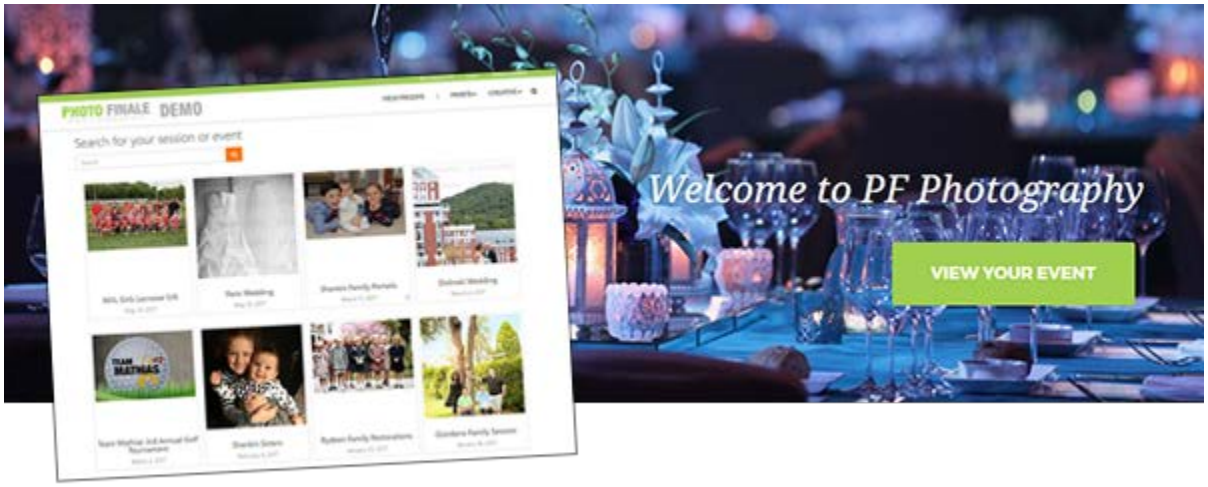
Getting Started with Prestige Proofs

A guide for photographers

Welcome to Prestige Proofs, Photo Finale's Proofing Gallery system designed for professional photographers to store and share photos from shoots and to present them to clients for proofing and easy print and creative product purchase. If you shoot studio work or event photography, a Proofing Gallery will give you a polished way to show clients proofs, and an easy way to take orders for your professional prints and products.

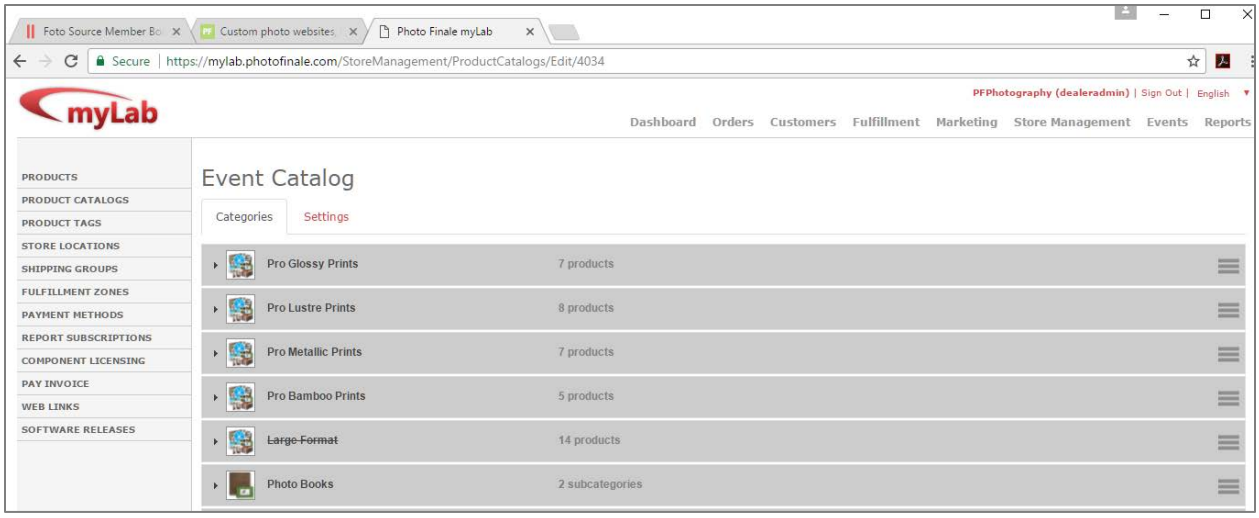


Setting Up Your Site

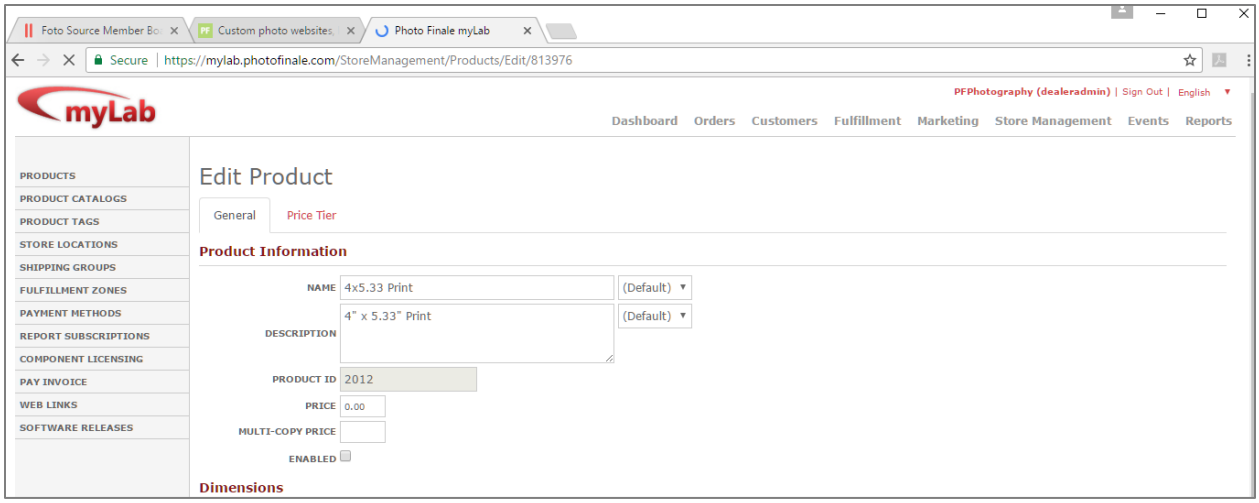
The good news is that your dealer partner has already done a ton of the heavy lifting. You should have a website with a direct URL, a product catalog, and a login to the myLab admin panel.

How to Configure/Price Products

In myLab > Store Management Tab, click on Product Catalogs, then click the default catalog.



Click on a product category, then a product, and edit the settings and save. If you do not want to offer the product, uncheck the “Enabled” button.



Uploading Photos

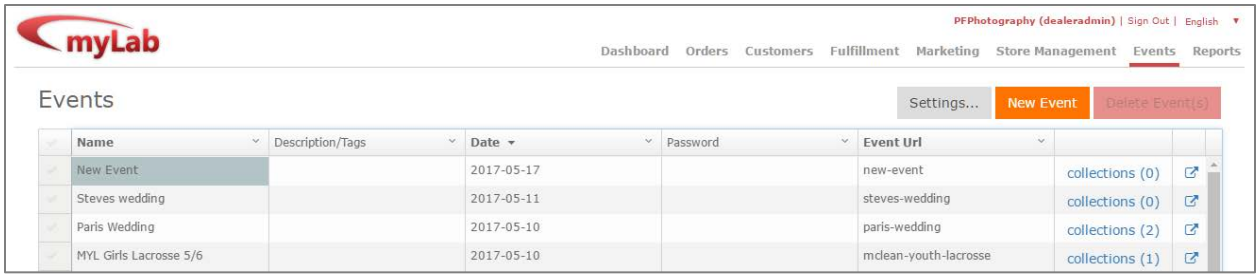
We have an admin website called myLab (https://mylab.prestigeproofs.com) you will log into to upload photos, adjust settings, price products and check on orders.

How do I upload?

Each gallery of photos is called an Event. Photos within an event are organized into collections. If you have a large number of photos or an event with distinct groupings, you may consider breaking up the photos into multiple collections.

1. Click on the **Events** tab in the mylab.prestigeproofs.com menu.

2. Click the **New Event** button and fill out the info.



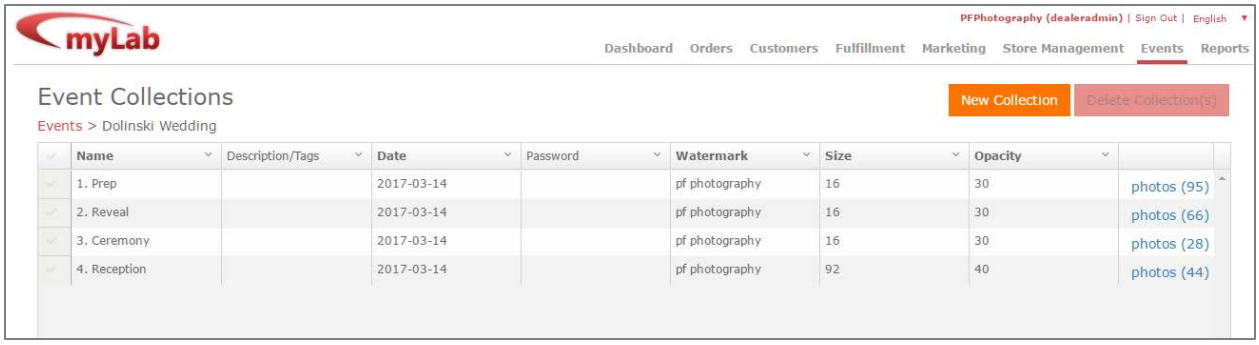
Page details:

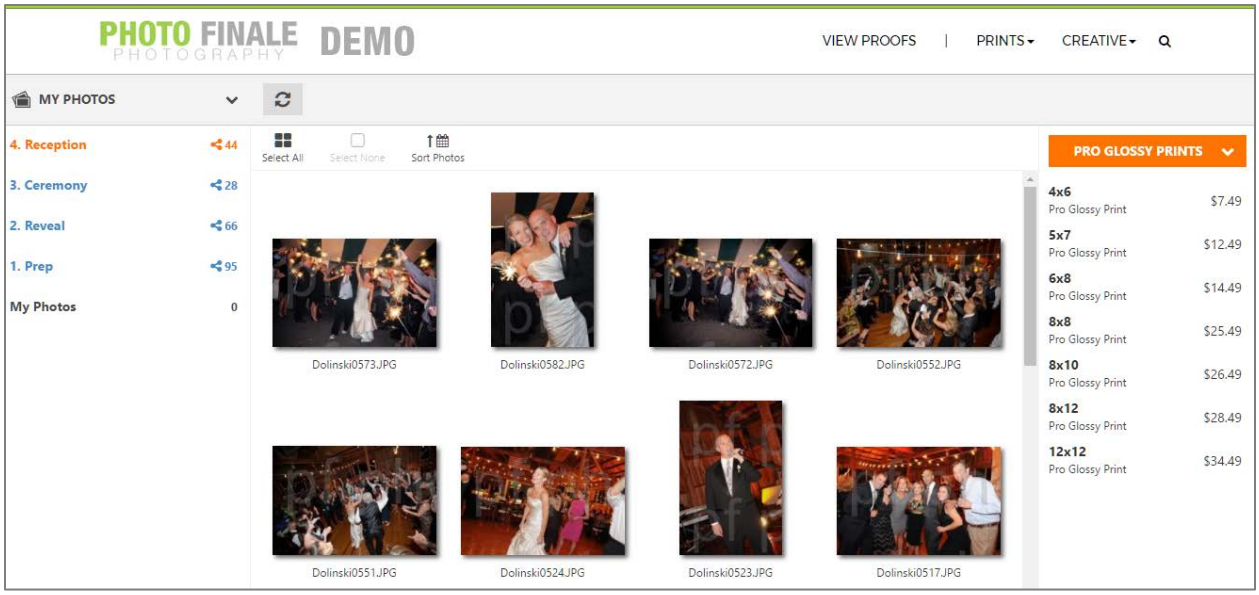
- The name will be visible to the user under the cover image and the description is not visible to the user, but is used in the search and is an ideal place to put keywords and names.
- The current date will be filled in by default but you can change it to the event date if you'd like.
- Password is optional. An event may have a password and/or collections (albums) within that event may also have a password.
- The Event URL will be filled in based on the Name field, but you can edit if you wish. The Event URL will be https://yoursite.prestigeproofs.com/events/**[EVENT URL].** You can click the site exit icon (last column) to view the event.

3. Click **Collections**, which will bring you to the collection tab, where you can create and upload into as many collections as you want.

Per collection you can set:

- Name, description, date, password, watermark for each collection. The watermark settings include text, font size and opacity and this setting will override the global account setting.
- The description/tags field is not shown to the user but is used in the search.





***Tip*:** Upload multiple collections and precede the name with a number to help users sort and identify chronology of the photos. Some good use-cases for multiple collections:

- Wedding: Ceremony, Reception, Prep/Getting Ready, Reveal
- Family Account: Christmas session, spring session, new baby session
- School: collection for each grade or teacher name

- Sports event: collection for each team
- Printable art: collection by artist or theme

What can I upload?

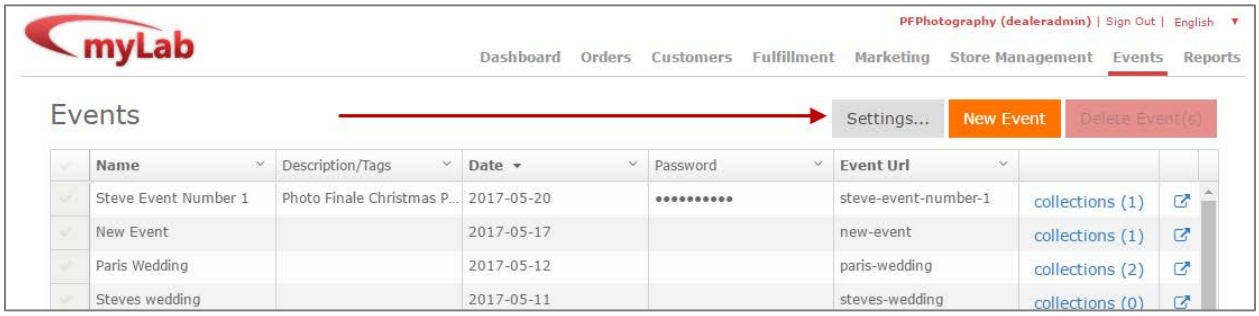
- You can upload an unlimited number of jpgs.
- Photos are uploaded and stored at their original resolution, up to 40 megapixels.
- ***Tip*:** If you are uploading many large images, try uploading in batches of 100.

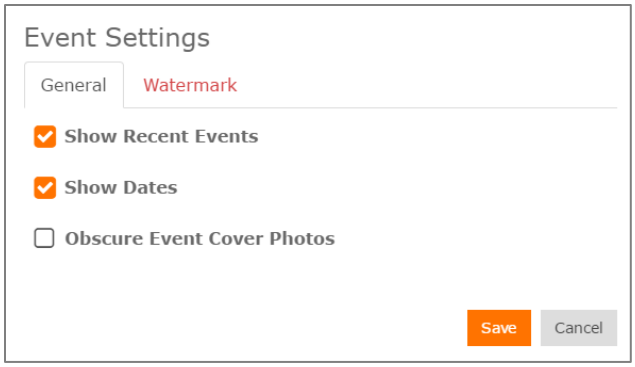
How long are images stored?

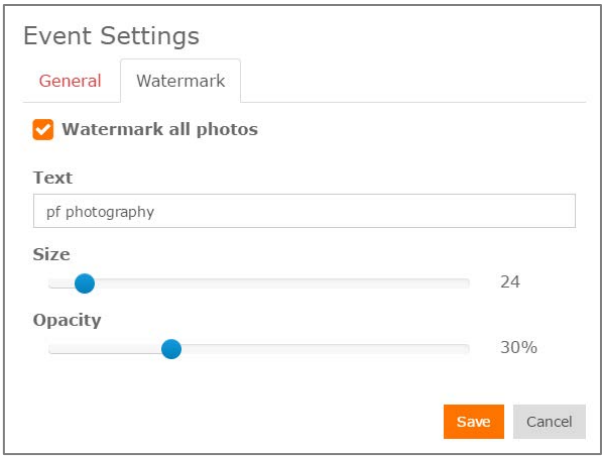
- **Standard Plan:** We do not have any size limits for storage, but our standard plan offers 90 day storage. The 90 days starts on the date the event was created. After 90 days, all the collections and photos contained in that event will be removed and cannot be ordered.
- **Upgraded Plan:** Most photographers opt to upgrade to a permanent, unlimited storage plan for a monthly fee. Please contact your dealer for pricing. With this plan, there is no storage or time limit placed on the event, collections or photos uploaded. You may choose to advertise a discount for a specific timeframe per event to encourage sales. You will need to work with your dealer partner to set up coupons or promotions and time windows.

Settings for All Events

Click the Events tab, then the Settings button to access General and Watermark global event options.

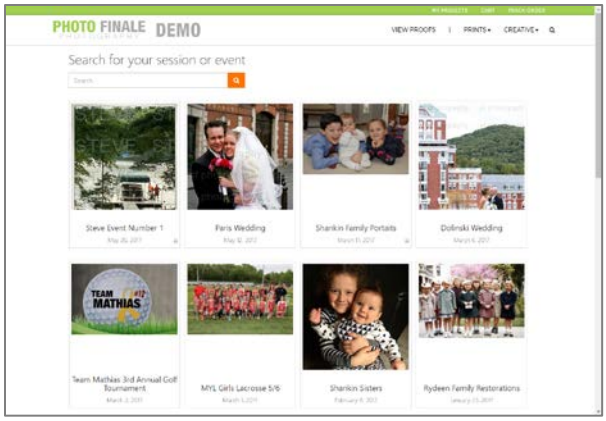


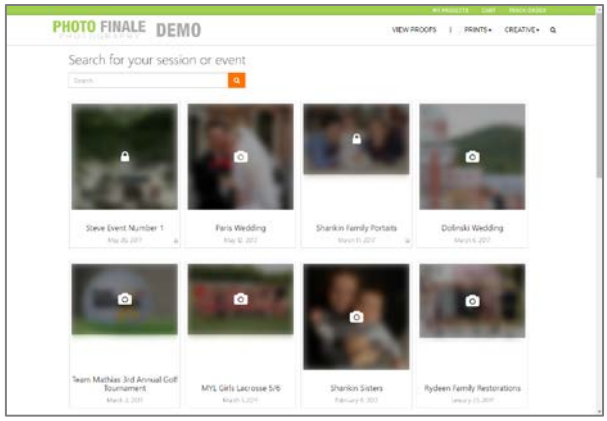




- **Show Recent Events:** This setting will show the Events blocks on the page. If you have this unchecked, only the search box will show. Hiding the Events provides additional privacy for clients.
- **Show Dates:** Turns on or off the date shown under the title of each event

- **Obscure Event Cover Photos:** Blurs the cover photo shown on the events menu page (shown below on the right).





- **Watermark All Photos:** This setting serves as the default for new collections. Changing it does not affect settings on collections that already exist when before the setting is changed.

Choose Who Can Access Your Photos

Are there any privacy options?

Privacy is a big deal to us, so no matter who you want seeing your photos, we've got you covered.

You have three layers of visibility:

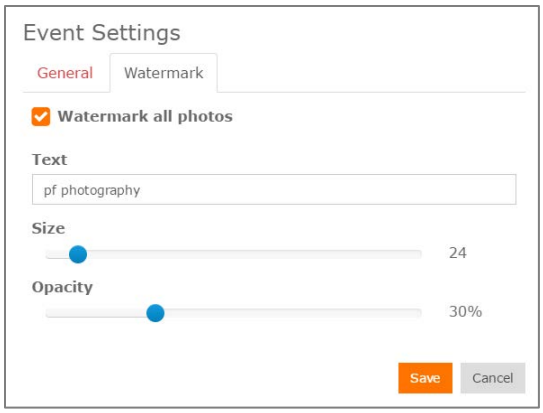
- **No passwords set:** If an event is displayed on your site and no passwords are set for the event or the collection it contains, then anyone can view the photos.
- **Event password:** Only people who enter the password to the event can see the collections it contains.
- **Collection password:** Regardless if the event is public or password-protected, each collection within that event can be password-protected.

Example: You have an event "Wedding" with a password that is distributed to the guests ahead of time, and within that event the "ceremony" and "reception" collections are open (so that once the event password has been entered, all those photos are accessible), but the "getting ready" collection has a different password so not everyone

who has entered the event password can view it, only those who have the password for that specific collection would have access to view.

What security features are available?

- **Watermarks.** The watermark feature allows you to put your name, URL, or any text string on every photo uploaded. Watermarks are completely non-destructive, meaning that they're applied to display copies only. Any print, gift or digital download purchased from your site will be clean and clear.
    - **Setting watermarks:** You can set watermarks for all events using the Settings button on the Events tab.



You can also set watermarks per collection (this setting will override the account setting shown above)

Watermark	Size	Opacity
pf photography	16	30
pf photography	16	30
pf photography	16	30
pf photography	92	40

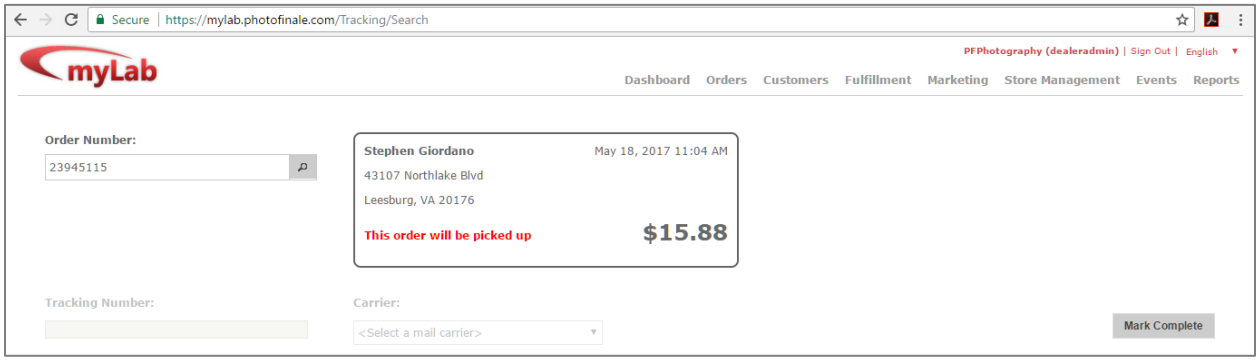
- **Right-click Protection.** The right-click protection prevents any user from right clicking to save an image from your site. Keep in mind that snapping a screenshot is a basic function on any computer and is not prevented with right-click protection, so we recommend using this feature together with custom

watermarking. The result? Your name_stays associated with the image... no matter what.

- **A+ SSL Security**. Ensuring customers' security and privacy is a paramount responsibility for all online retailers; one which we take very seriously at Photo Finale. Recent improvements to our platform have allowed us to achieve the premiere rating, A+, from Qualys SSL Labs' industry-standard test suite. We launched our HTTPS Everywhere initiative in June 2015 and were proud to be the first major photo site to offer customers 100% always-on SSL protection, including all custom-domain Photo Finale sites.
- **No downloads**. There is no "download photo" feature available, so users will not be able to save the photo to their computer. However, we do have plans to add a download for purchase that you may choose to offer clients if you'd like. This feature is expected late 2017 and we will let you know when it is available.

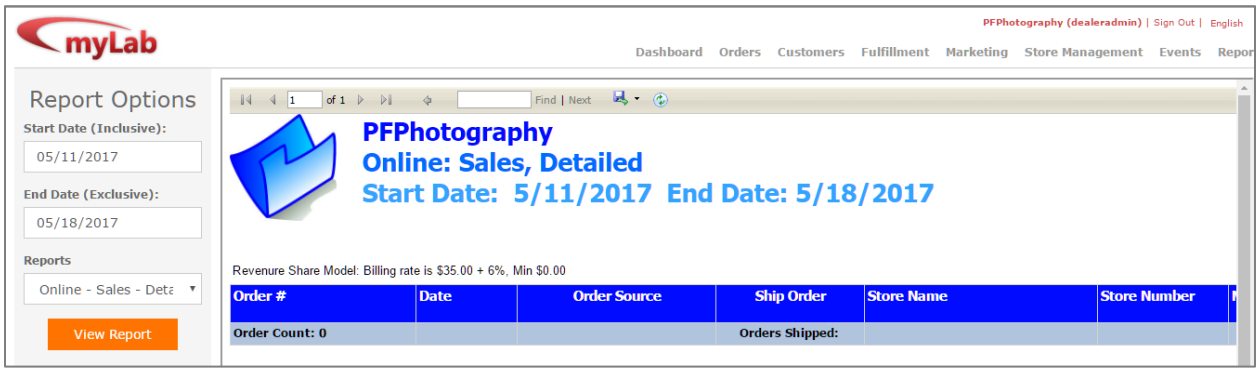
Processing Orders

If you want to use the PF auto email system, you will need to trigger the email for ready to pick-up or shipped. Our recommendation is for you to complete the orders in myLab, when you have received the order from the printer, or when the printer has shipped. To do this, use the Fulfillment tab and enter the order number and select complete.



Tracking Sales

myLab has an extensive array of reports (click the reports tab). The most commonly used report will be the Online Sales Detailed report. To run the report, click on Reports, select Online Sales Detailed and set the time period.



Customize Your Site

Is there a way to change my design?

The standard plan for Prestige Proofs is an events menu page with a logo, but you can upgrade to a single page responsive and secure site with more visible branding, banner image, services, about and contact sections. If you need more pages or more detail, we also offer a professional site for an additional fee. Please contact your dealer for pricing.

Can I use my own URL?

Use of a custom domain is available when you upgrade to an enhanced site (PFSR Single Page or PFE Enterprise). Then, there yearly fee for registration of the SSL certificate, but we can use use any domain you purchase or already own. We will help you with the settings needed to “convert” that URL to be your Prestige Proofs site.

How do I set my own prices for prints and gifts?

Click on the Store Management tab in your mylab.prestigeproofs.com header then click on Store Management. Your dealer partner has already created the catalog and all you need to do is go through and price the catalog to your preferences. You should make

sure any products you add are fully supported by your dealer and the wholesale pricing and delivery has been agreed upon.

How much do I keep?

You keep 93% of revenue less the cost of the printed products from your dealer partner. ***For example:*** If you buy an 8x10 for $2.00 from the dealer and sell it for $10.00 to the consumer, your profit would be $10.00 - $0.70 (the 7% Prestige Proofs fee*, paid by your dealer) - $2.00 = $7.30. (Credit card processing fees are not accounted for in this example), however if you offer rush fees, service fees, shipping or other upcharge fees via the ordering site, those amounts are added in before the revenue share % is calculated. Tax is added after that calculation. (*Note: revenue share % may vary slightly by dealer.)

How are photos delivered? How will I get paid?

This is between you are your dealer partner. We encourage all dealers and photographers to establish an agreement in writing before the site is launched.

Help & Resources

Your first line of support is your dealer partner. Most are well-versed in the Photo Finale platform and can help with settings and questions. Our support desk is always available for assistance as well, and we will manage your landing page customizations. The best way to reach us is through our support email and automatic ticketing system, by emailing support@photofinale.com

Site Updates

We frequently update the website with new features, enhancements and fixes. Please make sure you have entered your name and email in the myLab Dashboard to ensure you receive notification of changes to the site.