

# PhotoReflect LE User Information from United Promotions, Inc.

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These Templates and many more are available from UPI.



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### Prologue:

After the installation of **PhotoReflect LE**, start with a small test instead of an actual job.

- Using a few of your images create an event.
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- Install some Templates.
- Edit the text, colors and backgrounds
- Place a small order using items with the Templates.

**PhotoReflect LE** is a **FREE** download. It is a powerful, versatile program. You will use some of its features immediately and others in the future. These instructions guide you through the process of setting up the basic features you will use to order prints and other items from **United Promotions**.

Assuming you already have a **Labtricity Private Network Account** from **United Promotions**, you will not be required to pay the extra 13% required by the Open Network. If you need to obtain a Private Network account, please call **Customer Service at 800-362-4441** to set one up.

### Getting Started:

If you haven't downloaded **PhotoReflect LE**, go to <https://www.upilab.com/Express-Templates.html> and click on this line to start the download: **Click here to download the FREE PhotoReflect LE Program**

After you download the program, run the installer. Then log into the program by entering the UPI Private Network account user name and password provided by United Promotions.

The five tabs at the bottom of the screen are PhotoReflect LE's main menu. Click on **Setup**.

Notice the setup options along the left side. These options allow you to customize various features of the program. Our setup will focus on two of those options: **Photographer Info and Package Groups**.

Click on **Photographer Info** and then **Your Company Info**. Complete all the applicable fields of **Company Information** and **Contact Information**.

Next, in the same **Photographer Info** section, click on **Your Lab Account** and verify that the user name and password are correct. You can also click on your Internet account and type in your username and password for that if you have it.

Click on **Fulfillment Options** and check the box Ship all orders back to the company address if you don't want our lab to ship completed orders directly to your clients.

As you setup PhotoReflect LE's options you will create a **Package** for each item you want to have available to order from our lab. When you create these **Packages**, we suggest you assign package names that describe the specific items you will be ordering. That will reduce confusion and errors when you create print orders. Here are examples of names you might create for your packages:

- 1 - 11x14 Luster
- 1 - 8x10 Metallic
- 1 - 5x7 and 2 - Wallets, Luster
- 1 - 16x20 Canvas Gallery Wrap
- 2 - Circular Keychains

There are two simple steps for creating each Package: **Add Package** and **Add Lab Print Item**. The second step associates the specific United Promotions print or add-on item with the package you have created.

### Package Configuration:

In **Setup** tab, choose **Package Groups**.

Click **New Group** in the left margin. **New Package Group** window opens.

Change the New Group Name to **UPI Packages**.

Click OK, and notice that **Package1** was created as the first (default) package under UPI Packages. Double-click on **Package1** and give it a new name, like one suggested above. If you will be publishing this package on your PhotoReflect.com Internet storefront, assign a Package Price. (If you don't assign a price, you will be asked if you want to give the package away free.)

Click on **Add Lab Print Item** in the upper right corner. A window opens, displaying the numerous products available from **United Promotions**. Unless you inform the lab otherwise, all images are **Color Corrected**. We have organized them into the following categories:

- |                           |                       |
|---------------------------|-----------------------|
| - Proofs                  | - Add-On Items        |
| - Volume Package Prints   | - Press Printed Items |
| - Volume Prints           | - Canvas Prints       |
| - Metallic Package Prints | - Sports              |
| - Metallic Prints         | - Greeting Cards      |
| - Package Prints          | - Novelty             |
| - Prints                  |                       |

Scroll down the list, find and click on the print or other item you want to associate with your package. Click OK at the bottom of the window. You should see the package name highlighted at the left edge of the screen, and the Lab Print Item you have chosen in the center of the screen.

To add your next package, click **Add Package** on the left edge of the screen. Again, change the default package name to your desired package name, assign a selling price, and click OK. Repeat step #5 and #6 to associate a UPI print item with your package.

Repeat step #7 as you build more packages. You may also want to create **New Groups**, perhaps one group for Studio Sitings (Premium) and another for On Site Day Care (Volume) , or groups based on specific packages you sell to various clients: Sports, Schools, Family etc.

Now that you have completed all the basic steps of configuring **PhotoReflect LE**, you can now learn how to create catalogs, edit your images, and place orders for prints.

Before placing an order for prints, you create an **Event** in the **Photo Library** and add your images into the event from your memory card or hard drive. Next, you may edit the images in **Workshop**. The tools there allow you to instantly change the color, exposure, contrast, cropping and orientation of each image. You may also enhance the images with Black & White, Sepia Tone, Sharpening, Vignettes, adding text, or inserting them into special border templates. Then create your order, adding photos into the shopping cart either in the **Photo Library** or in **Photo Workshop** tab. **Place Order** and move to the **My Orders** tab where you can review your order for accuracy. **Print Order** will transmit it to **United Promotions**.

### The Workflow:

#### A. Create an Event

Choose the **Photo Library** tab at the bottom of the screen.

Click **New** to create a new **Event**. Name the event and click **Finish**.

Click **Add Photo** to load your images into the catalog. Navigate to the location of your images.

Select the images you want to load (using Ctrl or Shift key to select a group of images) and click **OK**.

#### B. Edit Your Images

If you want to edit your images before placing an order, click on the **Workshop** tab at the bottom of the program. Browse through the **Enhance**, **Correct** and **Color Balance** tabs near the bottom, and try out the numerous editing options. When you are satisfied with the editing you have done on an image, click on **Save Changes** to save the edit information to the image before you tab down to edit your next image.

#### C. Create a Print Order

Two options must be set before placing an order:

Notice the **Hide Order** or **Show Order** option in the upper-right corner of the **Photo Library** and **Workshop** tabs. When **Hide Order** is displayed, you are viewing the **Shopping Cart** and are ready to create an order.

Notice **Add Package** in the lower-right corner of the **Photo Library** and **Workshop** tabs. Click on **Add Package** and scroll to **Change Default Group** and then to **UPI Packages** (or whatever Group name you assigned when you created UPI Packages).

Now click on a thumbnail image in **Photo Library** or **Workshop**, then click on a package in the upper right corner of the window. The image and print size drop into the shopping cart. If you need to order a print that you have not set up in **Package Groups**, choose **Add Lab Product** and scroll through our products to choose the one you want.

When you have added all the products you want to order into the shopping cart, click on **Place Order**. You may see a receipt with your retail prices for the order. This is not the price you will pay the lab for these products. Click **OK**.

Click on the **Orders** tab at the bottom of the program. Click on the **New Orders** tab in the upper-right corner. Your new order(s) are displayed, one on each line. Double-click on the line, and you enter the Order Editor. Tab through the order, confirming the cropping, print sizes and quantities. You can edit or delete images in this editor. When you are satisfied with the order, "Save Order" in the lower-right corner.

Near the bottom of the screen, click on **Send & Print to Lab** to transmit the order over the Internet.

**United Promotions** offers many **Templates** for your orders, and continuously adds more templates as they are developed. You can view the list of Templates at <https://www.upilab.com/Express-Templates.html>. To order prints with your images and text inserted into our templates, you simply load any of the downloaded Templates into PhotoReflect LE's Template folder, then choose that Template for the item you want to order.

You should also use any other **Add-On** templates to order those products, so your images are properly sized and centered in the opening of those products.

### **Template Installation and Use:**

Download any of the Product Templates into a temporary folder on your computer. Create a **UPI-Templates** folder on your computer and move the downloaded Templates to it.

In PhotoReflect LE, choose **Setup** and **Templates** then **Borders**.

Click **New Group** in the upper-left corner.

Enter a **Border Group Name** such as **Sport Templates** or any other name that helps you organize them.

That group should appear under **Sample Borders**.

In the upper-right corner of the program, click **Add**.

Use the Browse button to navigate to the folder where the **UPI-Templates** folder you created is located.

Click OK when you have clicked on the folder named **UPI-Templates**. You should see thumbnail images of our templates in the **Template Browser** window. If you need them all at this time, the click **Add All**. If you need just a subset of those Templates, highlight the one(s) you need and click **Add Selected**. Obviously if you had created sub-directories, you would go there first.

Now you can use these borders to **order Canvas Prints, Trader Cards, Photo Buttons, Luggage Tags** and many other items. In **Photo Workshop** under the **Enhance** tab, click on **Choose Border**. If you have already selected a package, click on the product you want to order in the shopping cart (like 8x10 Premium Canvas Wrap), and you are ready to **Place Order**.

Note: Whenever you select a border template, it will remain on as you navigate to other photos in your library. To turn off the border, simply press the **End** key on your keyboard, or click the **Off** button in the **Choose Borders** area of the **Enhance** tab in **Workshop**.

### **In Summary:**

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