

# Digital Downloads

Although many customers will want printed photos, it is possible to create packages for digital versions of photos. These photos will be both downloaded from your PhotoReflect.com storefront, and will always be downloaded in both low and high resolution directly to the customer's computer.

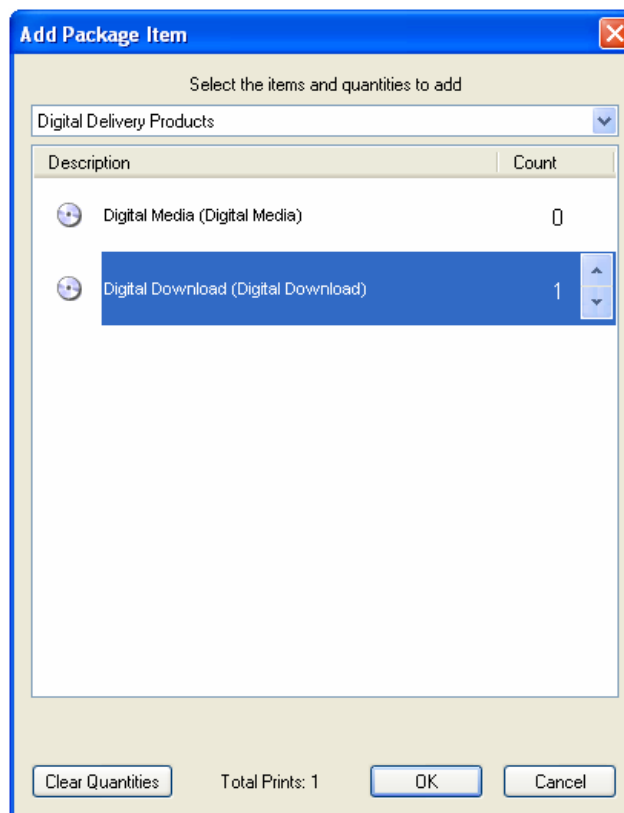
*Note: To take advantage of Digital Downloads, you will need to have a PhotoReflect.com account. Refer to the Proservices chapter of your Darkroom Application User Manual for instructions.*

## SETTING UP DIGITAL DOWNLOADS

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The first step in setting up a Digital Download is to create a package including a Digital Download product. From the setup tab, click on Products & Services. Either create a new package exclusively for a single Digital Download, or select an already existing package if you want to add the Digital Download item to it.

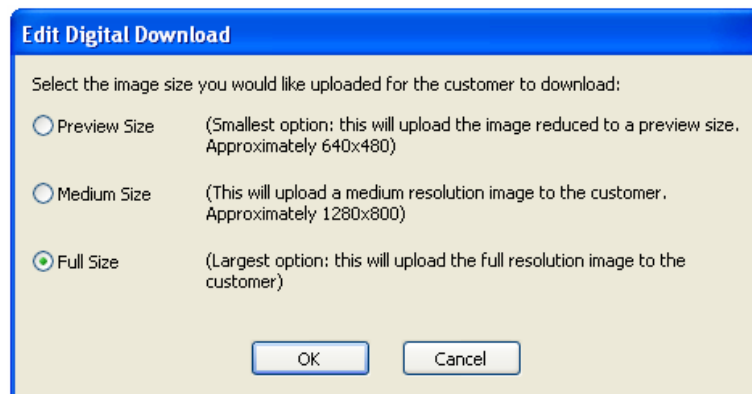
Once you have a package ready, click the “add local print item” button on the right-side toolbar. Scroll to the bottom of the item list, and select “Digital Delivery Products.” Select “Digital Download” and click OK.



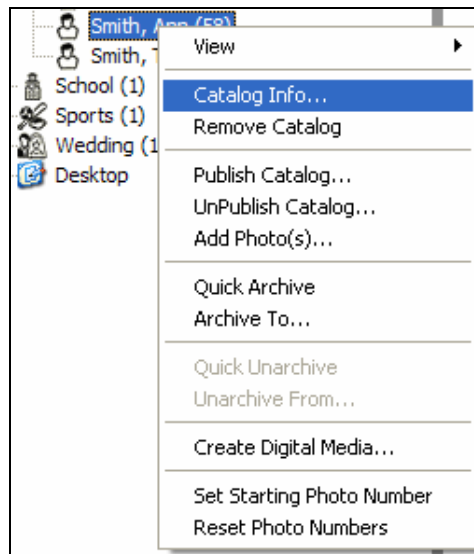
When you first create the Digital Download item, you will need to set the image size that will be uploaded for the customer to download. Double-Click on the Digital Download item within the package:



A dialog box will pop up, letting you choose one of three image sizes: Preview, Medium, or Full. Preview is the smallest option, approximately 640x480 pixels. Medium resolution is approximately 1280x800 pixels, and Full size is the full resolution of the image. In most cases, you will want to choose the Full Size resolution, so the customer may make use of the photo as they wish. If you want to limit the size of the photos they receive, choose either Medium or Preview Size.



After creating the package, you will need to add the package to your PhotoReflect.com storefront. Go to the Photo Library and right-click on the desired catalog. Select “Catalog Info...” from the drop-down box.



You will be taken to the Catalog Wizard. Fill in your desired event information and click “Next.” The following page is for customer information. At the bottom of the page, click the “web options” button.



The next page is for email addresses, fill in the customer email addresses, and click “Next.” You will be taken to a page for setting up Package Groups, Shipping Groups, and Discount Groups.

**Package Group**

Choose the Package Group that contains the items to be offered for sale.

Always use this as my default Package Group

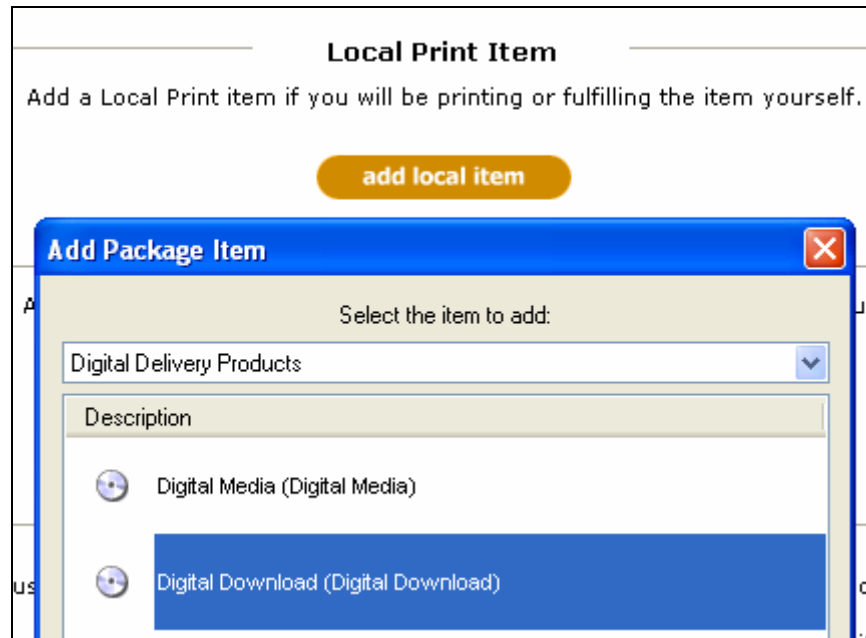
Click the “edit packages” button on this page to create a product for your Digital Downloads. You will be taken to a page allowing you to add, edit, or remove products.

**Create a new Product**

Choose this option to create a new product for sale.

Click the “create new product” button, and choose either a single or multiple item package. Because many people will want to download a single digital photo, we will create an item for selling individual Digital Downloads. Click the “create single item” button.

On the next page, click “add local item,” as you will be fulfilling this item yourself. The “Add Package Item” window will appear.



Select "Digital Delivery Products" in the drop-down menu, and highlight the "Digital Download" item. Click OK.

The next page will allow you to name your product. Your customer will see this name as your product name, so be sure to make it descriptive. For this example, ours will be called "Single Digital Download."

The image shows two sections of a form. The first section is titled "Product Name" and contains the instruction "Name the Product so it can be uniquely recognized by you and your customers." Below this is a text input field with the value "Single Digital Download". The second section is titled "Package Group" and contains the instruction "If you wish to change the destination Package Group for this package, select it from the dropdown list below or create a new Package Group." Below this is a dropdown menu with the value "[Default]" and an orange button labeled "add package group".

Now you need to create a package group for this product. Click the "add package group" button and on the next page, name the package group descriptively. Click "Next."

Make sure that your package name and selected package group is correct, and click "Next." Choose your automatic border options and the price for your Digital Download, hitting "Next" to advance when finished.

You will be taken back to the product wizard, where you can verify the new product. It should look something like this:



If your items were created correctly, click the “finish” button. You will be taken back to the Package Group page. Click “finish” to return to the Photo Library.

Once the product is set up, you are ready to upload the desired photos to PhotoReflect.com. Go to the Photo Library and select the photos you wish to upload. Click the Publish button on the top toolbar, and wait for the progress bar to reach 100%. When a photo has been successfully published, a P will appear in the upper-right hand.

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#### PURCHASING DIGITAL DOWNLOADS

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When a customer wants to buy a Digital Download, they can do so easily from your PhotoReflect.com storefront. When you published the event, you sent out emails to the customer including a link to the event on your storefront. If you did not send them an email, they will need to search for the event.



Once the event has been located, the customer will browse the photos. To choose photos for Digital Download, click the checkbox marked “Favorites” under the desired photos. They may choose as photos as they would like. When the customer has chosen all of the desired photos, they will need to select the package from the drop-down menu, and click “Add to Cart.”

To view the shopping cart and complete the order, click the “Shopping Cart” button, located on the storefront toolbar. The selected photos should appear in the shopping cart as Digital Downloads,

depending on what you named the package and item. When finished shopping, click “Secure Checkout.”

Product	Price	Quantity	Subtotal
 Single Digital Download [ Digital Delivery ]	\$5.00	1	\$5.00
		<a href="#">remove</a>	

The customer will be prompted to enter their PhotoReflect.com account information, or to quickly create a PhotoReflect.com account if they do not already have one. They will then enter billing information and a contact email address. This contact email address is important, as it is the email that the hi-res photo links will be sent to.

After purchasing, the order confirmation page will appear, letting the customer know that the hi-res photos will be available via link in an email. The low-res images are immediately available, and can be viewed by following the link at the bottom of the page:

Items marked as "Digital Delivery" will be digitally delivered to you via the internet. You will receive an e-mail with details on downloading your high-resolution digital files after they have been processed. You can access low-res versions by clicking the following link to [your digital files](#).

To access the low-res versions, click the link, and click “I Agree” at the user agreement page. The low-res images will appear. The customer can click the link or the photo to download the image and save it in the desired location.

The customer will also be emailed a detailed receipt. If the customer wants to access their low-res images on PhotoReflect.com at a later time, they will need to navigate to the “Order Status” page, where they will see the order confirmation again, with a link to the low-res images.

When the hi-res photos are available, the customer will receive an email with a link to the photos. As before, click on the photo or the download link and save the photos in the desired location. It is important to note that these images will not remain on the website indefinitely, and it is best to encourage your customers to save them as soon as possible to ensure they are not removed before they are no longer available.

*Note: Digital Downloads for an event will only be available for 30 days after the email is received.*

## RECEIVING DIGITAL DOWNLOAD ORDERS

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Receiving Digital Downloads is simple and easy. When a customer purchases a Digital Download, it will appear in the New Orders tab in Darkroom. The Order Details will mark it as a Digital Download:

<b>Order Details:</b>		
<b>Print</b>	<b>Quantity</b>	
Package: Digital Download (\$5.00)	1	
Digital Download	1	<a href="#">x:\20070226\ed_0010\nicole49.jpg</a> Event: Smith, Ann (PRINTED)

You will not need to physically send the order, but you will need to select and print the Digital Delivery orders to allow the customer to download the photos. You are verifying the purchase. "Printing" the order will prompt an automatic email to be sent to the customer, informing them that their hi-res photos are available through the links provided.

Once you have "printed" the Digital Delivery order, it will be moved to the Completed Orders tab. Since you need to ship orders before you can receive payment, you will need to select the Digital Download orders in the Completed Orders tab and mark them as shipped. Once you have marked the order as printed and shipped, the Digital Download purchase is finished and you will receive payment.