroSoft, Netscape and many others, many applications will support the FPX technology. To find out if your software applications are supporting the FlashPix file format, visit their website and look for the FPX plug-in or viewer. Or if your software application doesn't support FlashPix, call them and ask them when they will. Until the applicable software developers fully support this new file format, your FPX file can easily be converted to TIFF, GIF, EPS, or whatever format your application requires.

PhotoSpin recommends, that you take advantage of the speed FPX offers and utilize the FPX format in native FlashPix applications. That's why our Portfolio Catalog comes bundled with native FlashPix applications that you can utilize to experience the true advantages of the FlashPix file format. If you haven't already done so, order your PhotoSpin Portfolio by calling (888) 246-1313. The purchase price of the Portfolio is applicable towards the purchase of PhotoSpin product.

## **EXPORTING TO OTHER FORMATS**

You can convert (or export) images to formats other than FPX using the "Save As" command or the "Export" submenu within almost all applications. We recommend checking your user's guide if these options don't represent the solution to your specific needs.

## **FILE SIZE**

All of the PhotoSpin images are ready for use in applications ranging from screen resolution multimedia uses, up to color separations for printing to US letter/A4 size plus a 1/4" bleed using 300 dpi at 150 line screen. Objects are 7" at 300 dpi on the longest side. Larger files are available directly from PhotoSpin. To inquire about larger file sizes call PhotoSpin Customer Service (310) 265-1313.

## **OTHER CONSIDERATIONS**

### Determining Image Resolution

In most cases you'll want to work with the dimensions and resolution needed for output. There are 3 factors you will need to think about:

- 1) Pixels Per Inch (PPI) - For any given width and height, using a resolution more than 2x linescreen is a waste, and will only slow the output process. The higher the PPI, the larger the file. Larger

than necessary files require more output and more work time. You will want to use the lowest PPI possible for the best results. Your PPI is determined by the linescreen required for your final output device.

2) Line Screen - Measured in lines per inch or LPI. More LPI means more printed picture detail for a sharper appearance. Your printer can help you with this decision based upon type of paper being printed on and the type of press being used. Generally speaking, newsprint is 85 LPI, most common print is 150 LPI, magazine quality print is usually 175 LPI and higher.

Rule of thumb: image resolution is usually twice the screen frequency. Recommended PPI = desired LPI x 2.

Example - The printer recommends 150 LPI for the type of paper you are using. A resolution of 300 dpi will be safe.

3) Changing Image Size - It is always safe to *reduce* image size. However, when you *enlarge* an image you need to be careful. One way to enlarge an image is to reduce the LPI. When you increase an image's size you are resampling. You can resample images in most image editing applications. Often the image loses clarity after resampling and appears blurry or out of focus. Sometimes you can correct this by applying sharpening.

(A note about sharpening - Unlike some RFDI providers, we don't make the presumption that you'll always output to CMYK swop coated 20%. That's why our files are RGB. That's also the reason we don't aggressively sharpen our images. Once an image has been sharpened and saved, you cannot undo the sharpen effect. While our scans are in focus, our belief is that the amount of sharpening applied to an image is a judgement best left to the end-user. If you want to use sharpen or unsharp masking, feel free to apply as much as you feel is appropriate.)



You can also use a lower PPI to LPI ratio. Experiment with ratios somewhere between 1.5 to 1 and 2 to 1 to find the optimal solution.

Finally, proof your results. Color separations are expensive so be sure to talk to your service bureau or printer for proofing recommendations.

## LICENSE AGREEMENT

PLEASE, take the time to review this End User License Agreement. We want you to get the most out of these images but we also need to protect the rights of those who have created the images.

By installing, copying or otherwise using the PhotoSpin software product, you agree to be bound by the terms of this End User License Agreement (EULA). If you do not agree to the terms of this EULA, PhotoSpin is unwilling to license the software product to you. In such event, you may not use or copy the software product, or any “images” contained therein, and you should promptly contact the Retailer or PhotoSpin for instructions on return of the unused product for a refund. The software products, and all “images” contained therein, are licensed, not sold.

The low resolution images contained on the Portfolio are intended for mock up comping purposes and viewing only. You may not print them in any way other than for a mock up. You may not use them on the web or any other form of media.

Here’s what you can do...

For individual titles, in brief, the “images” on these disks may be used for the following:

- ✓ Advertising campaigns, promotional print materials, professional and personal Web pages, interactive multimedia campaigns
- ✓ Backgrounds and objects may be composed to make unique “images”

Here’s what you can not do...

You may **not** use the “images” for the following:

- ! To resell the “images” in any way either on disk, online, or in print media (i.e. calendars, greeting cards, T-shirts)
- ! Pornographic use, or any other manner which is in any way embarrassing to or defamatory of any person or business entity

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### G R A N T O F L I C E N S E

Here’s all of the technical legalese.

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Bottom Line:  
Call us if you have  
any particular ques-  
tions about usage.

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## REGISTRATION

Thanks for at least visiting the Registration document. We strongly encourage your participation in the software registration process. It's the best way we know of to find out who you are and what types of products we can best create for you!

Once you've registered we will fax or eMail back to you a "Thank you" letting you know you are safely in our database and an eCredit awaits you on your next purchase of PhotoSpin product.

Thanks again!

Thanks for taking the time to register. You have two options when it comes to registration. The most technologically advanced option is **THE WORLD WIDE WEB** (intended to be read with emphasis). Using this method you electronically transport yourself to PhotoSpin's product registration page ([www.photospin.com/contactus](http://www.photospin.com/contactus)) and then simply follow the online instructions. We highly recommend this method because it saves trees, postage and human handling. Plus, it's a whole lot easier for you.

The less technical method is to use the handy dandy registration form at the end of this document. It is your option to fill it out electronically or with a writing utensil (such as a pen). Plus, if you choose to mail it, you still save postage. We pick up the stamps! So, for Pete's sake – send it in.

Once we have received your registration we will then add you to our preferred customer list. Registering has many benefits. One immediate benefit is eCredits. These credits will eventually be good for a plethora of fun items down the road.

Details will be sent in future notifications (via your choice of media). Correct information on your behalf makes it possible for us to get you your discount!

Thanks!

The PhotoSpin Team

For FAX or mail technique (which involves the sad death of a tree), fill out the next page and click on the PhotoSpin logo. That starts the print dialog to print out a hard copy so you can either fax to:

(310) 265-1314

or

Mail to:

PhotoSpin,  
29916 S. Hawthorne Blvd.,  
Rolling Hills Estates, CA, 90274,  
Attention: Marketing.



First Name  M.I.  Last Name

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Daytime Phone  Daytime Fax  Country

eMail Address

Titles Purchased:  Future titles you are interested in:

Date / Place of Purchase:  How would you prefer to hear from us?

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