



SNAPSHOTS NEWSLETTER

COMPARING LABS

NO FEES!!! Does that sound good coming from a professional photo finishing lab?
Candid Color Systems® does NOT charge:

- Franchise Fees for using our lab
- Account sign up fees
- Monthly service charges
- Web based software fees
- Color correcting fees
- Print minimums
- Image upload and hosting fees
- Seminars & workshops fees

If you are paying for the above fees you need to change labs!!

Candid Color Systems® DOES provide:

- Free sales and marketing support
- New and exciting products
- Competitive lab pricing
- Multiple proprietary software platforms to fit your business needs
- Complete order fulfillment including direct mail to your customer
- FAST turnaround time
- Software training and support available 24/7 365 days a year

Candid Color Systems® charges:

- 10% of online sales if your average file size is 600k or more.
- 8% of online sales If you average file size is less than 600k Candid

Color Systems ONLY charges a percentage when you sell something to the end customer.
Placing an order in your office is not subject to these fees.

At Candid Color Systems, we promote trying new things! There are NO upfront or per image fees allowing you to shoot more images! Just think of the savings and freedom you will experience if you bring your photo finishing to Candid Color Systems.

OPEN YOUR ACCOUNT TODAY at <https://secure.candid.com/application/index.aspx>

If you have any questions, comments or concerns call 1-800-336-4550 and we will be glad to help!

Sports Software Comparison

Candid Color Systems ® has three complete software solutions for your sports

photography business, Quic Pics™(QP2®), QuicPost™ and CORE®. All three software options have distinct features and benefits and are available exclusively to CCS customers. Below is a brief description of the 3 software solutions for you to select the best fit for your sports business.

QUICPICS™(QP2) is the most basic of our sports software. QP2 displays your images online by team or league name without having to ID them. Your customer will view and order the pictures online. Once they purchase online, our system will process and submit the order to the lab, produce the prints and (in most cases) mail the prints directly to the retail customer. You have the ability to set your own price on products and shipping.



QuicPost™ makes posting images fast and easy. QuicPost™ has many features and benefits that allow photographers to quickly upload and post images online, drag and drop images into organized categories, create specific product offerings with customized tax and shipping rates and offer vouchers or discount codes. QuicPost™ also allows the photographer to customize simple email templates to connect with your customer, manually place orders and track customers' order statuses and history. QuicPost™ also has product rendering for the end-customer so they can view exactly what they are purchasing online.



CORE® is our most extensive reporting and marketing program for more advanced customers with very specific needs. CORE® allows customers to identify photos, match images with names, proactively market to your end customer by sending e-mails with a direct link to their images, create and print paper proofs to direct mail the end customer, collect payments and create billing lists. In addition, you are able to import name and address lists for your events to reduce data entry when placing orders.



This table presents the features of CORE®, QuicPost™ and QP2® for you to gain a better understanding of which software your sports photography business needs!

FEATURE	CORE®	Quicpost™	QP2®
Post images online for E-Commerce	Y	Y	Y
ID individuals (athletes)	Y	N	N
Designates an image as a group	Y	Y	Y
Print paper proofs for individuals	Y	N	N
Send individual proofs by email	Y	N	N
Send links to online events via email	Y	Y	N
Photographer can place orders manually	Y	Y	Y
Level Two™ products available	Y	Y	Y
Online e-commerce site rendering of popular products	Y	Y	N
Ship orders to the end customers	Y	Y	Y
Batch orders	Y	Y	Y
Customize tax & shipping rates	Y	Y	Y
View sales reports	Y	Y	Y
Web-based program	Y	Y	Y
FREE Software	Y**	Y	Y
Proactively market to end customers	Y	Y	N
Ability to import name and address list	Y	N	N
Organize images by name, PIN or event	Y	N****	N****
Custom cropping available on e-commerce site	Y	Y	Y
Quick Retouching available on e-commerce site	Y	Y	Y
Custom Email proofs/ email broadcast ability	Y	Y***	N

**Web-hosted version is free. There is a fee for distributed versions.

***Email broadcast done in Quicpost will link to the recipient's event

****By event only