



FEEL THE RUSH

CAPTURE THE MOMENT WITH AWESOME SPORTS PRODUCTS

WHCC SPORTS AND EVENTS

We're using ROES Events as our ordering software for Sports and Events. This is a special version of ROES, written specifically for high volume events. There are two primary differences to the Sports and Events ROES. The first difference is the ability to customize products with graphics. For the graphics you have the choice of utilizing one of 10 different template themes we have pre-built into ROES or you can design your own graphics and integrate them into the software. The second main difference is the ability to create custom packages for your clients. You determine what products you'd like to group together for your packages. There is no limit to the number of packages you create or the combination of products you choose.

WHCC Sports and Events is a separate catalog and application because of the varied nature of sports and event photography. While this version of ROES is separate from our traditional line, you can expect the same great quality, same great service and free shipping you've become accustomed to at WHCC.

Placing an order with WHCC Events is a two step process.

1. Create the package sets you'll be using for the event.
2. Creating the order.

Creating your package sets for each event can be done in a few ways. You have the ability to save custom products and packages in ROES. This means that once you've configured a product or package set, those products and packages are available for any order from that point forward, without any additional work on your part. You can group package sets in any fashion you'd like. This allows you to have different packages and configurations for the different Events, Schools or Leagues you photograph.

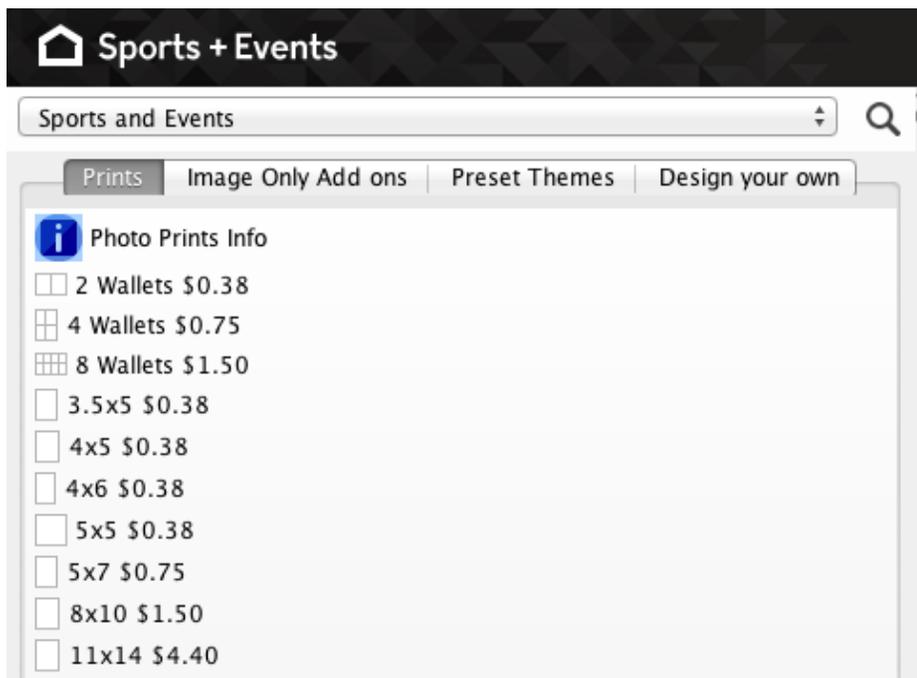
Orders can be created using various methods (Manually and Automatically) depending on the amount of variable data/text you'd like to incorporate into your event. Many of the products can have text nodes or multiple images associated with them. ROES Events allows you to automatically populate image and text nodes, eliminating the need to do the graphic composition in Photoshop. To automatically populate image and text nodes ROES requires data. You can use the ROES application to enter data into the subject info fields or you can use a .csv file created with a spreadsheet program to populate the nodes. The .csv method is your best choice if your order is large and contains variable text for the products. By the same token, if you prefer to do all of your graphic creation in Photoshop or your packages consist purely of image files, ROES Events allows you to easily populate the products with the standard drag and drop method.

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ORDERING IN ROES + PRODUCT CATEGORY OVERVIEW

ROES Event products are segregated into four categories. The categories are shown in the upper left of ROES in separate tabs.



Prints – Standard photographic prints are available in sizes from wallets up to a 30x45. All photo products can be ordered on any of our 3 paper surfaces options of lustre, glossy or metallic. Select prints can also be mounted or coated if you choose.

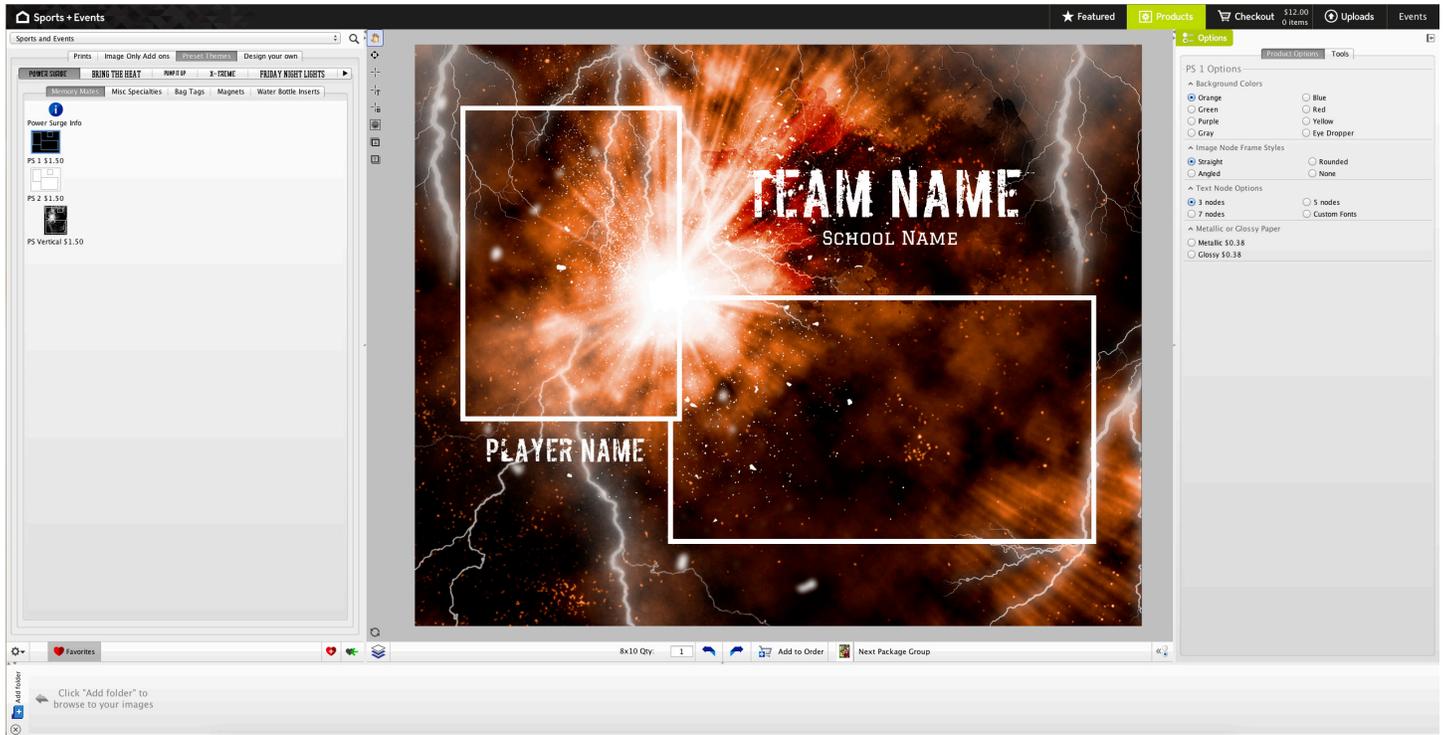
Image Only Add ons – These are specialty products that do not have a graphic theme associated with them. These are typically “full image” products. Items include key chains, buttons, bag tags, plaques, cubes, banners and wall clings. Many of these products are double sided, allowing you to use different images on either side.

Preset Themes – This section contains the 10 different WHCC pre-designed themes. Each graphic theme contains a variety of options depending on what theme you select. Most options offer a wide selection of pre-selected background colors or the ability to use an eye dropper, selecting your own color from an image or color picker tool. Each theme is carried throughout all the product sets in this tab. For example, Memory mates share the same abilities and theme options as the buttons, bag tags, magnets, etc.

Design your own – This is self-explanatory. These products allow for you to add as many text or image nodes to the products as you would like. You can place the nodes anywhere on the product. Once you’ve configured the product, it can be saved as a favorite and used multiple times on any subsequent orders. Items include 11x14, 8x10 and 5x7 photo prints, magnets, bag tags, trader cards, etc.

CONFIGURING PRESET THEMED PRODUCTS IN ROES

Once a product is chosen it loads into the center workspace. At that point whatever options are available are enabled on the right pane. Most products have the ability to change the background color, frame options and event icons by simply selecting any of the options under the 'Product Options' tab.



Some products such as Memory Mates allow you to choose different text node configurations. The preset configurations have the font style, color and locations preset. The font is fixed within ROES. The actual font used in production will not appear on your computer, unless you by chance have one of the preset fonts installed. We cannot distribute the fonts through ROES, due to licensing and distribution limitations. ROES will use system default to represent the text on screen. Examples of the actual fonts can be seen on the info graphic within each theme. Each Memory Mate also has a custom font option. This option allows you to use a font that is installed on our computer. This option allows you to select and choose any font you have loaded on your machine. You can modify text color and position, as well as, add drop shadows etc.



Information icon containing additional information and preview text for each preset theme.

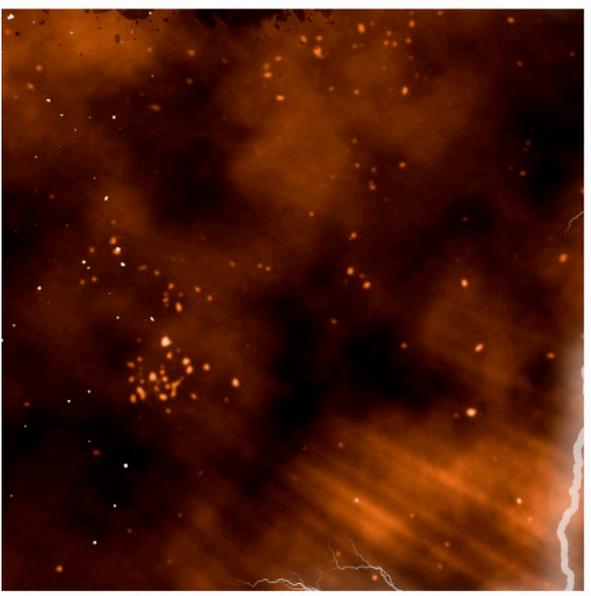
Each Memory Mate also has a custom font option. This option allows you to use a font that is installed on our computer. When you select the Custom Font option, the preset nodes are replaced with a single text node. You can select that node to modify the size, location and contents. By clicking the tool tab on the top left side pane of ROES, you can choose any font you have loaded on your machine. You also have the ability to modify the text color and to add drop shadows if desired. The toolset located just to the left of the product (in the middle workspace) allows you to modify the text nodes.



'Edit Tool' - Allows you to grab the text node, resize it and move to a new location.



'Draw Text Tool' - Allows you to add a new text node to the product.



Next Package Group

Options

Product Options Tools

Text

Varsity Basketball

Font

2PEAS ARIZONA

[ank]*

Abadi MT Condensed Extra Bold

Abadi MT Condensed Light

Abraham Lincoln

Abstraction Slurs

Adobe Arabic

Plain

Bold

Italic

BoldItalic

Text Color

Sample

Add Recent



Fill

Stroke

Shadow

Shadow

Blur: 0 10

Opacity: 1.0 1.0

X (%): 0 5.0

Y (%): 0 5.0

Opacity

Grid

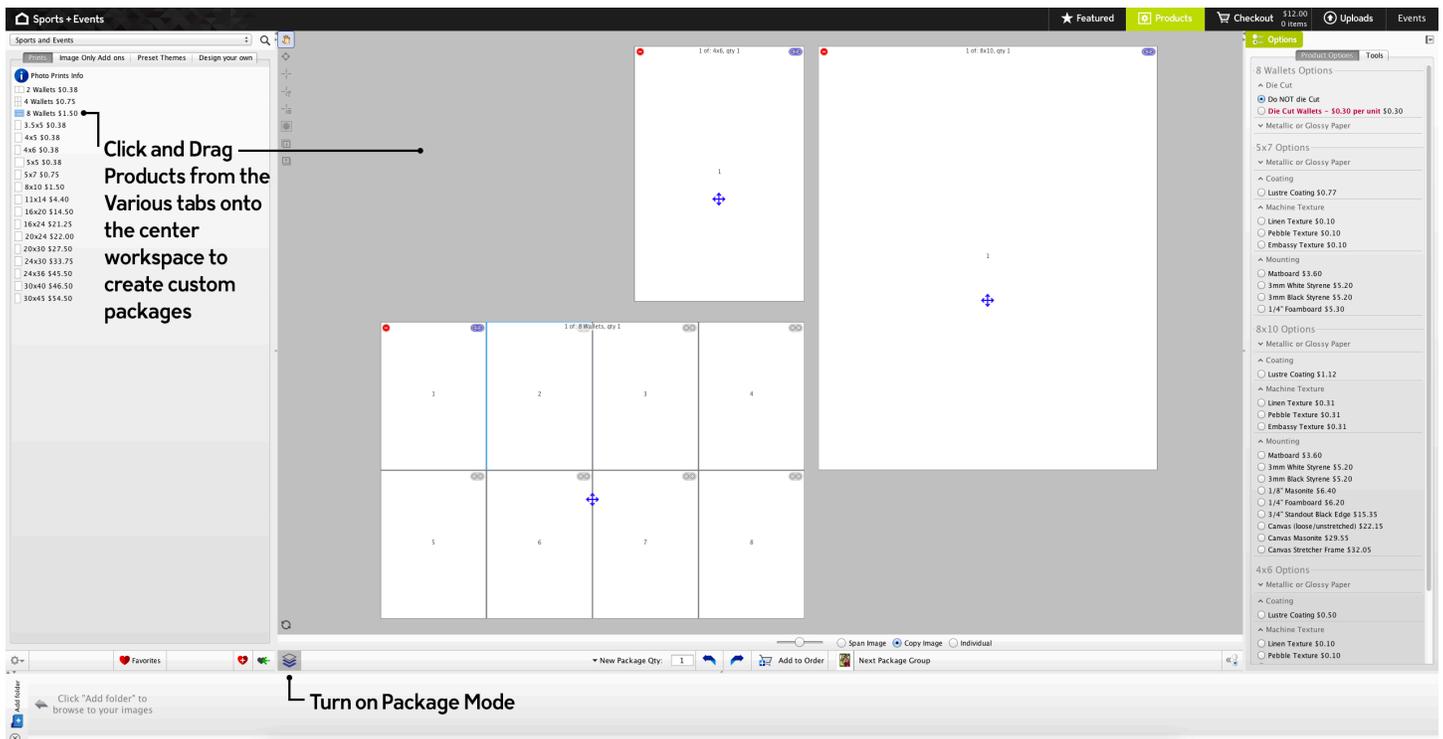
Montage

SETTING UP YOUR PACKAGES IN ROES

Packages can consist of any combination of products, from a single add on item to a package containing several different products. Packages are saved as 'Favorites' in ROES and can be organized by groups. Creating groups allows you to have different preset package options for different events. This allows you to quickly access all the packages you created and selected for any event you are placing.

To create packages, you need to put ROES into 'Package Mode'. This is done by clicking the icon that appears like a stack of papers, located in the lower left workspace of ROES. Once this is selected you can start creating a package. Start by clicking on the various products you want to add (under any product tab) and drag each product into the middle workspace. It's best to add the most complex products first. Typically, a memory mate or other 'Preset Theme' products requiring the 'Option' tool. This tool allows you to modify any designs background color, frames, text nodes, etc. Once your options are complete you can add each additional product to the package by clicking on the product and dragging it into the middle workspace. Click, hold and drag the product. The workspace will resize as needed as you continue to add products to a package, allowing for a display of each individual product.

As you continue adding products to the package, you will see a blue handle  that appears in the center of each product. This handle allows you to move the products around the workspace to avoid products being on top of one another. You'll also notice a blue link  in the upper right corner of the primary image node for each product. When the link is blue, the image will be shared across all products containing the blue link. If you have a product in your package that you would like the option to populate with a separate image, say a team or group picture, click on the link for that product and it will turn it from blue to gray . This will allow you to drag a unique image into that product.



Once you are done adding products to your package and it is complete you will want to save it to your 'Favorites' in ROES (located on the bottom left bar of ROES). 'Favorites' will display any packages or favorite groups that you have created. Clicking on the 'Favorites' button changes the product categories to a favorite category. Initially you will only see one packaged called favorites. You can add additional tabs by clicking the favorites plus sign and naming the tab. When saving your packages, you have the option to save it to a select group that you have already saved or to create a new favorite where you wish to save the particular package. Once you have chosen a group, click on the Red Heart with the 'Plus' and hit return. This will allow you to name your package. While there is no restriction on what you name your package, we recommend using a one or two-digit scheme to simplify data entry.



Favorites

'Favorites' tool - Allows you to save packages or groups for use at any time



'Plus' tool - Allows you to add and name packages.

When saving and creating packages, always choose to save as package when prompted. You will want to save as a package even if the package is an add on item and only contains one product. ROES will ask if you want to save it as a package or as a single item, always choose package. The Gray Heart with the green arrow allows you to update or override a chosen package. The 'Gear' icon in the far lower left corner of the favorite's category pane allows you to delete, rename or copy favorites and groups.



'Changes/Override' tool - Update or override a package



'Gear' tool - Allows you to delete, rename or copy a favorites and groups.

The screenshot displays the ROES interface with several annotations. At the top, the navigation bar includes 'Sports + Events', 'Featured', 'Products', 'Checkout \$12.00 0 items', 'Uploads', and 'Events'. The main content area shows a 'Favorites' pane on the left with a 'Name Your New Group' input field and a 'Create Separate Favorite Groupings' button. A 'Turn on Favorites Option' annotation points to a checkbox in the bottom left. The main workspace contains three white boxes with blue plus signs, representing packages. The bottom toolbar includes 'Package A Qty: 1', 'Add to Order', and 'Next Package Group'. A 'Name your package (favorite) + save for future use' annotation points to the 'Add to Order' button. The right sidebar shows 'Product Options' and 'Tools'.