NOW
CANDID

Training!

A suite of simple, speedy, and sophisticated systems that are set to satisfy even the most selective of shooters, no matter their specialty!

Learning NowCandid:

NOW CANDID

1. Getting Started
2. Creating An Event
3. Covering The Event
4. Post Event

1. Getting Started

NOW CANDID

- Creating an account
- Recommended equipment
- Setting up the tablet

Creating An Account

1

log   Contact Us   Sign in   Sign up

3

Create a new account

Check Your Email

A verification link was sent to your email address (jack3@candid.com). Use the link to verify your address to continue with account creation.

Haven't received the email? First, check your spam folders. If missing, contact us here.

Already have an account? Sign in

2

Create a new account

jc3@candid.com

I'm not a robot   reCAPTCHA
                    Privacy - Terms

Create account

Already have an account? **Sign in**

4

Business Information

First Name   Last Name
First Name   Last Name

Business Name
Business Name

Business Phone (will be visible to customers)
Business Phone

Business Website
Business Website

Address
Street Address

Street Address

City
City

State   Zip Code
-Select State-   Zip Code

Advertised Contact Info
Business Website

I agree to the account terms.

Continue

- Opening an account can be done at any time

- The verification email can sometimes take a few minutes to arrive

- Your "Business Name" will be visible on retail and marketing content

- Click the drop down in the top right of nowcandid.com after sign in to edit and review account info

Recommended Equipment

1

Resources   Events   FAQs

Review Our Equipment Recommendations & Traini

Virtually any Canon or Nikon will work, but we recommend the Nikon D7500. You will also need a sp
Nikon SB-5000. We recommend a Microsoft Surface Go 2 with LTE to upload images as they are take
training guide for tips and best practices.

View Our Equipment List   View Our Training Guide for Party Pics Now

View Equipment & Camera Compatibility

Customer Service

For questions or more information on workflows, profit plans, equipment and more schedule a chat

Schedule a Meeting   Review FAQs

2

3

Now Candid Photo Kit

"Recommended equipment for use with the Now Candid: Photo Sales Made Easy software"

Search this list

- Our Amazon list has just about all of our recommended products

- LTE connection on the tablet provides a ton of consistency and flexibility

- Tablets enable certain workflows and can live upload images

- Purchasing a scanner facilitates the Scanner Identification workflow

Setting Up The Tablet (Part 1/2)

Events   FAQs   Blog   Contact Us   Jack

Edit

ity OK 73108

Download Software

Software Download

Start optimizing your photography business today

Download now

NowCandid: Photo Sales Made Easy
Candid Color Systems, Inc
★★★★★ 1 | Photo & video   Get in Store app

Microsoft Store   ✕

NowCandid: Photo Sales Made...

Candid Color Systems, Inc

5.0 ★   🔗 Privacy & terms   🔗 More details

ESRB EVERYONE
      Age Rating: ESRB. EVERYONE   Install

NowCandid: Photo Sales Made Easy

Pin to taskbar

✕ Close window

Setting Up The Tablet (Part 2 / 2)

1. Getting Started
   - Creating an account
   - Equipment
   - *__Setting up the tablet__* 2/2
2. Creating An Event
   - Event Name & Date
   - Program Selection
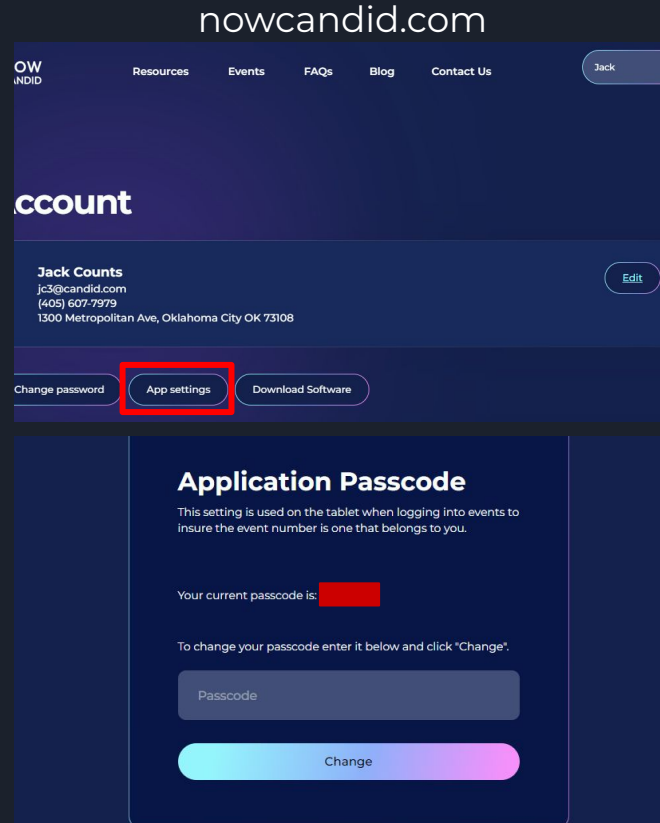   - Price Level Selection
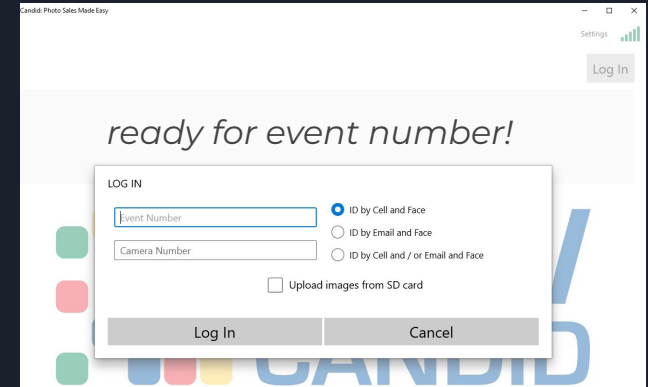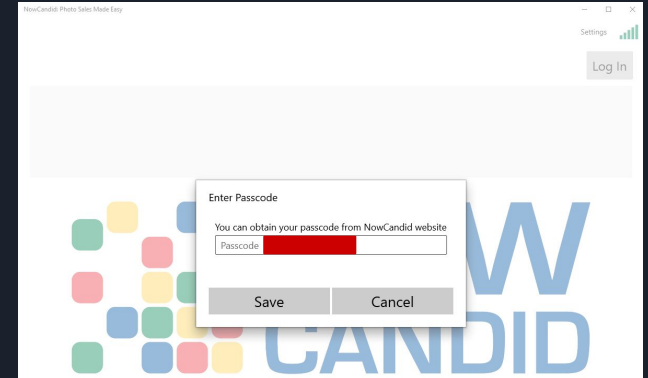   - Image Title Selection
3. Covering The Event
   - Tap-A-Face
   - Selfie Registration
   - Scanner Identification
   - Roster & Face Import
4. Post Event
   - Post-Event Marketing
   - Event Reporting
   - Event Management

nowcandid.com

NowCandid App

NOW CANDID

- Event Name & Date
- Program Selection
- Price Level Selection
- Image Title Selection

Event Name & Date

Event Name ?

Enter event name

Start Date/Time (CT)

Select Program

QUIC PICS | PARTY PICS NOW! | SPORTS PICS NOW! | GRAD PICS NOW!

PORTRAITS NOW!

Title Option

No Title

Continue

- Event Name is shown on marketing texts & emails

- Start time is recommended to be a few hours before the event

- Start date should be the day of the event for optimal marketing campaign timing

- End time defaults to 80 hours after the start time

- Facial recognition ends when event does (new images won't match after it ends)

Event Name ❓

Enter event name

Start Date/Time (CT)

Select Program

| QUIC PICS | PARTY PICS NOW! | SPORTS PICS NOW! | GRAD PICS NOW! |

PORTRAITS NOW!

Title Option

No Title

Continue

- Party Pics Now!
- Sports Pics Now!
- Grad Pics Now!
- Portraits Now!
- QuicPics

Program Selection (Part 2 / 6)

Party Pics Now!

- Recommended Workflow:
  - Tap-A-Face
- Uses social-oriented products, pricing, and marketing
- Best for:
  - Proms
  - Parties
  - Galas
  - And beyond!

Sports Pics Now!

- Recommended Workflow:
  - Scanner Identification
- Uses sports-oriented products, prices & marketing
- Has "team photo" feature
  - Puts the image in every personal gallery
  - That photo goes on certain products

Program Selection (Part 4 / 6)

1. Getting Started
   - Creating an account
   - Equipment
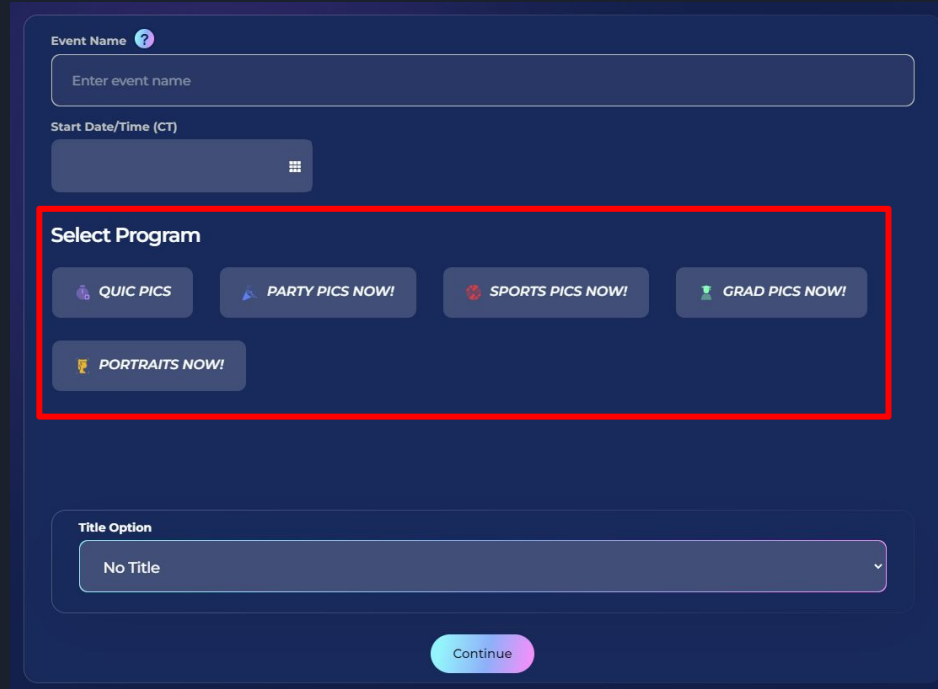   - Setting up the tablet
2. Creating An Event
   - Event Name & Date
   - *Program Selection* 4/6
   - Price Level Selection
   - Image Title Selection
3. Covering The Event
   - Tap-A-Face
   - Selfie Registration
   - Scanner Identification
   - Roster & Face Import
4. Post Event
   - Post-Event Marketing
   - Event Reporting
   - Event Management

- Recommended Workflow:
  - Selfie Registration
- Uses graduation-oriented products, prices & marketing
- Best for:
  - Graduations
  - Ring ceremonies
  - Robing ceremonies
  - Similar events

Portraits Now!

- Available Workflows:
  - Manual Entry
  - Scanner Identification
- Uses portraits-oriented products, prices & marketing
- Does not use facial recognition, positively IDs data & images
- No "all images" gallery, only private personal galleries

Program Selection (Part 6 / 6)
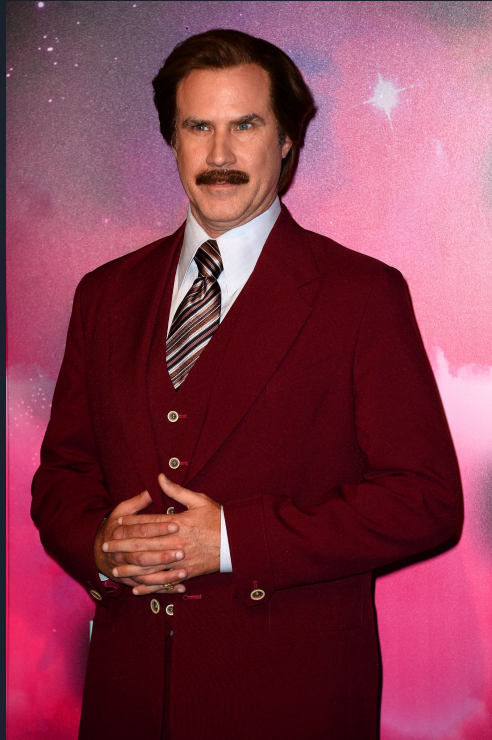
QuicPics.

- Recommended Workflow:
  - Tap-A-Face
- Get paid upfront by an event organizer or sponsor, and then use QuicPics to text images to guests *during* the event
- Charges $0.31 per upload
  - *Not* per download
- Image Graphic Titles are applied to texted images

Price Level Selection

- Select the Pricing / Commission hyperlink to see pricing level details

- Product prices increase as the Price Level increases

- Prices increase after Week 1/2/3 corresponding with the marketing campaign content

- The Price Level Margin applies to all physical products sold

- All digital-download-only products have a static 85% margin across all price levels

- Photographer earns X% of all sales & *shipping* for the event

Image Title Selection (Part 1 / 3)

No Title

- Examples on the retail site also do not use graphics

- Customers can add text & effects before purchasing

- When using QuicPics, images are texted out to the guests without a title

Image Title Selection (Part 2 / 3)

Text Title

- Customers can change the text on the retail site before purchasing (*but not when using QuicPics*)

- White Title Box & Drop Shadow styles available

- Many different fonts & colors to choose from

- Example renders can be easily downloaded

- Text can be changed *during* the event if needed and will be applied to new image uploads

Image Title Selection (Part 3 / 3)

Graphic Title

- Customers can purchase image downloads with or without graphic titles

- Graphic titles can be PNG files and allow for transparency

- We recommend 3000x500 or 2500x500 (pixels) for graphic title designs

- Retail site renders the image with the event graphic before adding it to their cart

- Graphic can be changed *during* the event if needed and will be applied to new image uploads

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- Tap-A-Face
- Selfie Registration
- Scanner Identification
- Roster & Face Import

Tap-A-Face

- Tablet required

- Cell phone numbers and/or email addresses can be collected after tapping a face

- Images are live uploaded during the event via tablet and added to a personal gallery that is texted to the guest

- Facial recognition means you only need to tap each guest's face once at an event (*even if they already tapped in info on another tablet at the event*)

- Display modes for both solo photography and photography with an assistant

Selfie Registration
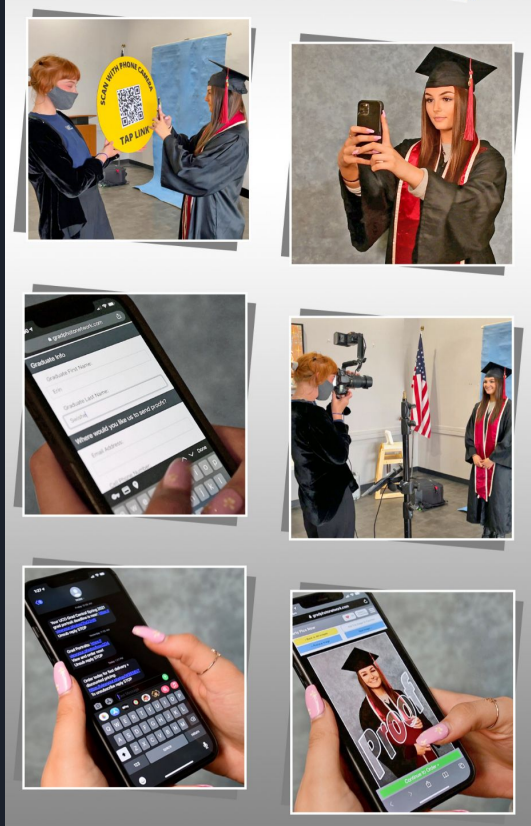
- Tablet optional, but recommended

- A generic event QR code is generated during event creation when "enable selfie registration" is selected, right click it to save to device

- QR code can be scanned by subjects before, during, or after (*within 80 hours*) the event

- QR code directs to a Selfie Registration form where subjects input info & upload a selfie

- Facial recognition will match event images to each subject's selfie, placing it in their gallery

- Images can be live uploaded during the event via tablet or manually uploaded after the event via nowcandid.com

- Collects name, cell, & email for the subject as well as their friends and family (*if they choose to include them*)

Scanner Identification
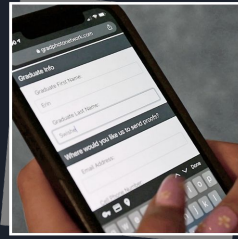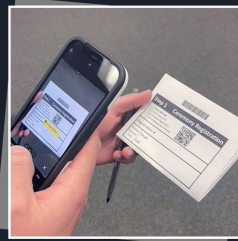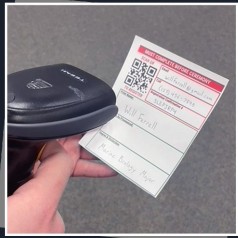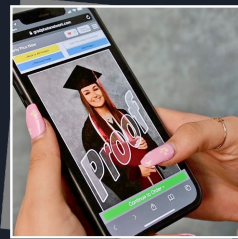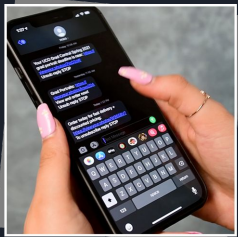
- Tablet & Scanner required

- Cell phone numbers and email addresses are collected when each subject scans a unique QR code with their phone

- Subject's QR code is scanned by the photographer with the scanner before taking photos

- Images are live uploaded during the event via tablet and added to a personal gallery that is texted to the subject

- After the event, the QR code will direct to the associated personal gallery

Roster & Face Import (*Live, but hidden!*)

Facial Recognition Group Demo

‹Back   Change Group Name

Import From Past Event

Choose past event

Manual Data & Image Import

Download data template

Upload data file

Choose files
or
drag and drop the images

Images added: 0

	A	B	C	D	E	F
1	CellPhone	Email	FirstName	LastName	ImageName	
2	4053656718	fecokc@g	Foster	Counts	21	
3	4054437073	jc3@cand	Jack	Counts	22	
4	4053656631	secokc@g	Sawyer	Counts	23	
5	4058200679	jack@can	Jack	Counts	24	
6						
7						

- Tablet optional, but recommended

- The photographer can import a roster & faces to be used as facial recognition profiles for NowCandid events

- The photographer can also export info & faces from one NowCandid event to be imported into other NowCandid events

- The facial recognition profiles can be edited and updated by the photographer to keep them current over time

- Overall, this has similar functionality to our other workflows, but it does not require data collection from the subjects for the event

4. Post Event

NOW CANDID

- Post-Event Marketing
- Event Reporting
- Event Management

Post-Event Marketing

YOUR PHOTOS ARE NOW AVAILABLE FOR ORDERING ONLINE

view your images & order photo products at discounted pricing this week

ORDER NOW

Grad Pics Now Campaign

Type	Subject Line/Text	Sent On Day:
Email	Fast Delivery + discounted pricing	0
Text	Order today for fast delivery + discounted pricing: LINK	0
Email	$EventName$ images are discounted. This week only!	1
Text	Hurry! Your images are discounted this week only! LINK	1
Email	I'm a pretty special email! You'll love what we've got in store for you	3
Text	Take advantage of discounted pricing for the first week: LINK	3
Email	Last call for best pricing	6
Text	Last day for discounted pricing. Order now: LINK	6
Email	Saw this. Loved it. Had to share it.	9
Text	Remember $EventName$: LINK	9
Email	Hurry! These deals won't last forever	13
Text	Last day for regular pricing. Order now: LINK	13

- Marketing begins as soon as event images are uploaded and paired to contact data.

- Subjects will no longer receive marketing once they have made a purchase in the event.

- Subjects are "opting in" when they tap their face or selfie register, and can stop marketing at any time.

- Marketing corresponds with weekly price increases for the first 3 weeks following an event.

- All images are watermarked with scrolling and static copyright & proof watermarks (*except for images in QuicPics*).

Event Reporting

	Event Name	Event No	Start Date | Time	End Date | Time	Reports
	Winter Open House Lunch Demo	27182356	01/11/2023 | 12:25 PM	01/14/2023 | 08:25 PM	📄
	CCS Winter Open House 2023	27182266	01/10/2023 | 08:00 AM	01/13/2023 | 04:00 PM	📗📄
	Candid Color Systems Winter Open Hous...	27182263	01/10/2023 | 08:00 AM	01/13/2023 | 04:00 PM	📗📄
	App Test	27182227	01/09/2023 | 11:40 AM	01/12/2023 | 07:40 PM	📄
	Marketing Consolidation Test Event #3	27181991	01/04/2023 | 01:50 PM	01/07/2023 | 09:50 PM	📗📄

Event Sales & Statistics

Camera	Images Taken	Sales	Shipping	Total	Margin	Total Earned
08	1	0.00	0.00	0.00	0.00	0.00
19	1	0.00	0.00	0.00	0.00	0.00
Gabriel1	22	25.37	0.00	25.37	0.85	21.57
Gabriel17	527	995.06	62.96	1058.02	0.79	830.67
Holly32	211	742.89	40.02	782.91	0.74	579.60
Holly8	460	753.64	40.52	794.16	0.78	623.31
Isabel19	314	581.95	27.94	609.89	0.80	485.95
Jack1	253	632.00	32.66	664.66	0.80	530.29
Kevin34	1	0.00	0.00	0.00	0.00	0.00
Kevin6	377	807.09	55.27	862.36	0.76	651.24
Trstian34	301	835.96	51.85	887.81	0.76	678.70
TOTAL	**2468**	**5373.95**	**311.22**	**5685.17**	**0.77**	**4401.33**

- From your event management page, you can view and search events and open reports.

- The green button downloads the contact info you collected for the event as an excel sheet.

- The blue button displays live sales data for the event, breaking it down by each image folder.

- "Margin" is determining your actual margin of profit after accounting for your selected margin & the always 85% digital download margin.

- Emails are also sent to the main address on the account detailing each sale that occurs.

Event Management

- Select "Manage Images" while in a nowcandid.com event to view images from the event.

- Images can be sorted by folder, tap locations can be displayed, and images can be marked invisible or visible to determine whether they are on the retail site for purchase.

- Manage Images can be used to monitor an event live, as the images will populate quickly after being uploaded.

5. Additional Info & Topics

NOW CANDID

- QuicPics Graphic Download
- Manual Upload Demo
- Tablet Manual Upload
- Customer Service
- Sales Tax
- ACH Payout Schedule
- Image File Size
- Updating the App

Downloading Images w/ QuicPics Graphic

- Available on QuicPics *Only*

- Head to manage images, <u>select a folder</u>, and the "Queue Download" option becomes available.

- Download all your event images with the event graphic on them to send to the event organizer when needed.

- Images with the graphic can be downloaded for free from the event link if they were not texted to an individual, but it is time consuming to do this for more than a few images.

Manually Uploading Images via NowCandid.com

Event has been set up. Use Event No. **27182356** in the Now Candid application on your tablet.

View event online | Copy event link | Manage images | **Upload additional images**

Camera
ccp11

☐ Display tap locations/data

Total images: 18

Queue Download

1

ccp11/IMG_8484 ☑ Visible
ccp11/IMG_8485 ☑ Visible
ccp11/IMG_8486 ☑ Visible
ccp11/IMG_8487 ☑ Visible

ccp11/IMG_8488 ☑ Visible
ccp11/IMG_8489 ☑ Visible
ccp11/IMG_8490 ☑ Visible
ccp11/IMG_8491 ☑ Visible

- In your NowCandid event, select "Upload Additional Images" to manually add images to your event from your device without a tablet.
- The name of the folder will appear in the Event Sales & Statistics reporting window.
- Images added this way will run through facial recognition *if the event has not ended yet*.
- Once images match to facial recognition profiles within the event, they will appear in personal galleries and marketing will begin (*if it has not already started*).

Manually Uploading Images via Tablet

- Images can also be manually uploaded to an event via the NowCandid Microsoft App.

- By checking the "Upload Images From SD Card" box when logging into your event, the app will upload *all* images from the SD card in the camera to the event.

- Ex: If only one tablet at an event but multiple shooters, swap SD cards at the end of the event, log out of your event, and log back in with the box checked to upload those images to the event as well.

NowCandid Customer Service

- Candid Color Systems' support department will rectify production mistakes and reship when necessary at no cost to the photographer.

- The support department will also field calls in situations where customers reach out trying to find their images or asking questions about their order.

- CCS Support is linked to the end consumer multiple times throughout the retail experience and the photographer can direct questions to CCS as well.

NowCandid & Sales Tax

- CCS collects Sales Tax on the retail site during checkout from the end consumer in locations where NowCandid has "Nexus" and distributes it.

    - *Long term, we'll be using a different system!*

- Please ensure that your business information (*in your account settings*) is accurate!

- What is remitted to the photographer is simply your cut of all sales and shipping keeping things simple, scalable, and efficient.

NowCandid Payout Schedule

- Any sales received and produced by CCS' lab by Tuesday at midnight will be included in the week's payout.

- Statements are produced and emailed to your account email address Wednesday morning.

- Direct deposits post at the photographer's bank on Friday that same week.

- *If ACH or Stripe is not set up by the time a statement is prepared, sales will be remitted via a physical check directed to the name and address on your account.*
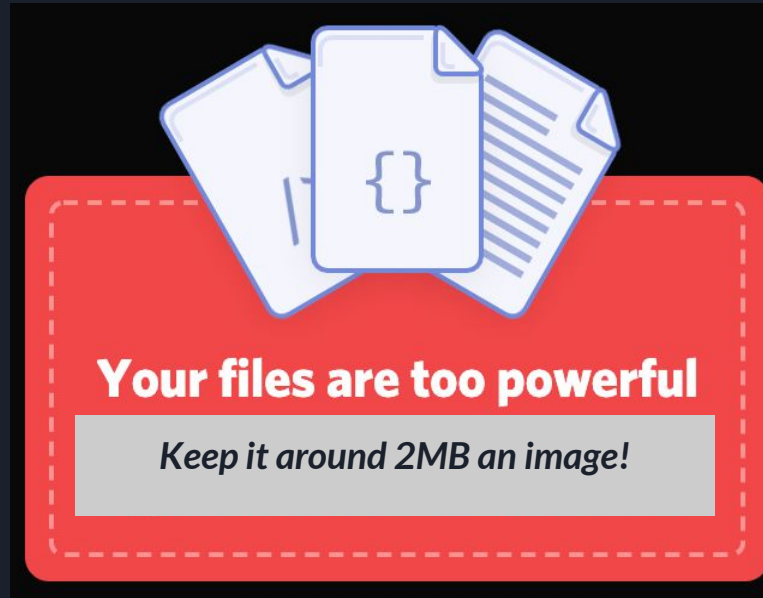
Uploaded Image File Size

Your files are too powerful
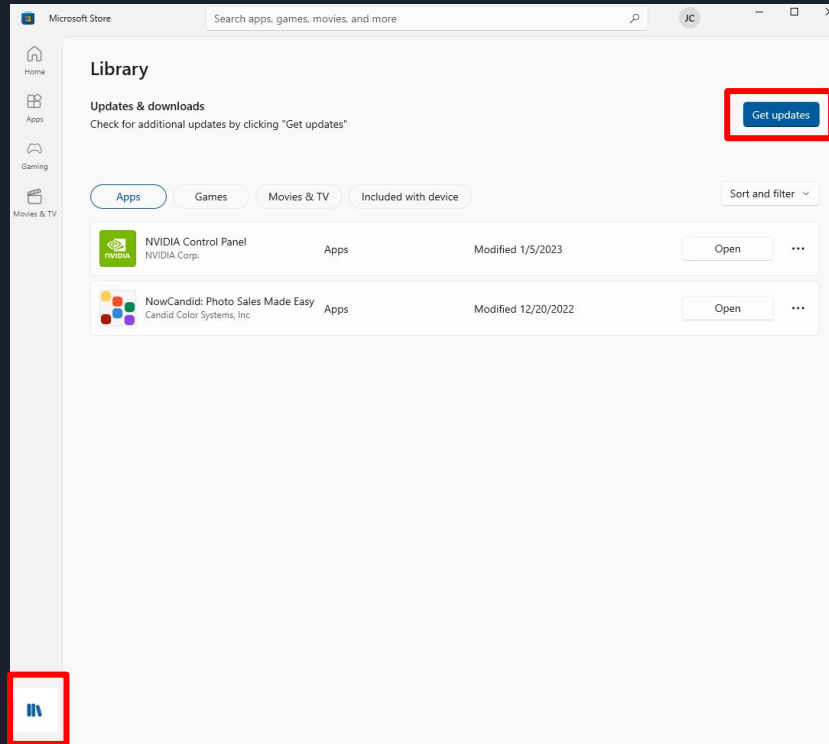
Keep it around 2MB an image!

- Shooting in a high resolution or in RAW can cause issues when trying to upload images via tablet or manually via nowcandid.com's uploader.

- We recommend shooting in the S (small) JPEG size as it is plenty large enough to be produced as a digital download or physical product within our system.

Updating the NowCandid Application

- On your tablet, open up the Microsoft Store application (*can be found by searching Microsoft Store in the bottom left search bar*)

- In the Microsoft Store app, open the library from the bottom left of the window

- "Get updates" to check for available app updates

- Update the NowCandid: Photo Sales Made Easy application from there if available!

Check Back Soon!

1. Getting Started
2. Creating An Event
3. Covering The Event
4. Post Event
5. *Additional Info*
   - QuicPics Graphic Download
   - Manual Upload Demo
   - Tablet Manual Upload
   - Customer Service
   - Sales Taxes
   - ACH Payout Schedule
   - Image File Size
   - Updating the App
   - ***More Coming Soon!***

- We are constantly developing the NowCandid platform and adding new functions and features.

- Check back soon or keep tabs on emails to your NowCandid account's email address to find out about new features.

- Let us know what features you would like to see added to NowCandid!

"That's all Folks!"

Email JC3@candid.com if you have additional questions!