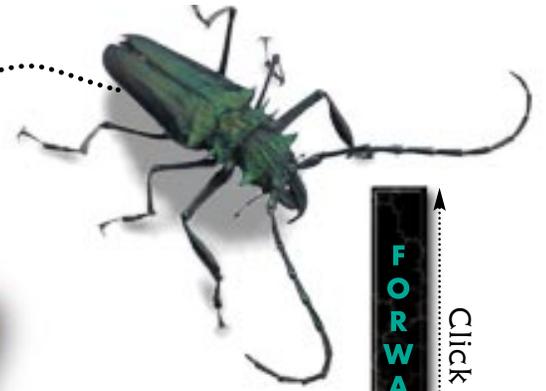


Thank You
for coming to
the ReadMe.pdf
Zone!



WELCOME TO PHOTOSPIN'S POWERPHOTOS™!

The goal of PowerPhotos is to bring professional quality images to the SOHO (Small Office / Home Office) user. IF there is any way that we can make your imaging life easier PLEASE contact us!

Hopefully, this document can answer your basic questions. If not, we can be reached Monday thru Friday, 8AM till 6PM, west coast California time... dude!

Keep your eyes open for any 'Hot Tips' that you discover while using PowerPhotos. If we use your comments in a future "ReadMe" you could win the title of your choice! Keep those cards and letters coming.

HOW TO GET A HOLD OF US:

PhotoSpin, Inc.
29916 Hawthorne Blvd.
Rolling Hills Estates, CA 90274
Attention: PowerPhotos Input

Telephone: (310) 265-1313
Sales Toll Free: (888) 246-1313
Fax: (310) 265-1314

eMail: INPUT@POWERPHOTOS.COM
WWW: WWW.POWERPHOTOS.COM

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FORWARD

PRINT

QUIT

Click on any of the colored listings in this bar to navigate.

P O W E R P H O T O S ™



P H O T O S P I N ™

PLEASE REGISTER YOUR SOFTWARE!

Registration seems to be more of a hassle than it is worth. We hope to change that. If we introduce new images and can't find you, how will your skills blossom? How can we inform you of our newest and coolest? How will you continue to wow your family and friends? If you don't have access to the latest and greatest, how will you save the world? (Okay maybe that's a little overboard, but you get the idea.)



WHO IS PHOTOSPIN AND WHY POWERPHOTOS?

“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.”

—Stephanie Robey,
President & CoFounder, PhotoSpin

PhotoSpin is a company created by your next door neighbors (not “Wendel the Wiseguy”, the people on the other side). Val, Steph, and Dave were (and still are) professionals producing different elements of high-end advertising. One day the light went on when they realized that the professionals weren’t getting what they needed. Royalty free images needed to be bigger, better, brighter, cleaner, sharper and include “ease of use features”. PhotoSpin was born. The images created were awesome.

Fairly soon after that, the hardware manufacturers started making equipment less expensive, and the software developers followed suit. Oh it was a grand day when the SOHO market started to roar! But what about pictures? Professional quality pictures for the small office/home office people were a must!

So the founders, in a moment of true genius, decided to enter the consumer market. With careful planning, several late nights with pizza and extra-cool “ease of use” features, this product finally made it into your hands.

FORWARD

BACK

PRINT

QUIT

PhotoSpin is first to introduce the revolutionary new FPX file format in royalty free images. Of course, we also have TIFF images. With FPX, working with digital images becomes faster and easier without requiring extra memory or faster processors.

PowerPhotos are designed for the SOHO and prosumer markets. The thought was that these people (you, hopefully) were going to output creations either on the screen for web sites and presentations or maybe a printout on a home printer. For these jobs, PowerPhotos are perfect. Each title consists of 2 CDs with a total of 75 - 100 images that have been carefully defined to represent either objects (icons) or backgrounds (full frames). Some titles consist solely of 'full frame' images or solely of objects.

Object images are a maximum of 5 inches on the long side at 300 dpi. The full frame images are a maximum of 9.5 inches on the long side at 300 dpi. For larger file sizes call PhotoSpin PowerPhotos Customer Service (310) 265-1313.

Whether or not you are a professional designer is irrelevant. Professionals and novices always benefit when they use high quality tools. The PhotoSpin PowerPhotos are subjected to the same quality control process as their high-end predecessors (the PhotoSpin "premier" product).

PowerPhotos contain the easy-to-use, yet powerful features of Alpha Channels and unique Transflectance™ Channels (exclusive to all of the PhotoSpin products). Transflectance Channels allow transparent and/or reflective objects to retain their natural properties when compositing. (See the *Getting Started* section on pg. 4 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 (giving you more time to play with your creation).

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 it's a photo composite or wrapping type around an object, PowerPhotos are time-saving, easy to use, and ready for no-hassle photo composites or just having fun. All objects are shot in similar lighting conditions. When an image is composited with PowerPhotos, the lighting makes sense and the final piece appears more realistic.

So what do you do now?

"Imagine the possibilities, then image them.™"





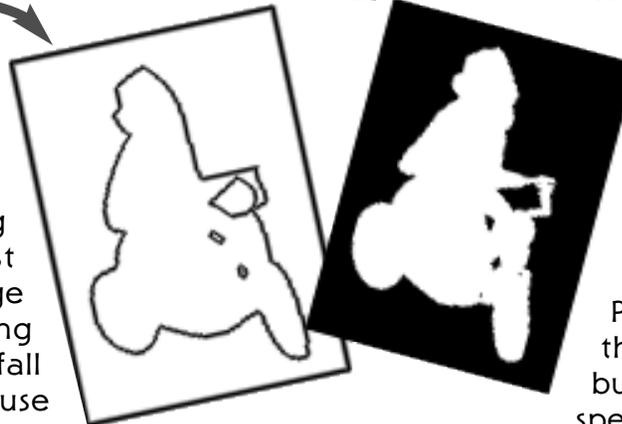
GETTING STARTED

ALL ABOUT OBJECTS

Incredible images can be created by combining PowerPhotos objects and backgrounds. In fact, this is what really differentiates PhotoSpin from other royalty free digital image (RFDI) providers. We give you more “tools” to work with objects, such as Alpha Channels, Transflectance Channels, and Clipping Paths. These tools allow you to easily separate an object from its background. Heck, if you use the FPX version of our product in a truly native FPX application the Channels are pre-multiplied (already applied).

CLIPPING PATHS VS. ALPHA CHANNELS

Some other RFDI companies also sell “objects” but they provide only a Clipping Path or no means at all for separating the object from the background. Clipping Paths are great if you just import 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.

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.

USING THE ALPHA CHANNEL

Probably the coolest feature in the PowerPhotos product is the built-in Alpha Channel. 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 having fun and being creative.

PowerPhotos objects often include Transflectance Channels (more about that later), which make transparent elements (glass) and reflective elements (chrome) 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 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 Channels look 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 FPX compliant application. This means that the background will drop out automatically when you open the image.

To use our amazing Alpha Channels in a non-FPX native application, open the document and load the selection of the “silhouette” channel (typically, Channel #4). Copy the selection. Paste that selection into 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.



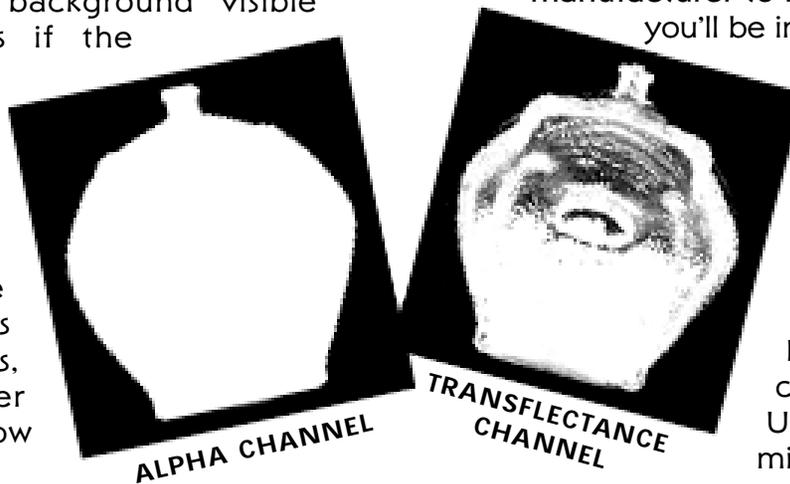
TRANSFLECTANCE™ CHANNELS



Channels are special, finely tuned Alpha Channels that allow the end-user even greater flexibility in the selection and manipulation of an object. By utilizing a Transflectance Channel, the transparent and reflective object can be exploited to do things they could through the silhouette Alpha Channel. For example, an image of a glass of water on a white background would retain the white background visible through the glass if the water and glass were selected using a typical Alpha

HA! YOU THOUGHT WE ACTUALLY INTENDED FOR YOU TO READ THE PREVIOUS PARAGRAPH. WE USED OUR PIGGY BANK TO PROVIDE YOU WITH AN EXAMPLE OF HOW TRANSFLECTANCE WORKS... READ ON!

TRANSFLECTANCE™ CHANNELS are special, finely tuned Alpha Channels that allow the end-user even greater flexibility in the selection and manipulation 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 typical 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 the glass.



USING THE IMAGES

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. Amazingly enough some programs just can't handle large files. Make sure that the programs you are going to use can work with 18 Mb images.

Now, we don't claim to know all that is to be known about digital editing applications so study the documentation included with your preferred imaging application before you get started. If your application doesn't support FPX contact the manufacturer to find out when they will. We think you'll be impressed with the experience! In the meantime, let's touch on a few general points here and recommend that you check out all of your options before becoming too involved.

PHOTODELUXE™ 2.0

PhotoDeluxe is a program that comes bundled with certain UMAX scanners (it came with mine anyway). To open an image,

simply select 'Open File' from the 'File' selection on the menu bar. Navigate your way to the PowerPhotos CD and the appropriate image. Highlight it with your pointing device and click 'Open'. POOF! There it is!

LIVEPIX™

Open up the application and put a PowerPhotos CD into your computer (no, that is not a cup holder). From 'File', on the menu bar, select 'Open'. Navigate your way to your CD ROM drive and select the PowerPhotos image with which you want to work. You can visibly confirm your selection in the preview window, then click 'Open'. To add additional images use the 'Insert' command. While it is possible to cut out an image to create a background, the best way is to use the FPX version of the PowerPhotos collection. Don't forget that PhotoSpin's FPX PowerPhotos object images come with pre-multiplied Alpha Channels.

PAINT SHOP PRO™ V.5

Select 'File', 'Open' from the menu bar then select the PowerPhotos image of your choice



and rock and roll!! If you have selected an object go to the 'Masks' option in the menu bar. In that pull down you will see 'Load From Alpha Channel'. Those are magic words. Don't forget, the objects in PhotoSpin's PowerPhotos collection have pre-built Alpha Channels to save you tedious hours of work. To import the object into another image, click 'Selections' from the menu bar 'Load From Alpha Channel', then 'Copy' and 'Paste' into your document. When you select 'Paste', choose 'As New Layer'. This is the start of a beautiful composite.

PICTURE PUBLISHER™

Follow the standard, "from 'File' on the menu bar, select 'Open' procedure". This puts a window in front of you that allows you to select an image to work on. Picture Publisher has little previews which are nice for confirmation before opening the file. Anyway, click 'Open'. VOILA! There is the start of your project, a beautiful image from PowerPhotos. Now, if you happened to select an object you will notice what the technical people call "marching ants". If you want to drop out the background so that you can paste the object into a collage (or composite) just 'Copy' and 'Paste' it.

PHOTOIMPACT™ 4

Users with PhotoImpact select 'File', from the menu bar, then 'Open'. ZAP! The PowerPhotos image is onscreen. With objects, a selection is "automagically" made. From the menu bar select 'Edit', 'Selection', 'Invert', then 'Delete' and WHAMMO!! Bammo! No more background.

With the FPX version of PowerPhotos, prepare yourself. With a background image already open select 'File', 'Open' from the menu bar. Navigate your way to an object image from the PowerPhotos series. Double click the appropriate icon. The image opens with a black background and a dashed outline. 'Edit', 'Copy' puts the image into clipboard memory zone. Now, click back to the original background image. Select 'Edit', 'Paste' from the menu bar and another option comes up- 'as an object'. Select that one and sit down! ZIP!! DING! Done. There is your object, as an object, in your picture, no more work! Now you spend the time to make your piece look good.

THE FPX FILE 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 FPX ([HTTP://WWW.PHOTOSPIN.COM](http://www.photospin.com)).

In a nut shell, FPX is a revolutionary new file format that makes working with images faster and easier. Unlike other popular image formats, FPX allows large images to be used on today's computers without requiring expensive computer hardware upgrades or increases in RAM.

According to the Kodak White Paper: The FPX 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, FPX-optimized applications will "automatically" process only the data each activity needs. FPX images offer multiple resolution levels, and edits are applied only to the specific areas of an image being changed.

To utilize the FPX images to their fullest potential, you'll need a FPX optimized application. Because FPX is being embraced by Apple, Hewlett Packard, Live Picture, MicroSoft, Netscape and many others, many applications will support the FPX



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technology. To find out if your software applications are supporting the FPX file format, visit their website and look for the FPX plug-in or viewer. Or if your software application doesn't support FPX, 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.

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 also recommend checking your user's guide if these options don't represent the solution to your specific needs.

SYSTEM REQUIREMENTS

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



OTHER CONSIDERATIONS

1) Changing Image Size - It is usually safe to *reduce* image size. However, when you *enlarge* an image you need to be careful. One way to enlarge an image is to simultaneously 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.

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.

2) 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.

So if you really want to use sharpen or unsharp masking, feel free to apply as much as you feel is appropriate.

RESPONSIBILITY

While we have your attention we would like to talk about responsibility. On a major overview level there is global responsibility. It is our responsibility to get product information, tips & tricks, pricing, etc. to you in the greenest way possible.

REDUCE

We try to clean our database regularly so we only deliver to people that want to hear from us. So hang on to our number and contact us from time to time so we know you still care. Or, if you stop caring about our latest and greatest, let us know so we can delete your name from our list.

REUSE

We endeavor to think past regular advertising to secondary uses for our information. So don't be surprised if a catalog comes to you looking like wrapping paper – and please, use it!

RECYCLE

As for disposal of stuff, send back those disposable CD's! Don't just throw them away! Send your

message to companies that use too much packing material. C'MON, MAKE SOME NOISE!!!

On a minor overview level there is personal responsibility. Treat your fellow humans with respect. We have a financial responsibility to the artists that create these images. When somebody buys a title from us we pay the appropriate artist. Since you bought these images, use them appropriately. Please don't make illegal copies. Pass the word about the great value in purchasing these images.



Please check out the license agreement.