




Thank you for your interest in our **Online Ordering System**. The following information will give you an overview of the interface as well as some other helpful information relative to making your experience an easy and effective one.

SECTION 1: System Overview

STEP 1: Upon logging in for the first time you will be required to complete a simple form to establish your Username and Password. For future access, you will then use that information to log into our Products list directly from our Online page (see below).

 Home Products View Cart Messages

Please Identify Yourself Friday, September 15, 2006 7:20 AM

SEARCH PRODUCTS

The action you have chosen requires you to identify yourself. Please pick from the following 3 options:

First Time Customer

(You will set your user name and password next)

* = Required Field

First Name *

Last Name *

Phone Number

Email Address *

User Name *

Password *

Confirm Password *

Returning Customer

User Name

Password

I Have Forgotten My User Name or Password

Please email me my user name and password.

Email Address

STEP 2: The Home Page contains a row of icons listing the main categories of the flyers currently offered (i.e., Just Listed, Just Sold, etc.). Within each category are several layouts and design options. Just click on the desired icon or on the item in the left side menu (see below).

Home Products View Cart Orders Messages Log Off

Home Thursday, September 14, 2006 4:52 PM

SEARCH PRODUCTS
 [Go](#)

PRODUCTS
 Just Listed
 Just Sold
 New Listing
 In Escrow

Welcome to the inVisions Online Ordering System!
 A service of inVisions by Sir Speedy of Chandler - Questions? Call: 480-505-9920

Select from the Category/Product list below...

Just Listed **Just Sold** **New Listing** **In Escrow**

Orders
 Open (0)
 Completed
 Canceled

[Favorite Orders](#)

STEP 3: The Product List Page displays a small, representative icon of each item along with a brief description of options (i.e., number of photos, feature list, text, etc.). Again, just click on the item you prefer or click on "Choose Template" (see below).

SEARCH PRODUCTS
 [Go](#)

PRODUCTS
 Just Listed
 Just Sold
 New Listing
 In Escrow


Products > Just Listed
 Just Listed 8.5 x 11 Flyer

	One-Sided: Flyer 1 Title: "Just Listed!", 1-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 3 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 8 Feature Items, Contact Information, and a Variety of Color/Texture Designs. FlyerE01_JL Choose Template
	One-Sided: Flyer 2 Title: "Just Listed!", 1-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 4 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 7 Feature Items, Contact Information, and a Variety of Color Designs. FlyerE02_JL Choose Template
	One-Sided: Flyer 3 Title: "Just Listed", 1-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 2 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 9 Feature Items, and Contact Information. [Note: Photo strip along left edge is a collection of desert scenery and plant life and is not an editable feature]. FlyerE03_JL Choose Template
	Two-Sided: Flyer 1 Title: "Just Listed", 2-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 4 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 8 Feature Items, Contact Information, and a Variety of Color/Texture Designs. FlyerE01_JL_2S Choose Template
	Two-Sided: Flyer 2 Title: "Just Listed", 2-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 6 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 8 Feature Items, Contact Information, and an area for buyer Notes. FlyerE02_JL_2S Choose Template

STEP 4: The Detail Page displays a larger icon the selected product. Below it is the Quantities and Price list. To begin the actual process of creating this flyer, click on the "Create New" button at the bottom of that page (see below).

SEARCH PRODUCTS

Products > Just Listed > One-Sided: Flyer 2



One-Sided: Flyer 2
FlyerE02_JL

Title: "Just Listed!", 1-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 4 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 7 Feature Items, Contact Information, and a Variety of Color Designs.

Base Price:


Quantity	Price
100	\$67.00
200	\$99.00
300	\$135.99
400	\$172.00
500	\$194.00

Please select from the following:

STEP 5: The Content Page is where you will input your information (text), upload photos and logos, and select your Design Option (if available). The number of input fields and options will vary depending on the layout and/or whether it is a one or two-sided flyer. Helpful tips and other information are shown relative to such things as image size and character limits. (see below)

SEARCH PRODUCTS

Products > Just Listed > One-Sided: Flyer 2 > FlyerE02_JL



DESIGN (color) OPTION
Select a Color (Default is Burgandy)
Burgandy

BUSINESS INFORMATION
Logo (i.e., Company or Personal Logo)

Locate your logo image (graphic) and select for upload. Minimum resolution 150 pixels per inch.
Allowed File Types GIF, JPG

Business (Street) Address (i.e., Realty Company or Brokerage firm)

STEP 6: The Preview Page is generated upon having clicked on the "Save" button in the previous step. It displays a reduced version of the completed flyer containing all of the uploaded content you just provided. From here you will be able to view a full-size Acrobat PDF (printable) proof by clicking on the "View PDF" link below the Preview image. That will open up Acrobat Reader in another window.

SEARCH PRODUCTS

Products > Just Listed > One-Sided: Flyer 2 > *Unspecified


PRODUCTS

Just Listed

Just Sold


New Listing

In Escrow



4511 E. Northwood Rd.
Phoenix, AZ 85034


Just Listed!



PROOF ONLY
DO NOT DUPLICATE

345 East Edgewood Rd.

For more information, please contact:



Bob Johnson
bjohnson@realtor1.com
480-333-1234

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\$1,895,000

A wonderful opportunity to have a prime commercial lot located back at the end of a quiet Cul De Sac, with curb appeal & nice view of the lovely home across the street. Includes with new granite and updated cabinets & appliances, both have been updated, formal dining room, spacious living room, and clean set room. Large 10,000 sq ft lot with an acreage across from and behind, 50 year old of the


Features

- Large 5th floor
- Granite Countertops & Silestone
- Great Room with Spa
- Game Room
- Weight Room
- 5 Car Garage
- Upgraded Kitchen Appliances

MLS#: X1700



PROOF ONLY



PROOF ONLY

[Edit](#) | [Remove](#) | [View PDF](#)

One-Sided: Flyer 2 FlyerEO2_JL

* = required field

Order Quantity: *

Item Total:

Title: "Just Listed!", 1-sided, 4-Color, 8.5 x 11 Flyer. Editable regions include: 4 Property Photos, 1 Realtor Photo, 1 Logo, Body Copy, List Price, 7 Feature Items, Contact Information, and a Variety of Color Designs.

The amount of time to generate both the online Preview image as well as the PDF Proof can vary greatly depending on the number of files, their file size, and your connection rate.

To learn more about methods and processes that you can implement to prepare your photos or logo files, refer to the section in this guide entitled, **"Digital Photography"**. There you will find an ample amount of information about the subject, tips about photography, and suggested applications to used to expedite the process.

CHECKOUT: The remaining steps have to do with the summary of your order (Cart), the Shipping, Billing, and Confirmation of your order. As you complete the process you will select the date needed, add comments, input your payment information, even change the quantity if necessary before submitting your order. An auto-generated email (receipt) acknowledgement of your order will be sent to the email address you provided in Step 1 of the set-up phase.

SEARCH PRODUCTS

PRODUCTS
Just Listed
Just Sold
New Listing
In Escrow

Cart > Shipping > Billing > Confirm

Comments:

Remove	ID	Product	Unit Price	Quantity	Date Needed	Price
<input type="checkbox"/>	FlyerEO2_JL - *Unspecified	One-Sided: Flyer 2	\$0.4533	300	<input type="text"/>	\$135.99

Remove Selected Subtotal: \$135.99

Shipping, handling and tax may be added to this subtotal.

Save Changes | Cancel Order | Continue Shopping

SECTION 2: Digital Photography

Welcome to the inVisions primer for photography and photo-editing. The intent of this guide is not to make you a professional photographer, just to help you understand the basics.

Let's get started!

We'll break this out into 2 areas.

1) The Basics

- a. Equipment
- b. Camera Resolution (i.e., megapixels)
- c. Common Sense Photography

2) Photo-Editing

- a. Image Size and Resolution (pixels per inch, etc.)
- b. Cropping and Resizing

THE BASICS

Equipment

There are so many brands of digital cameras with just as many features that for us to suggest one in particular would not be fair or reasonable. Unless you're a real camera aficionado you just need to find one that is comfortable to handle and easy to use. Our only recommendations are with resolution quality, defined in megapixels.

Camera Resolution

A "megapixel" refers to "one million pixels", and is commonly used in reference to digital cameras as an indication of resolution capability. A pixel is a tiny square on a computerized display that is so small it appears as a dot. The more pixels or dots that make up the display screen, the clearer the resolution or image will be.

If, as is the case with files uploaded to inVisions Online and your photos will primarily be used for print, the minimum we suggest is at least a 3.1 MP camera or above. 4 and 5 megapixels cameras are the norm for most consumer-level cameras today, and quite affordable.

To get the best results with your camera you can adjust the quality and size (in pixels per inch...more about that later) to get the highest resolution possible. You'll have to refer to the owner's manual as each camera's controls can differ greatly. Aside from the megapixel specification of the digital camera, the amount of internal memory and type of flash (memory) card can make a big difference in convenience and long-term cost. Larger internal memory allows for more flexibility, as does the ability to use flash cards with higher capacities, though those with lower capacities will be less expensive.

Common Sense Photography

Unless you have an expensive lighting kit with floods and strobes, your interest will most likely be in taking a few good elevation (outdoor) photos of the home itself. Indoor photography is possible but most built-in flash are only effective up to 8 or 10 feet and do not have even fill. For good elevation photos just make sure the sun is not in front of you or casting too dark a shadow if directly above. You can account for some of that if you have Manual Settings with your camera but you'll need to experiment with that to see if your images come out as you'd like.

Be mindful of how you frame your picture. In this context we're referring to what you see in the view window of your camera. It's not just centering and leveling but what is captured within the frame when you take the picture. If there's a bicycle, recycle bin, or even a person in the photo that you don't want in it, take a minute to move it out of frame before taking the picture. More often than not we're not aware those kinds of things that were even visible until after we look at the photos later. If that's not possible, try to take your photo from an angle that obscures or crops them out deliberately.

Get as close to the property as possible while still being able to capture everything within frame. Being half a block away and using a zoom feature usually results in grainy and unattractive photos. Most digital cameras have both Optical and Digital zoom capabilities. The Optical zoom is more of a literal zoom based upon the quality of the lens itself. Digital zoom is a computerized, "best attempt" at interpreting resolution outside of its (default) maximum range. If you need to zoom try not to go past the maximum Optical zoom listed with your camera (refer to the owners manual).

PHOTO EDITING

When it comes to anything involving the editing of photos or graphics, the name Photoshop comes to mind. Photoshop is a very powerful (and expensive) software application used by professionals in the graphics, design, and photographic industries. It's even worked its way into our everyday vocabulary. You may have heard someone say "that person was 'Photoshopped' in", or something to that effect. However, you shouldn't have to concern yourself about purchasing, let alone learning how to use it for what we have in mind with inVisions Online. The following explains some of the basic terminology as well as the processes used to prepare your photos and images which are possible with applications found on most PC's.

Image Size and Resolution

Image Size is the relative comparison between what you see on screen (in pixels) and its literal, physical size is (in inches). s previously mentioned, pixels are what make up an image on-screen.

Resolution is measured by the number of pixels (arranged in a row) per inch. There's a world of difference between what is viewed on your monitor and what is printed out. Screen resolution is 72 ppi (pixels per inch). The common resolution for high-quality printing is 300 ppi (which is essentially translated out as dots per inch). However, depending on the actual size of the image (in inches) as well as the method of printing, resolutions of 180 ppi may suffice. Most cameras, starting at around the 3.1 megapixel level of quality will capture photos at 180 ppi if set to their highest resolution. Our recommendation would be 180 ppi as a minimum. Keep in mind, the higher the resolution, whether it is determined by the quality of the camera or by the settings you select for that camera, will increase the file size (in megabytes) and will have an effect on upload times. Knowing how to crop, resize, and/or resample an image will give you greater control over these issues.

Cropping and Resizing

The basic difference between cropping and resizing is that cropping will exclude parts of an image, reframing it in a sense, while resizing is merely changing the overall size while retaining the overall image as is. There are a couple very important aspects to both that need to be emphasized, but before we get into that we need to make sure you have an understanding of orientation. "Landscape" means horizontal, or wider than it is tall. Adversely, "Portrait" means vertical with the height being greater than the width. It's the same terminology used in any word processing application, like Word. Knowing this will help you to avoid the distorted or squished image when it comes to resizing.

That brings us to another important point. When resizing an image, be sure that the aspect ratio is "constrained", meaning that both the height and width will resize proportionately. Sizing an image to fit in one direction will distort the other, and vice versa, if not constrained.

You will find that most cropping tools will give you the option of changing the resolution (ppi) at the same time as determining the area to be cropped. For instance, let's say your photo was taken with a 6 megapixel camera and the image is 3000 x 1950 pixels @ 300ppi, or 10 by 6.5 inches (landscape). The desired print size, in inches, is 5 x 3. If merely resizing while constrained, the width will be 5 but the height will be 3.25". A cropping tool can be set to the precise dimensions and resolution you desire if necessary. Since the images uploaded to inVisions Online are resized proportionately to fit the placeholder created in the layout(s) the closer you can come to the final size (or at least a similar aspect ratio) the better it will appear, and print. It will also help to reduce the file size itself to speed up the upload process. Sizes for each of the products and the images they contain are listed in the "Product Specifications" section on our website.

There are several application that can be used to crop and/or resize photos or graphics, such as; Photoshop, Photoshop LE, Paint Shop or Paint Shop Pro. Following is a quick look at Microsoft Picture Manager and Paint. One or both are often already installed on many PC's. However, this is not an exhaustive "how-to". With all applications, please refer to either the User's Manual or Help Files for specific instructions.

MICROSOFT[®] PICTURE MANAGER



There are at least 3 options within Microsoft[®] Picture Manager that can be used to alter the size or resolution of your photos or graphics. They are "Crop", "Resize", and "Compress Pictures", and are located in the "Picture" (drop-down) menu as shown. They have been highlighted in the graphic to the left for this demonstration only. Following are some screenshots of the interface as it relates to these options to give you a better idea of what to expect.

Cropping

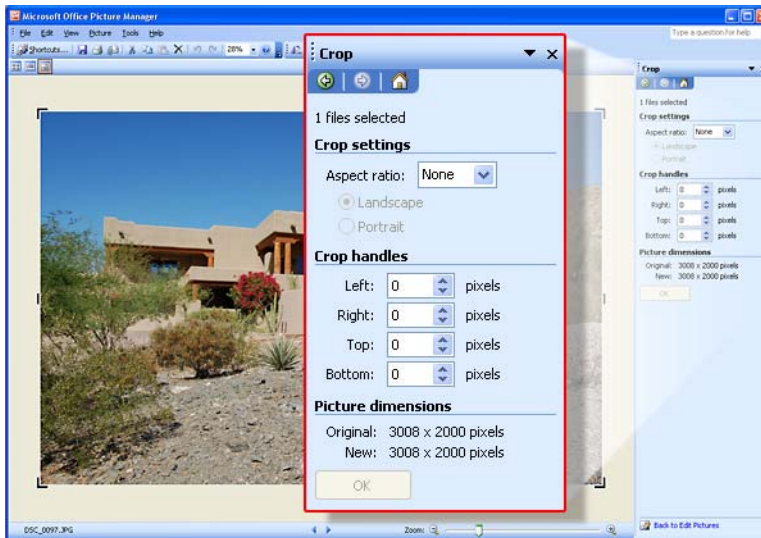


Figure 1

The image to the left is of the overall interface with a photo already selected for editing. We've enlarged the Cropping Tool panel to better see its features.

Cropping only resizes an image it can isolate a specific area as well. You will notice that you can set a specific aspect ratio or specify the area you want remaining by adjusting the crop handles themselves. (see Figure 2)

The bottom shows the before and after results.

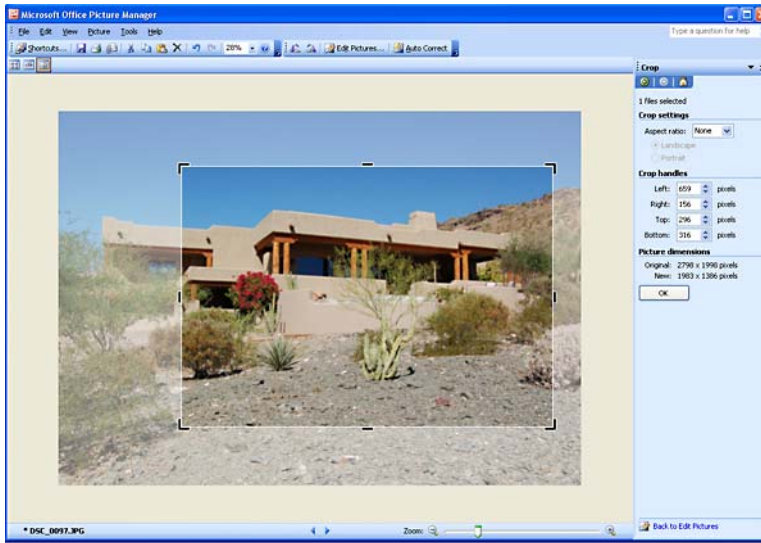
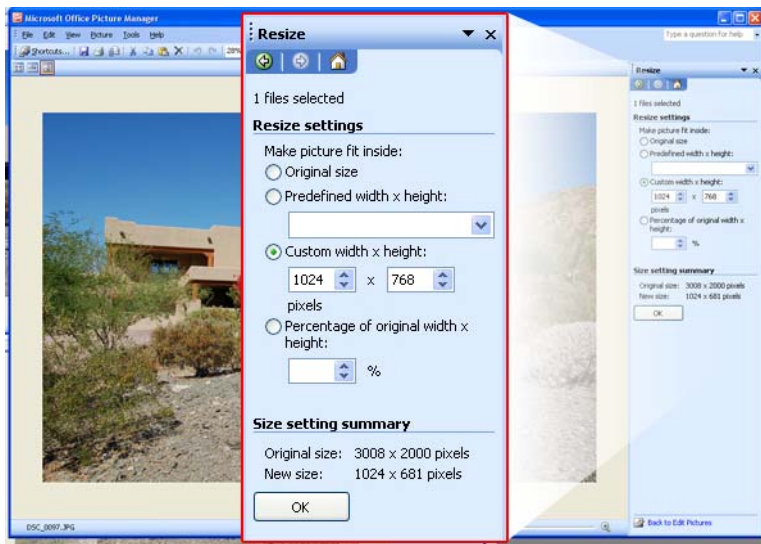


Figure 2

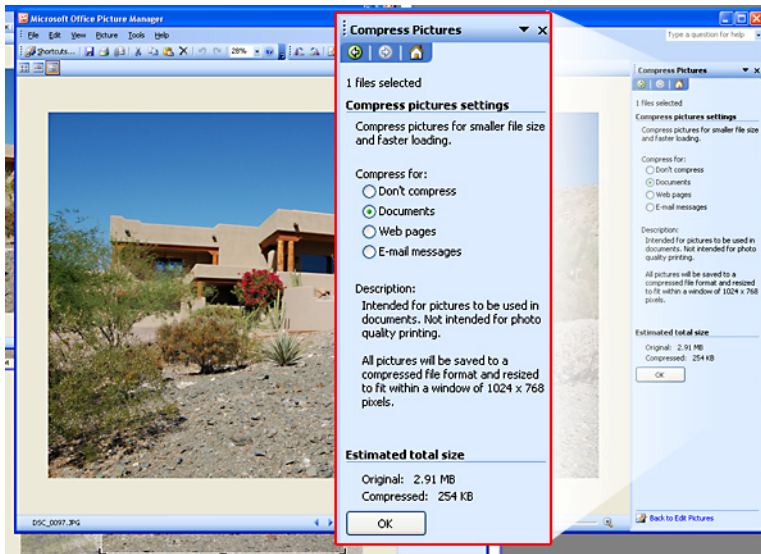
Notice how the area you want cropped out of the picture is screened back (lighter). You can see the corner and side "handles" on the edges of the selected area. Those can be adjusted as necessary. Again, the final size will be shown as you adjust it.

Resizing



The options available for resizing an image are a little more straightforward. They can be Predefined, Custom, or calculated by Percentage, all based upon the width and height in pixels. Once again, you'll see the results of your adjustments at the bottom of the panel. Those are the important numbers if you're trying to size it to the minimum requirements for the desired online product.

Compress Pictures

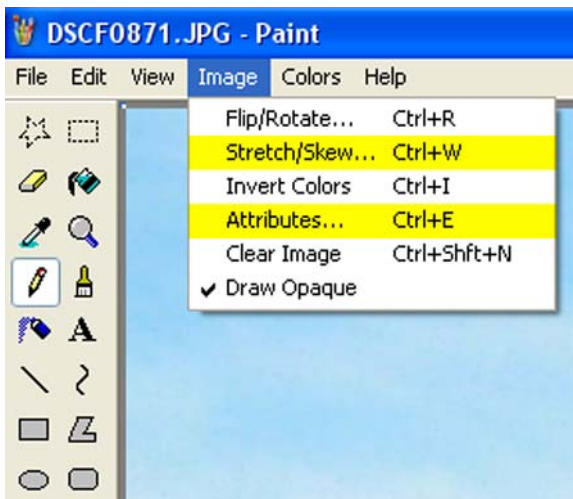


The Compress Pictures option is more directly related to the end use of the image or photo (i.e., Documents, Web Pages, and Email Messages). When selected, a description is provided as to its use. Even though our online products are created on the web, a web page setting would be too low in resolution. If you use this feature, the “Documents” setting should suffice.

As previously mentioned, this is just a sampling of what a program like Microsoft® Picture Manager can provide. User Manuals, Help Files, and Tutorials will be a far better resource for learning any program.

PAINT

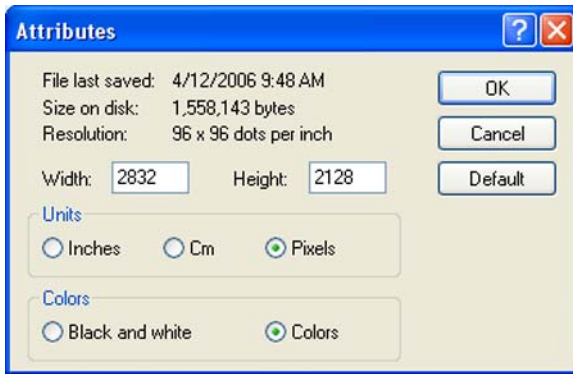
The application Paint, and Paint Shop Pro have been around about as long as the PC's themselves and, although less sophisticated and powerful than other programs, Paint is fairly straightforward and easier to use. Following are a couple processes for resizing your photos.



There are essentially 2 things you need to take into account when resizing an image. The original size and the desired, or required result. The “Image” menu contains the functions you need to determine that. They are the “Stretch/Skew” and “Attributes” options (highlighted for this example)

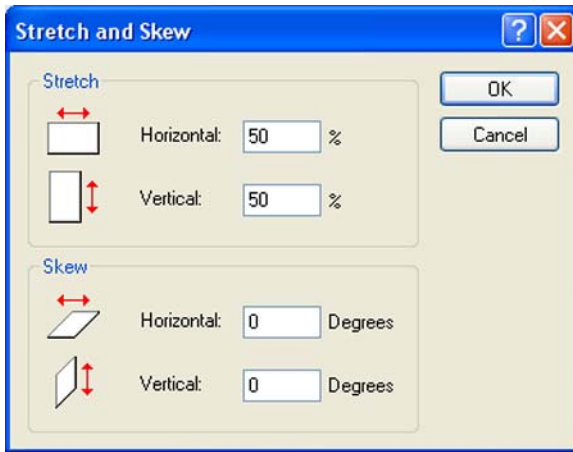
It's important that you know, or write down, the minimum size (in pixels) is for the online product and its images you've selected before beginning this process.

Upon opening your file in Paint, select “Attributes” to see the actual (original) size.



This dialogue box will show you the size in both pixels, inches, even centimeters. We are only concerned with pixels, which should be selected by default. If not, be sure it's set to pixels in the Units box.

The current size in width and height is displayed, as well as the resolution, in pixels per inch, and file size. We suggest a minimum of 150 pixels per inch to achieve better quality. Write the width and height down. Then close.



Access the Stretch and Skew function by going through the Image menu. For this purpose we are only concerned with the Stretch attribute. Skew will only distort the image and is not a desired result.

You can use a calculator or just ballpark the percentage of reduction just as long as you verify the results by going back to the Attributes function when complete.

Just be sure to use the same percentage in both Horizontal and Vertical to achieve a constrained, or proportionate reduction.

When finished, be sure to save your file. However, it's probably a good idea, and we strongly suggest that you save it under a different filename so as to not overwrite (and lose) your original photo or image.

At inVisions, we want to provide you with quality products and services as well as overcome any obstacles be they in design, marketing, or online. The information contained in this document is intended to make your use of our Online Ordering System easier and more efficient. Understanding the process, terminology, and techniques will make that possible.