Electric Cell 1.6

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Introduction

Electric Cell is a process with software for processing and presenting digital images on wi-fi capable devices with a browser, cell phones. There are two ways to review the images from an event on the cell phone (Registration). Review all images: starting at the first image; a middle image; or the last image (Review Images). Review images at each user defined location, “marked moments” (Review Marked Moments). Within this document, the term cell phone is used and refers to wi-fi capable devices.

System Requirements

Electric Cell requires:

- MAC OS X.
- Adobe Photoshop Elements version 6 and above.
- Apache (included on MAC OS X)
- PHP5 (included with install)
- Airport (included on MAC OS X)
- AppleScript (included on MAC OS X)

Electric Cell is not available for any Windows, because Windows does not have AppleScript or comparable tool..

Adobe Photoshop Elements is used to resize and taint the image. Lightroom does not have a sufficiently robust AppleScript Dictionary to support these operations.

Set Up

MAC Account

Create a non-Admin account for Electric Cell. Drag the contents of the Electric Cell “Disk” to the Desktop and other locations.

Copyright TIFs

As images are resized by the eLogicEngine and eLogicMail, a copyright taint can be applied to each image.

Images for cell phones are resized to 2 inches x 3 inches at a resolution of 72. The copyright file used to taint the cell phone image is copyright.tif. A sample is included for you to modify. Copyright.tif can be renamed.

Images for an internet website are resized to your height and width specifications at a resolution of 72. The copyright_for_internet file is used for tainting the internet website image. A sample, copyright_for_internet tif, is included for you to modify. Copyright_for_internet tif can be renamed.

Personal Web Server (Apache)

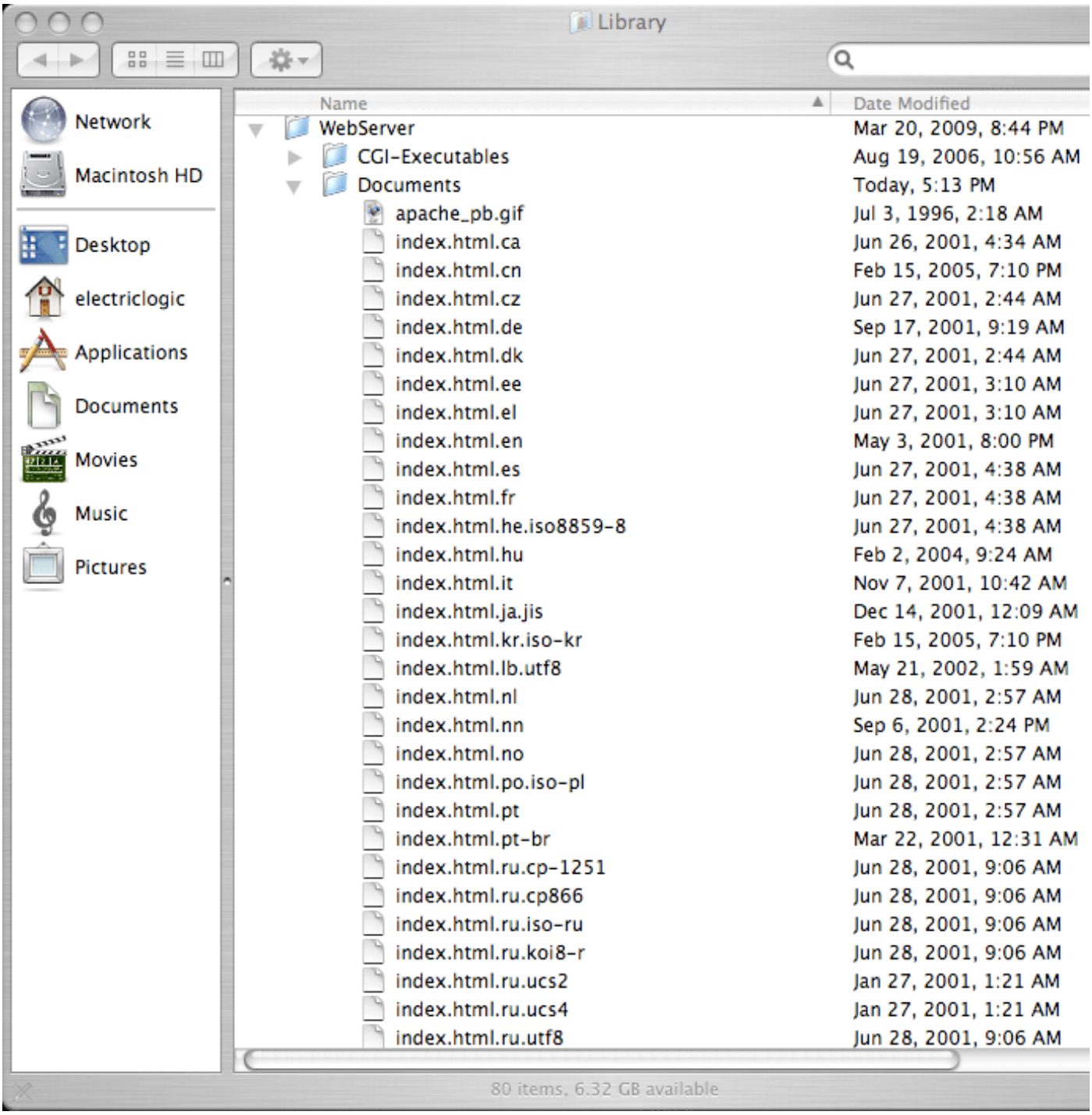
The MAC Personal Web Server default installation needs customization:

A. PHP 5 Support

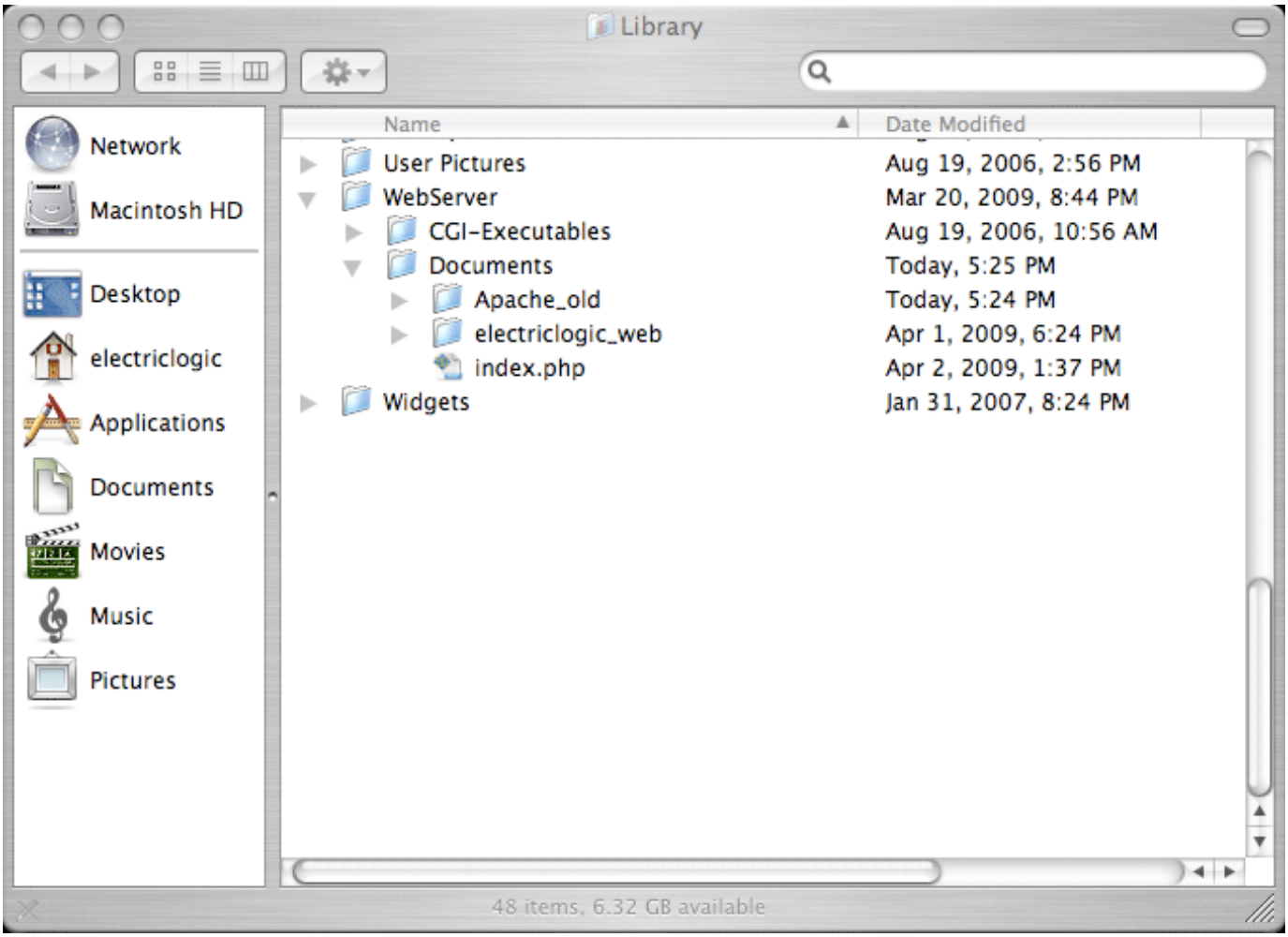
Double-click entropy-php.mpkg.

B. Modify Personal Web Server (Apache) files and folders.

1. Move the current set of Apache index* files to a spare folder, Apache_old.

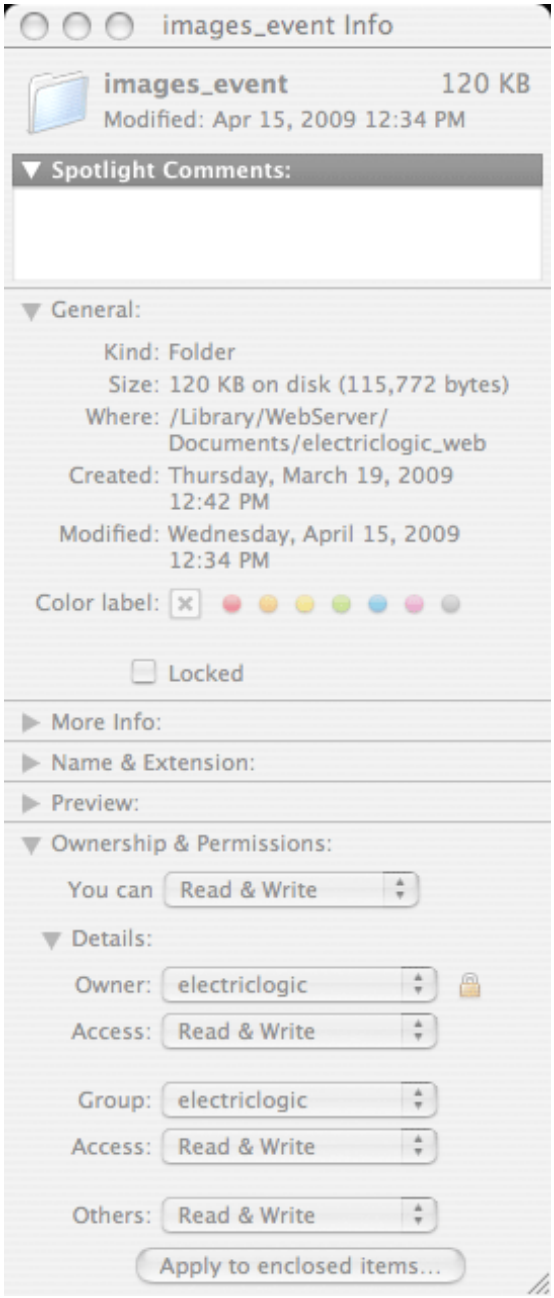


Folder WebServer/Documents Before



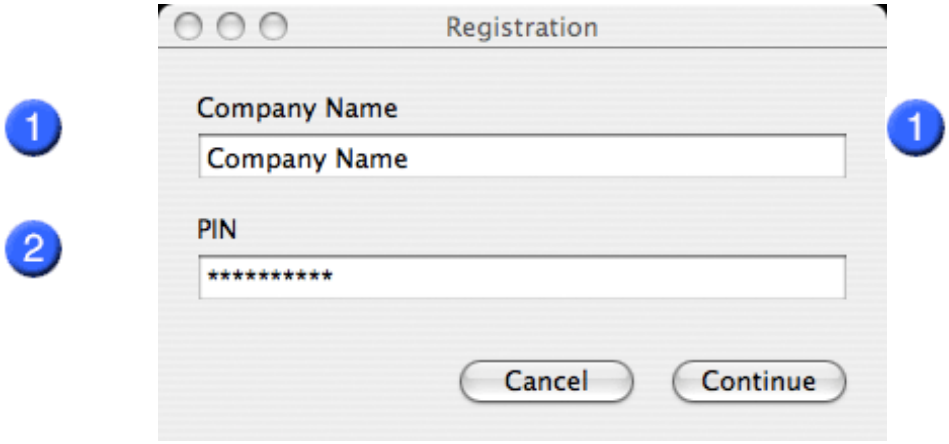
Folder WebServer/Documents After

2. After dragging electriclogic_web from the Electric Cell “Disk,” to the Personal Web Server root folder, set the folder permission, so that Others can Read & Write, and apply to enclosed items.



Preferences

Before defining your preferences, it is suggested that you watch the Flash Electric Cell overview (ElectricLogic folder, ElectricCell_Overview).The blue buttons (1) are links. The blue buttons on the left link the screen shot of the preference to descriptive text, when it is on a new page. The blue buttons on the right link the screen shot of the cell phone page.



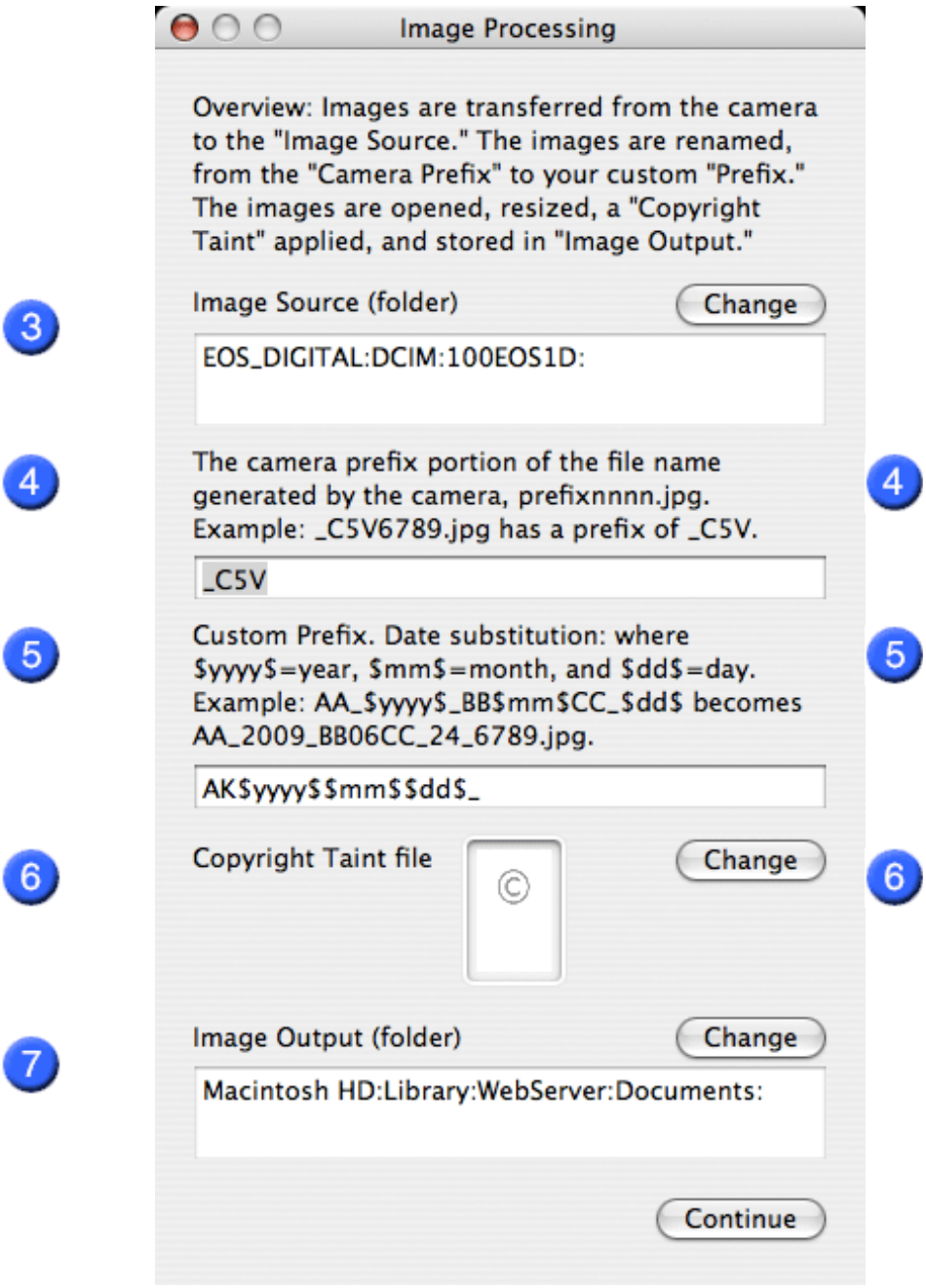
A. Registration:

1 eLogicCompany= Company name on pages presented to cell phones. To activate a trial, the company name is “Trial Version.”

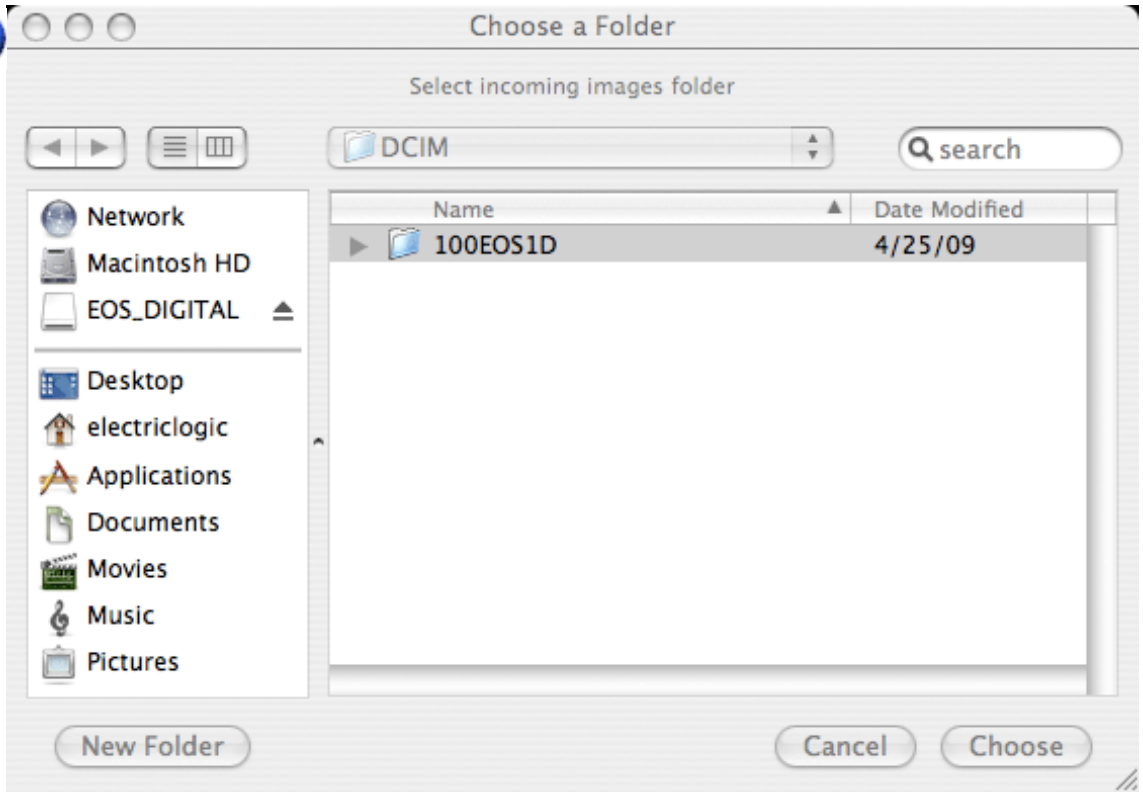
2 eLogicPIN= For registered users, the PIN is supplied by email and based upon the company name. For a trial, this is blank.

B. Image Processing:

Camera images reside in the *Image Source*. Images (JPG files) are renamed (*Camera Prefix* and *Custom Prefix*), resized, a taint applied (*Copyright Taint*) and they are stored in the *Image Output* folder.



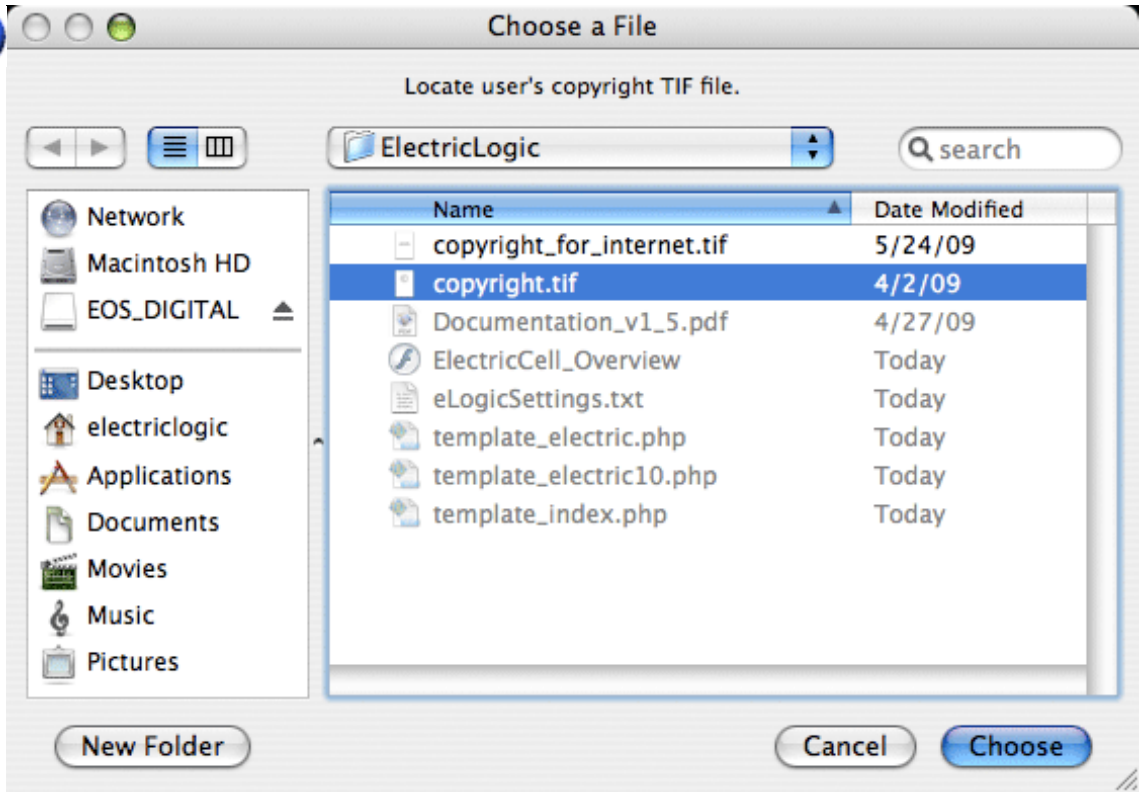
3 Image Source (eLogicInput)= Path to folder of incoming images from digital camera. This folder can reside on camera media. Or if transferring images directly from the camera, the folder resides on the Desktop The folder supplied with the install is RealTime_Images.



4 Camera Prefix (eLogicCamera)= The format of filenames generated by the camera is:*prefix*nnnn.jpg, where nnnn is the image number. The final filename results from substituting the camera prefix with the eLogicPrefix below. Specify the camera file prefix.

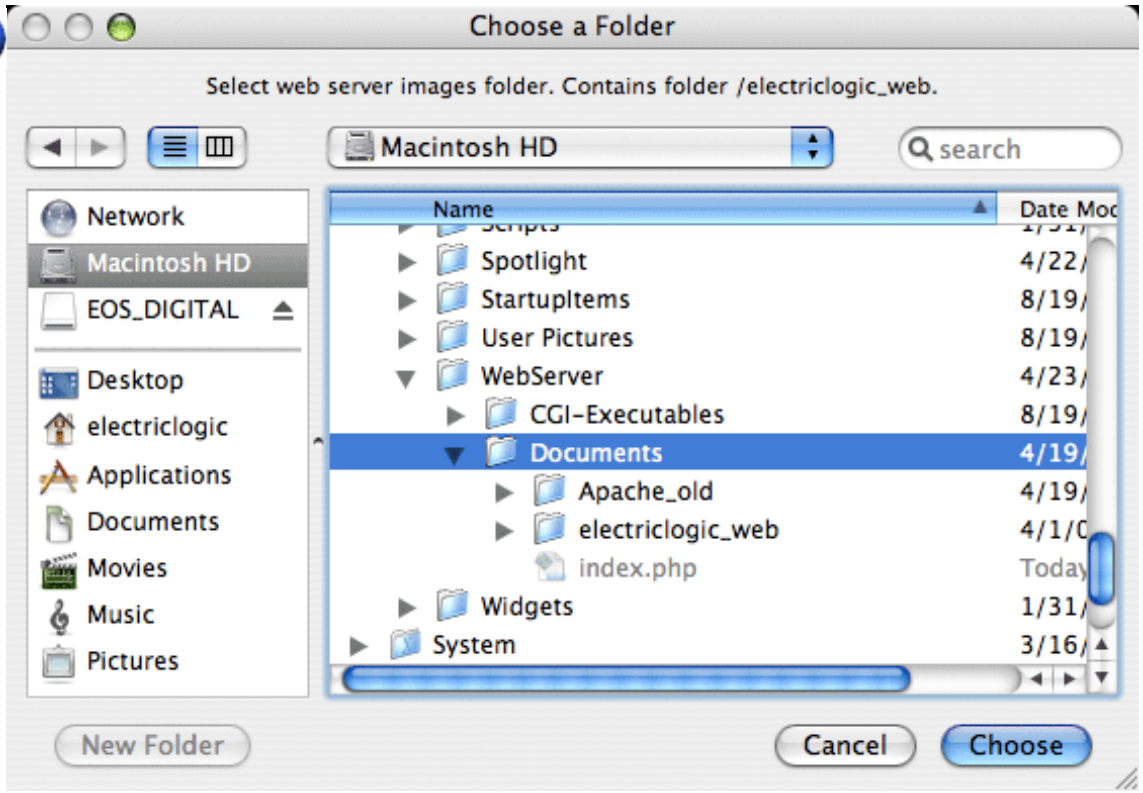
5 Custom Prefix (eLogicPrefix)= Filenames are 1000_*eLogicPrefix*_nnnn.jpg. The elogicPrefix accepts substitutions, yyyy = year, mm = month, and dd = day. In the example, for January 22, 2009, the filename would be 1000_AK20090122_nnnn.jpg.

6 Copyright Taint (eLogicCopyright)= Path and name of TIF file used to taint cell phone images.



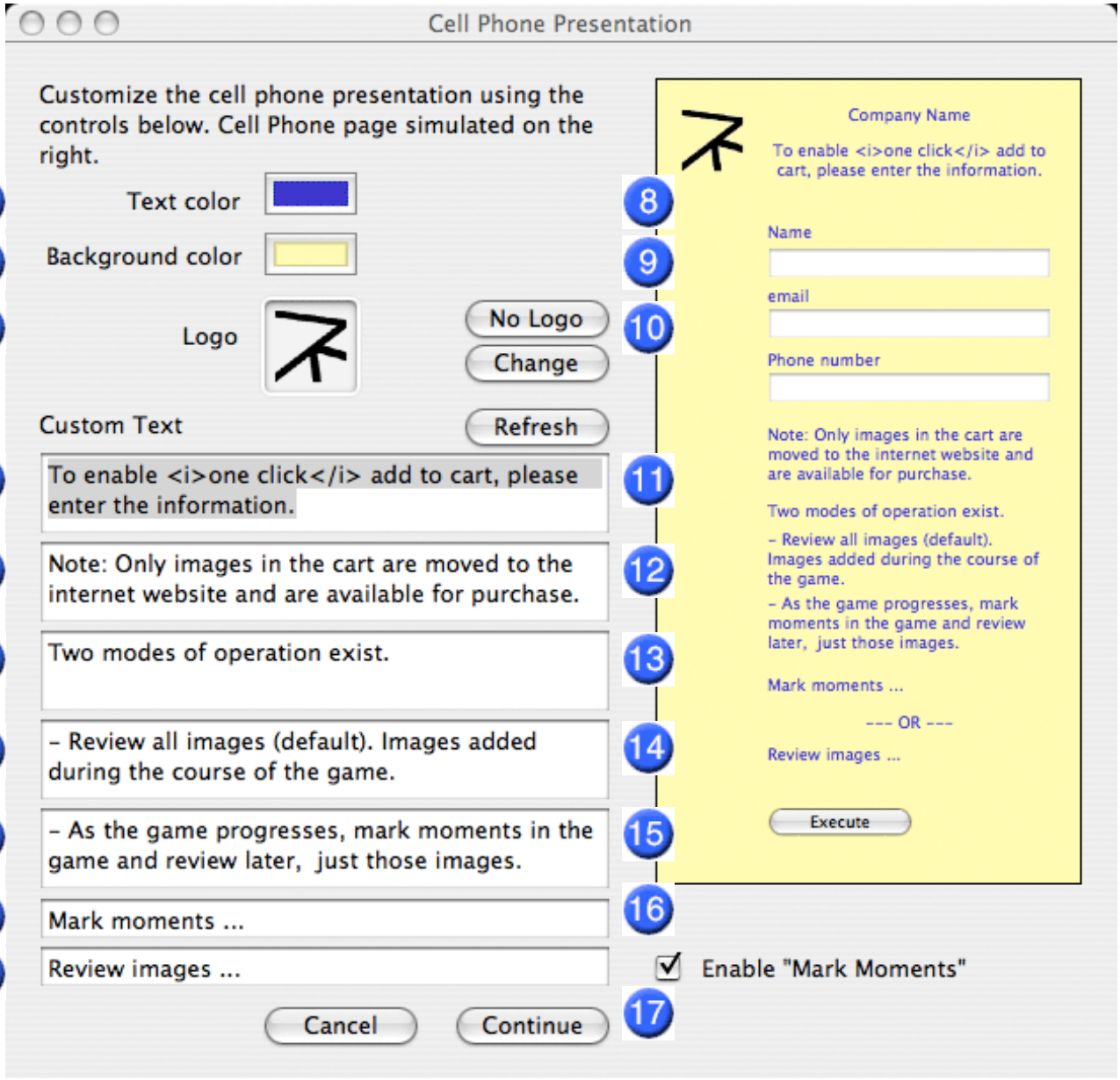
7 Image Output (eLogicOutput)= Path to /electriclogic/images_event folder within the Apache webserver structure.

eLogicDisk= Name of the disk, if camera media is used. Derived from eLogicOutput. For example, Canon media: EOS_DIGITAL.



C. Local network web pages viewed on cell phones:

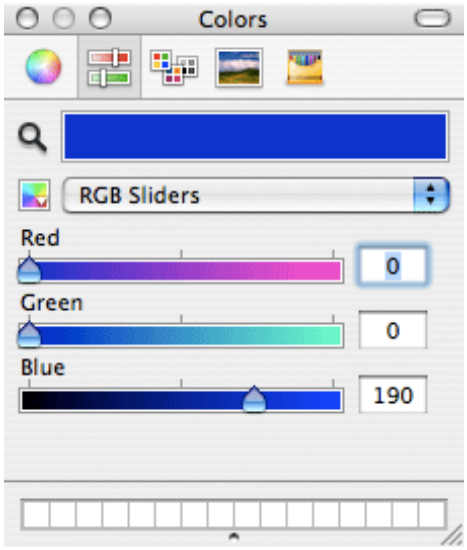
The cell phone page is simulated on the right side of the preferences page. As preferences are defined, the simulated page changes.



Mark Moments is a mode of operation where the user can mark a moment in the game for later review. For example, during a baseball game, every time their child stepped up to bat, Mark the Moment. At the end of the game, the user has a list of “at bats” which can be reviewed. This is easier than reviewing all images for the “at bats.” The user marks a moment at the same time that the photographer clicks the shutter. There is no gurantee that the user and the photographer will have the same subject in mind. The photographer may have as a subject, the pitcher instead of the batter. It will happen, but the user will always have an easier time locating images, because they will be reviewing a subset of the images from the game as opposed to all the images. If disabled, then the only way to review images is to review all the images.

8 Text Color (eLogicColorText)= Text color for pages presented to cell phones. In the example, blue is the text color selected.

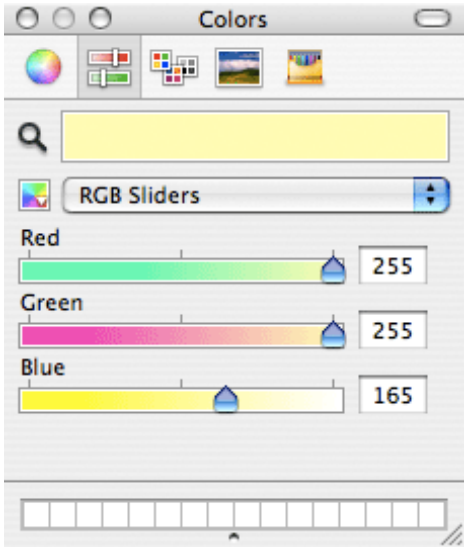
8



8

9 Background Color (eLogicColorBG)= Background color for pages displayed on cell phones. In the example, pale yellow is the background color.

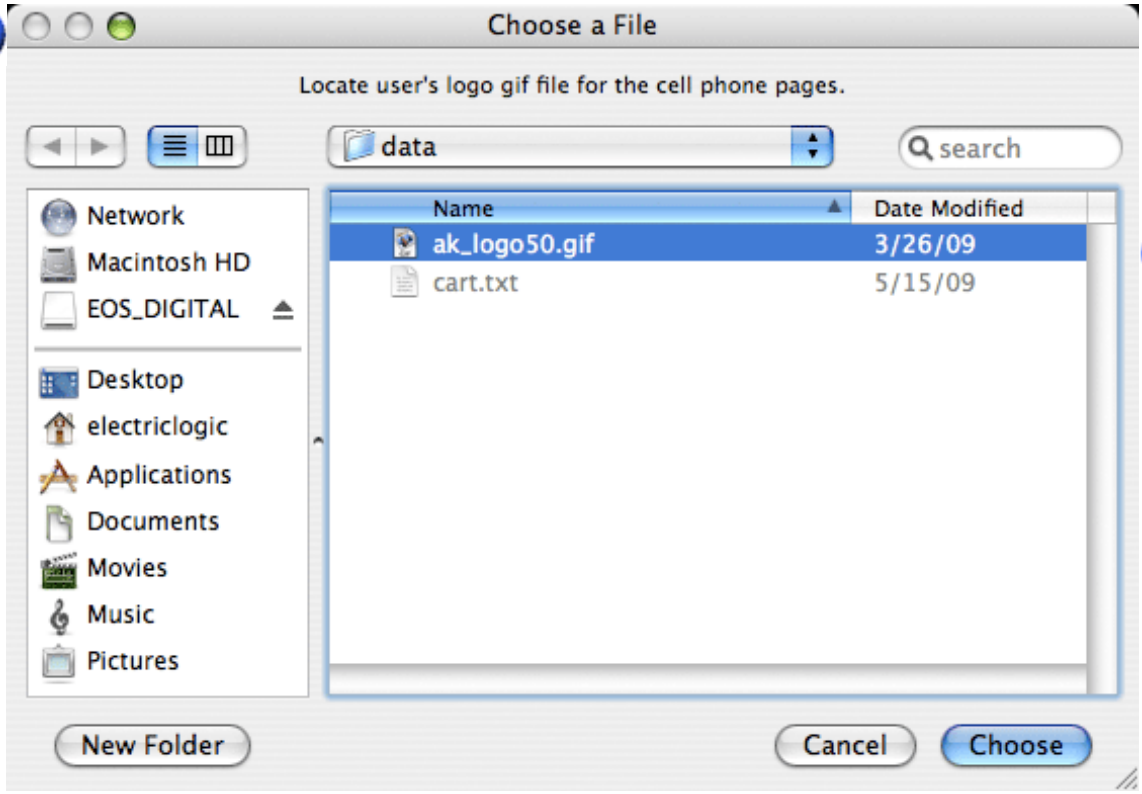
9



9

10 Logo (eLogicLogoGIF)= Path and name of company logo GIF file for pages displayed on cell phones. The image is 1 inch (72 pixels) width by 1 inch (72 pixels) height at a resolution of 72 pixels per inch saved as a transparent gif.. The GIF file must reside within the Personal Web Server (Apache) file structure. Required folder /electriclogic_web/data.

10



10

Custom Text. There are seven sections of custom text available.

11 eLogicMessage001= Text for a message area on the registration page displayed on the cell phone.

12 eLogicMessage002= Text for a message area on the registration page displayed on the cell phone.

13 eLogicMessage003= Text for a message area on the registration page displayed on the cell phone, which states there are two modes of operation.

14 eLogicMessage004= Text for a message area on the registration page displayed on the cell phone, which describes the “Review” mode of operation.

15 eLogicMessage005= Text for a message area on the registration page displayed on the cell phone, which describes the “Mark Moments” mode of operation.

16 eLogicMessage006= Text for Review mode button on the registration page displayed on the cell phone.

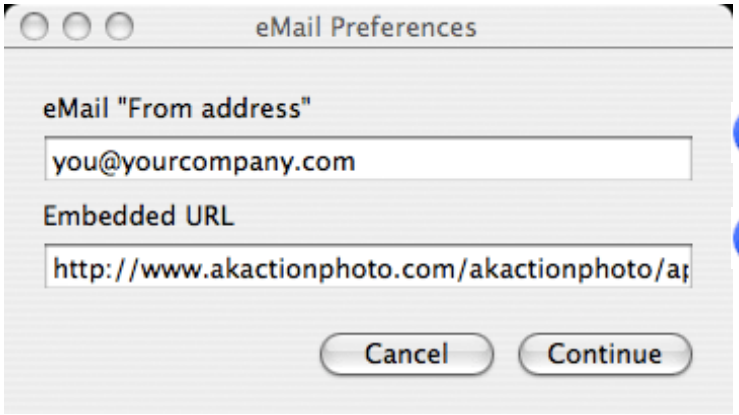
17 eLogicMessage007= Text for Mark Moments mode button on the registration page displayed on the cell phone.

D. Email:

Following an event, for each item in the cart, emails are sent. A URL is embedded in the email.

eMail “From address” (eLogicEmailFrom)= The from address in confirmation emails. In the example, the from address is you@yourcompany.com.

Embedded URL (eLogicURL)= URL to company internet website, embedded in confirmation emails.

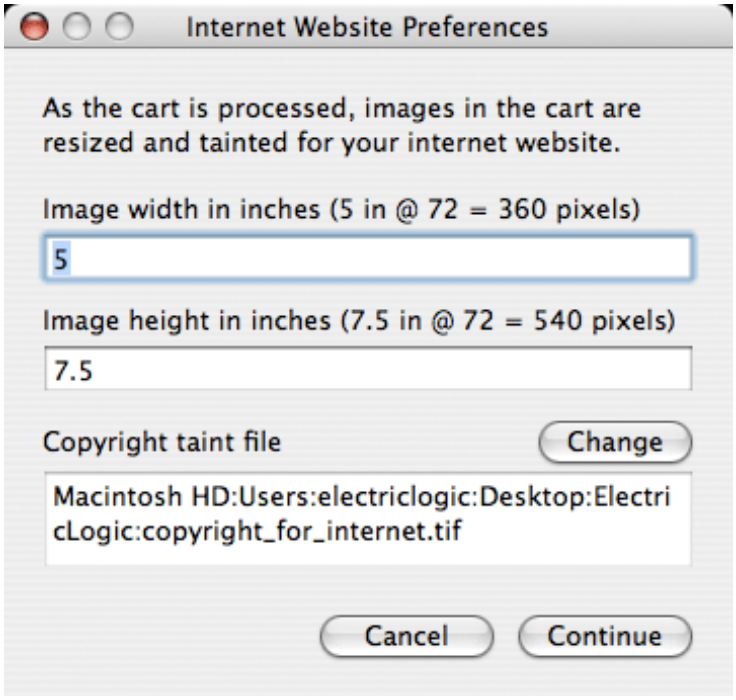


E. Internet website:

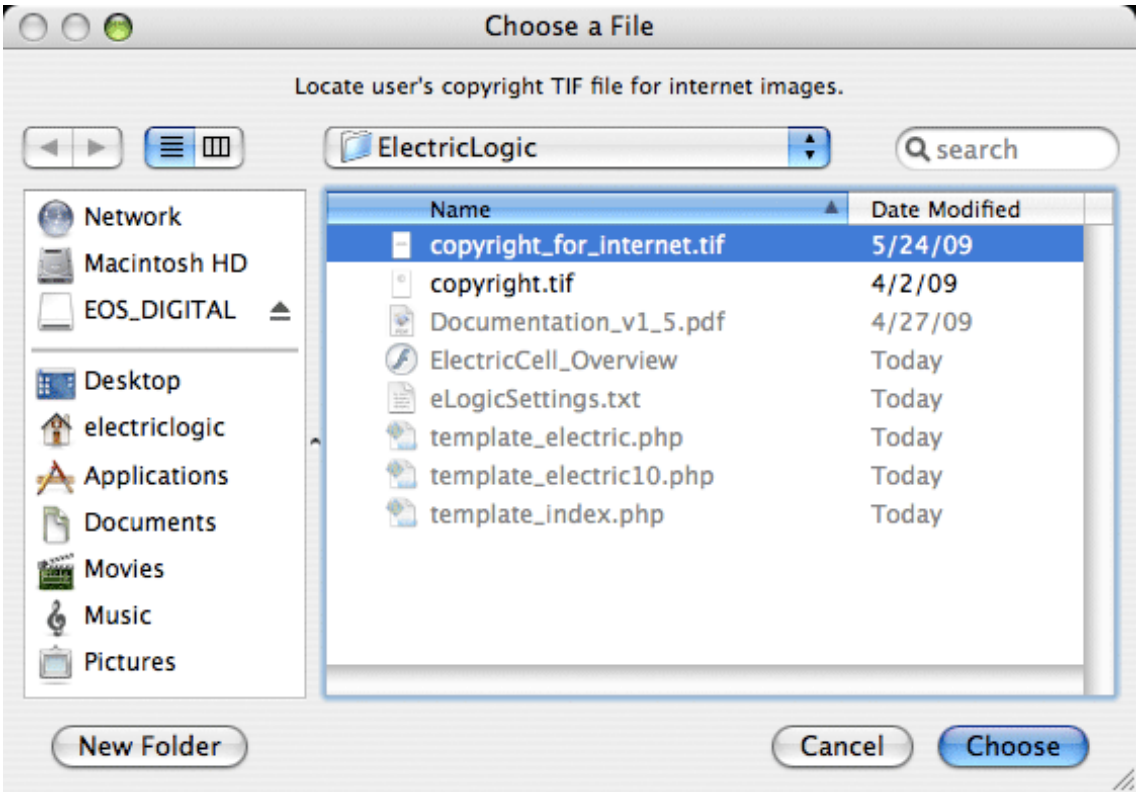
Following an event, as each item in the cart is processed, the corresponding image is resized and tainted for the internet website.

Image width (eLogicInternetWidth)= Width (inches) of images resized for presentation on your internet website.

Image height (eLogicInternetHeight)= Height (inches) of images resized for presentation on your internet website.



22 Copyright taint file (eLogicCopyrightInternet)= Path and name of TIF file used to taint images presented on your internet website.



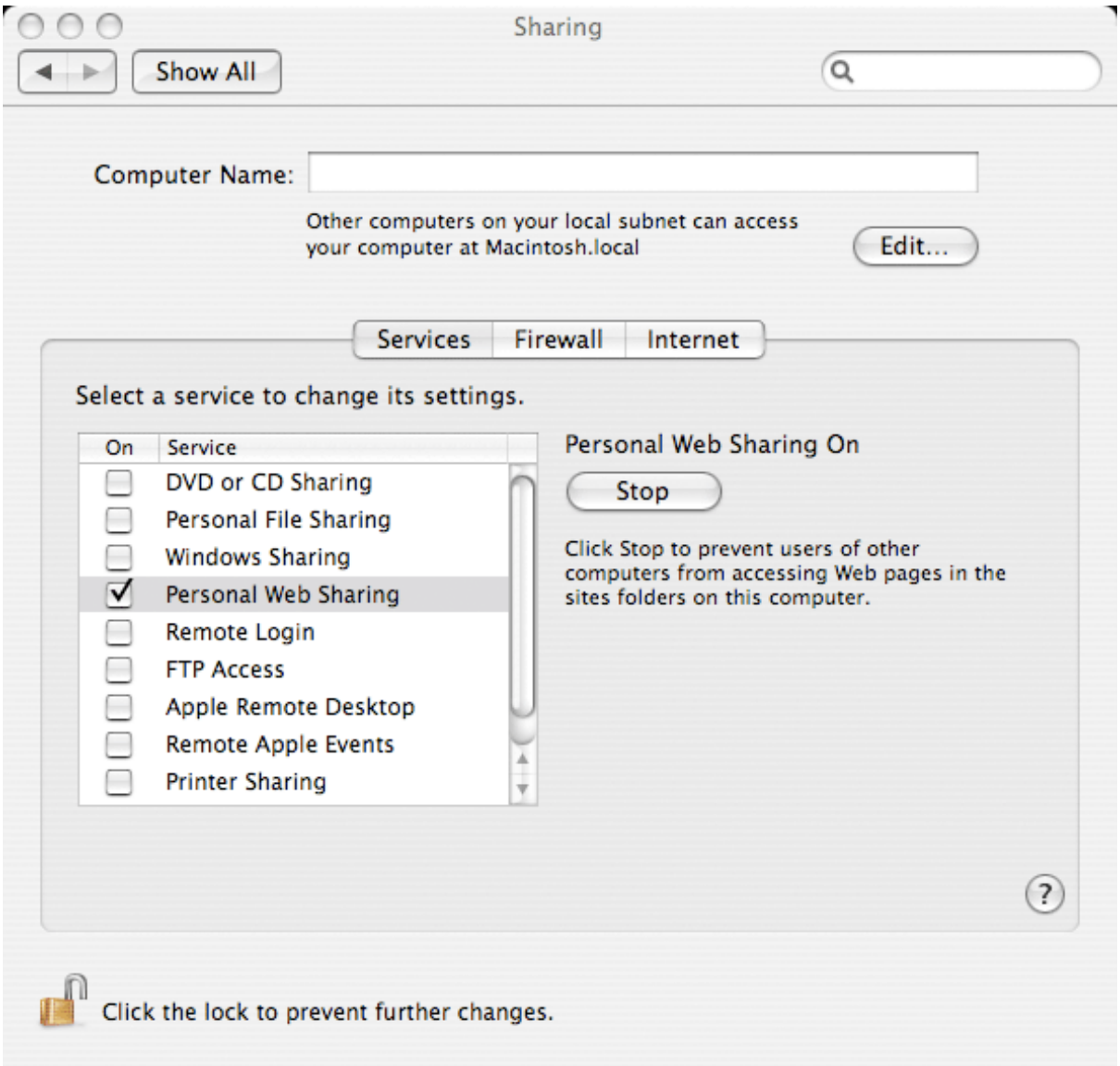
At the Event

Start up Steps

Three components in concert allow for making images available to wi-fi capable cell phones. The eLogicEngine processes images from the camera and supplies them to the MAC Personal Web Server (Apache). The Electric Logic web pages of the Personal Web Server are available to wi-fi capable cell phones via a local wireless network that is broadcast using Airport. The Electric Logic web pages contain the images and allow the user to store selected images in a cart.

On the MAC Account created for Electric Cell:

1. Start eLogicEngine.
2. Start the Personal Web Server (Apache), located in System Preferences, Sharing.



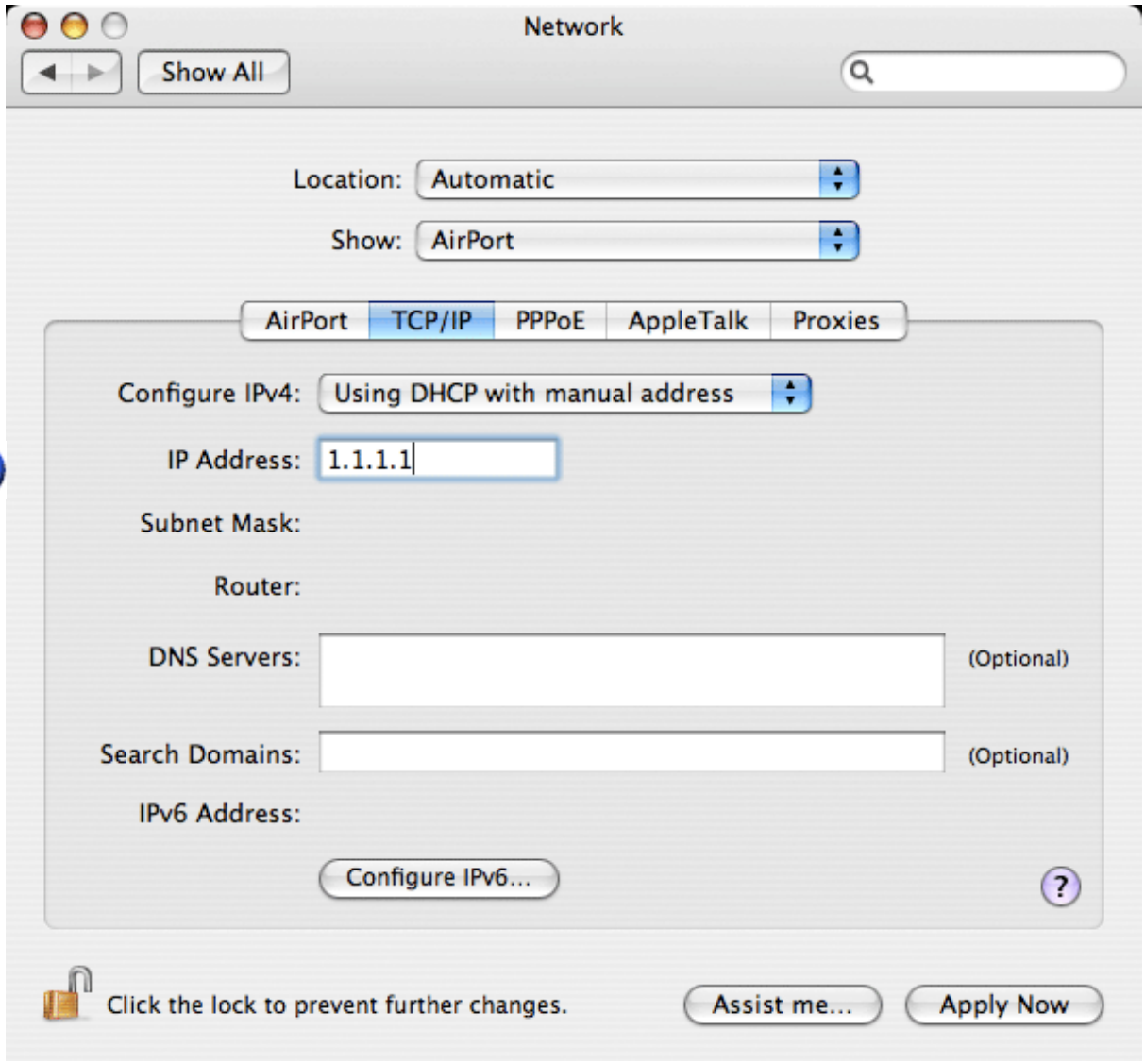
3. Start Airport.
4. Create a network. The name of the network, password to the network (optional), and the IP address of the network will need to be communicated to the cell phone users. As the network is created, you have the choice of letting MAC assign the IP or defining the IP address manually. Cell phones recognize and reuse the network. It is suggested that you define the IP address manually and use the same network name. However, if you let MAC assign an IP address for the network, then it is best to use unique network names at each event. A unique network name would include the date. For example, logic20090501.

When creating a network, the Show Options MUST be clicked. If Show Options is not clicked, then the network is not created. Defining a password to the network is optional.

A. Manually assigning an IP address to the local network.

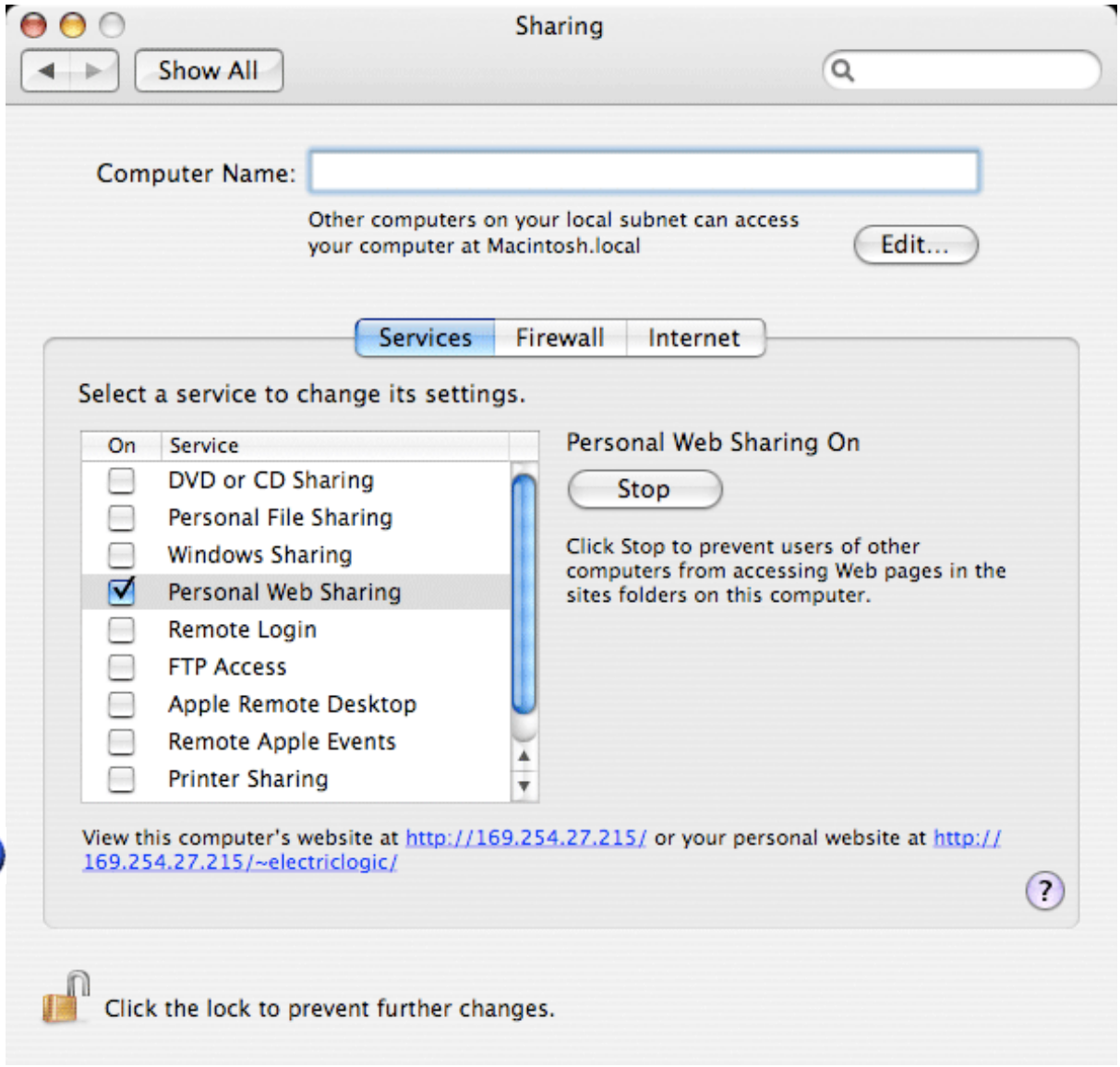
Using System Preferences to access Network, Show: Airport, TCP/IP and Manually Configure IPv4. Specify the IP address. In the screenshot, the specified IP address is: 1.1.1.1. Therefore, the IP address of the website is 1.1.1.1. The URL used by the cell phones for accessing the local network/website is: http://1.1.1.1.

Important Note: These setting may interfere with your laptop connecting to wi-fi networks.To resolve this problem, after the event change from Manually to DHCP, and renew the DHCP license.



B. MAC assigns an IP address to the local network.

In the screenshot, MAC assigned the IP address 169.254.27.215. Therefore, the IP address of the website is 169.254.27.215. The URL used by the cell phones for accessing the local network/website is http://169.254.27.215.



Shut Down Steps

When the event concludes:

1. Quit the eLogicEngine.
2. Stop the Personal Web Server, Apache.
3. Stop Airport.

After the Event

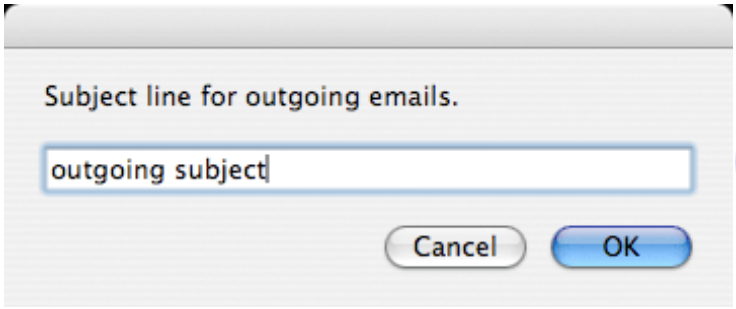
Processing items in the cart

For each unique user in the cart, the images requested by that user are grouped together and an email is sent to the user. The email contains a link to the internet website where the user can complete the order for these images. For prints, sizes and quantities can be specified. The Subject line of the email is customizable.

On the MAC Account created for Electric Cell:

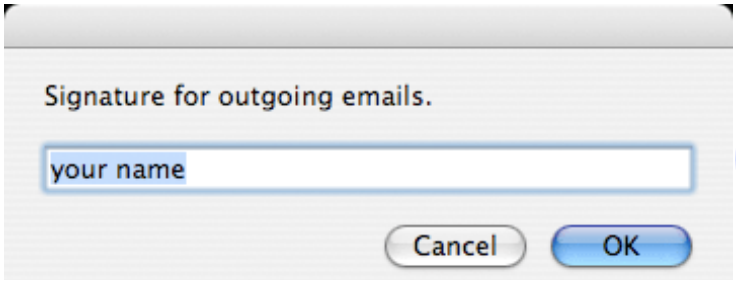
1. Start eLogicMail.
2. At the prompt, enter the Subject for outgoing emails.

25

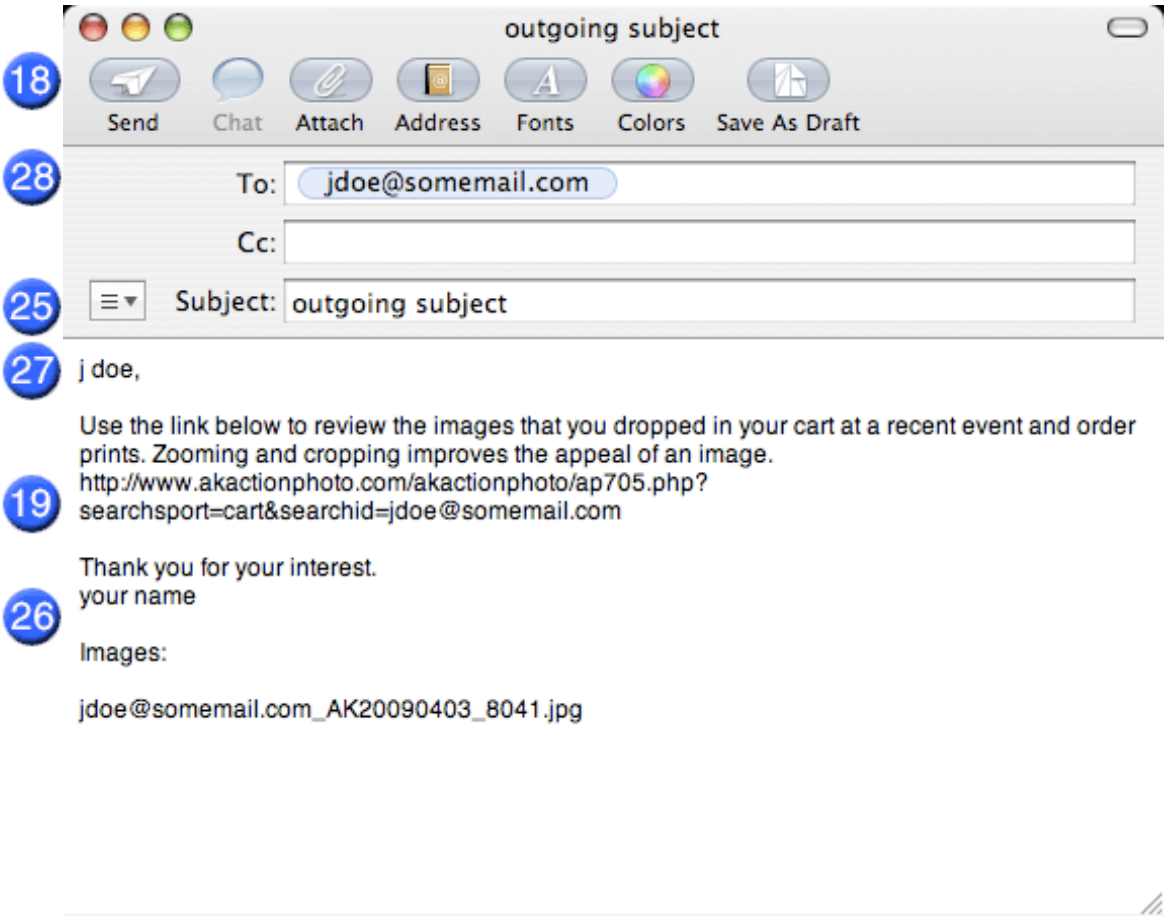


3. At the prompt, enter the Signature for each outgoing email.

26



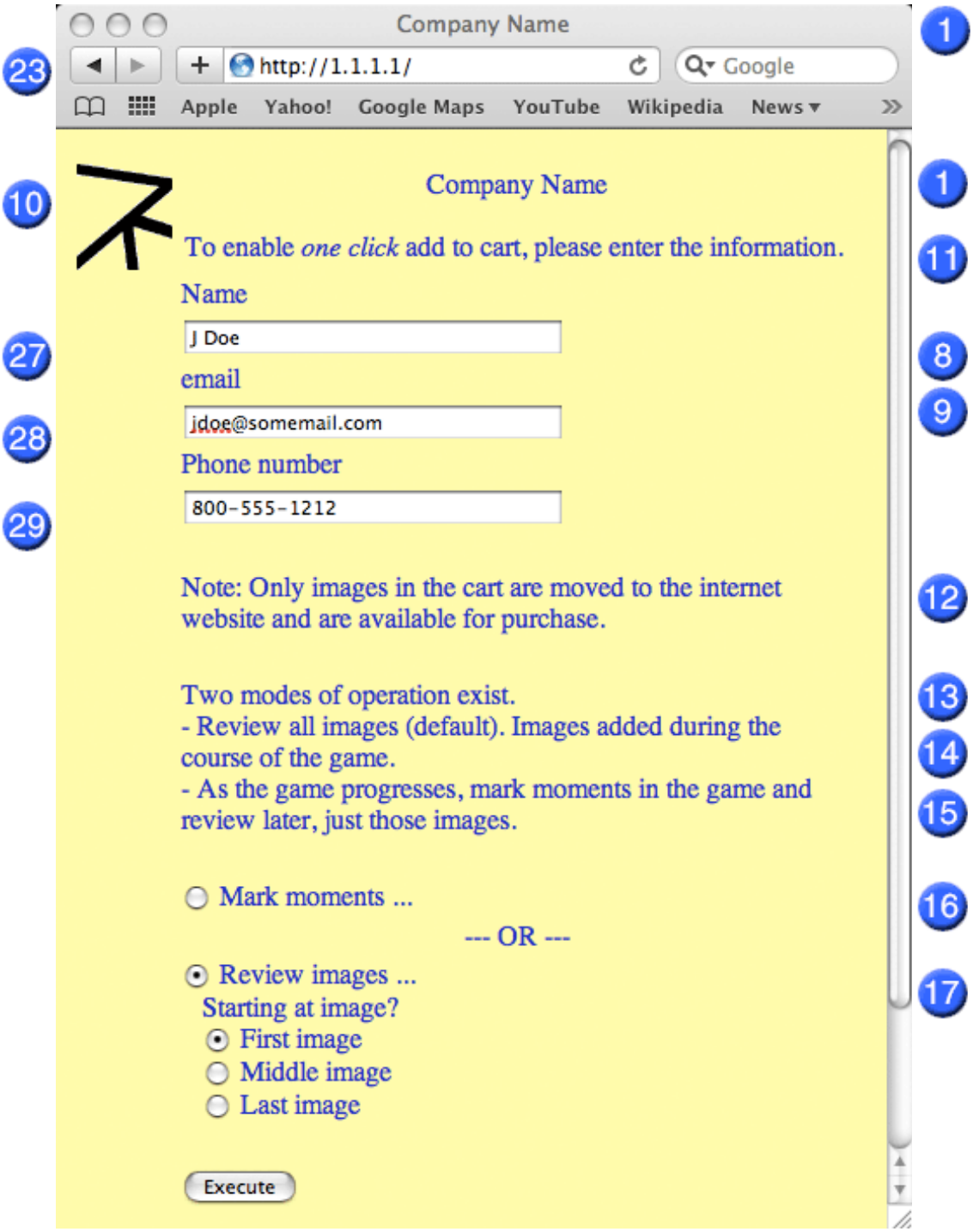
4. ELogicMail sends emails to each email in cart.txt and includes the URL to your internet website, where the customers can complete the order.



5. ElLogicMail resizes images, applies a taint, renames, and saves the images to electriclogic_web/images_archive.
6. ELogicMail will build SQL statements for a MYSQL database, electriclogic_web/data/sql.txt.
7. Future. ELogicMail will FTP the images from /images_archive to your internet website.

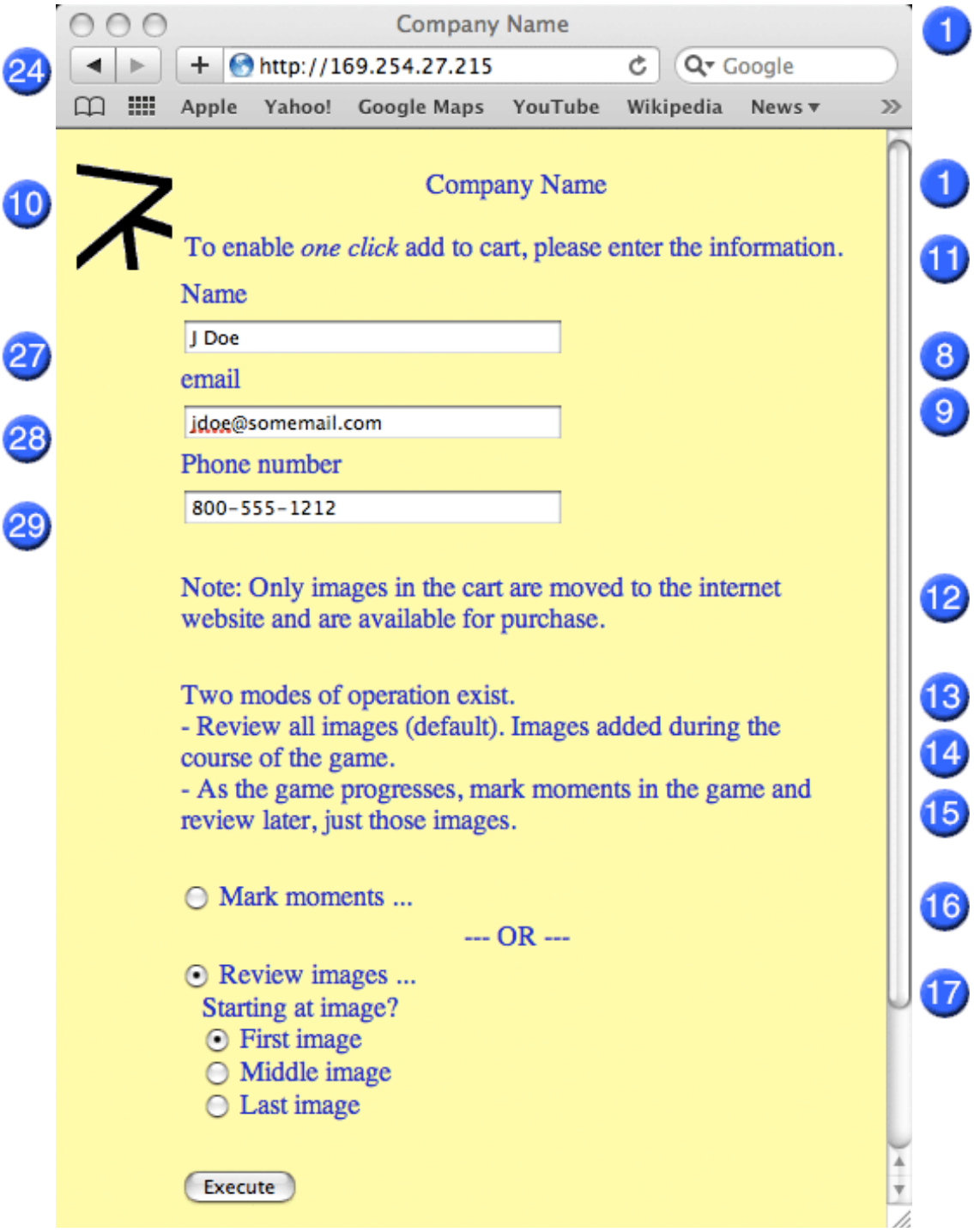
Local Website: Registration Page (index.php)

Accessing pages when the IP was manually assigned (1.1.1.1).

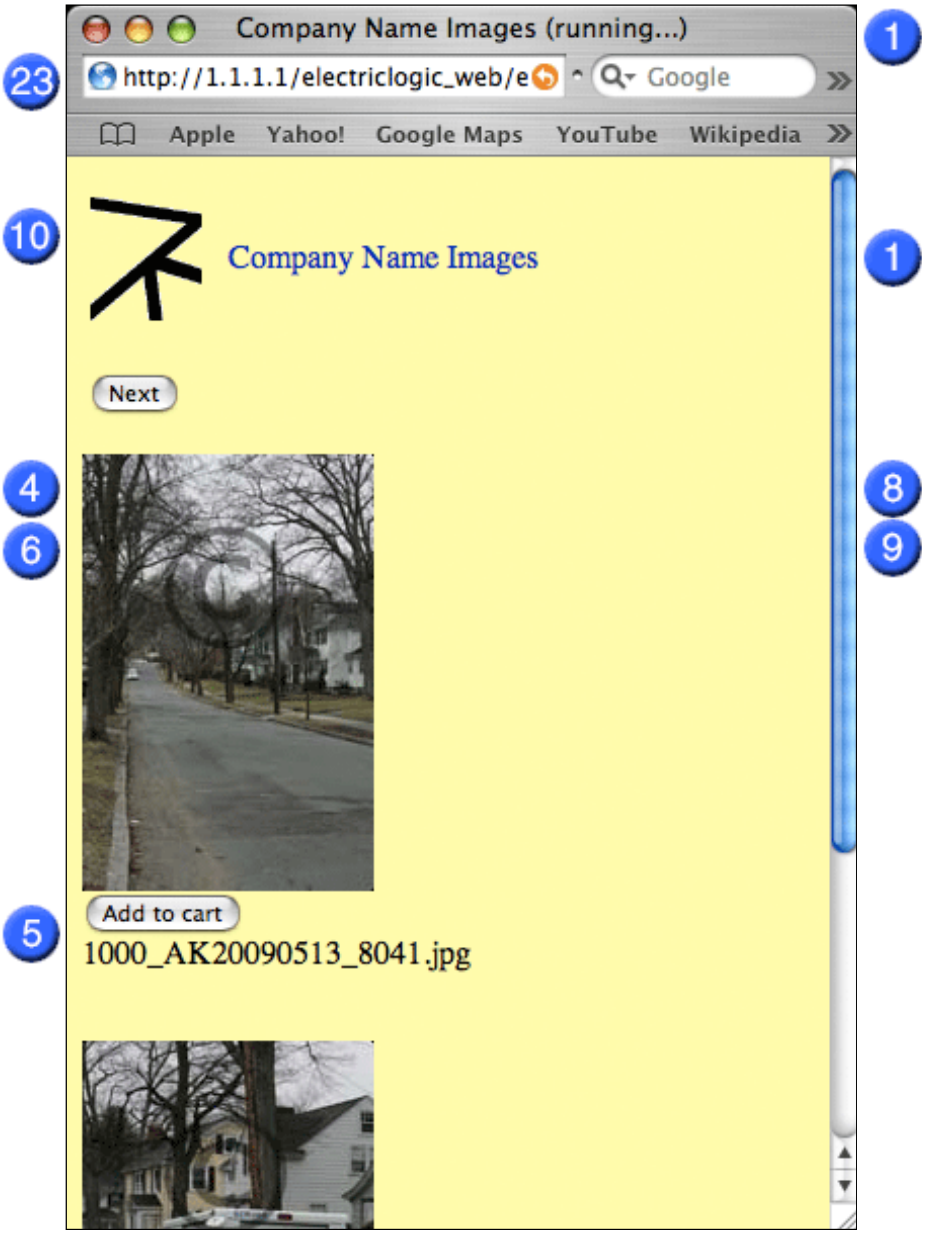


Local Website: Registration Page (index.php)

Accessing pages when the IP was dynamically assigned (169.254.27.215).



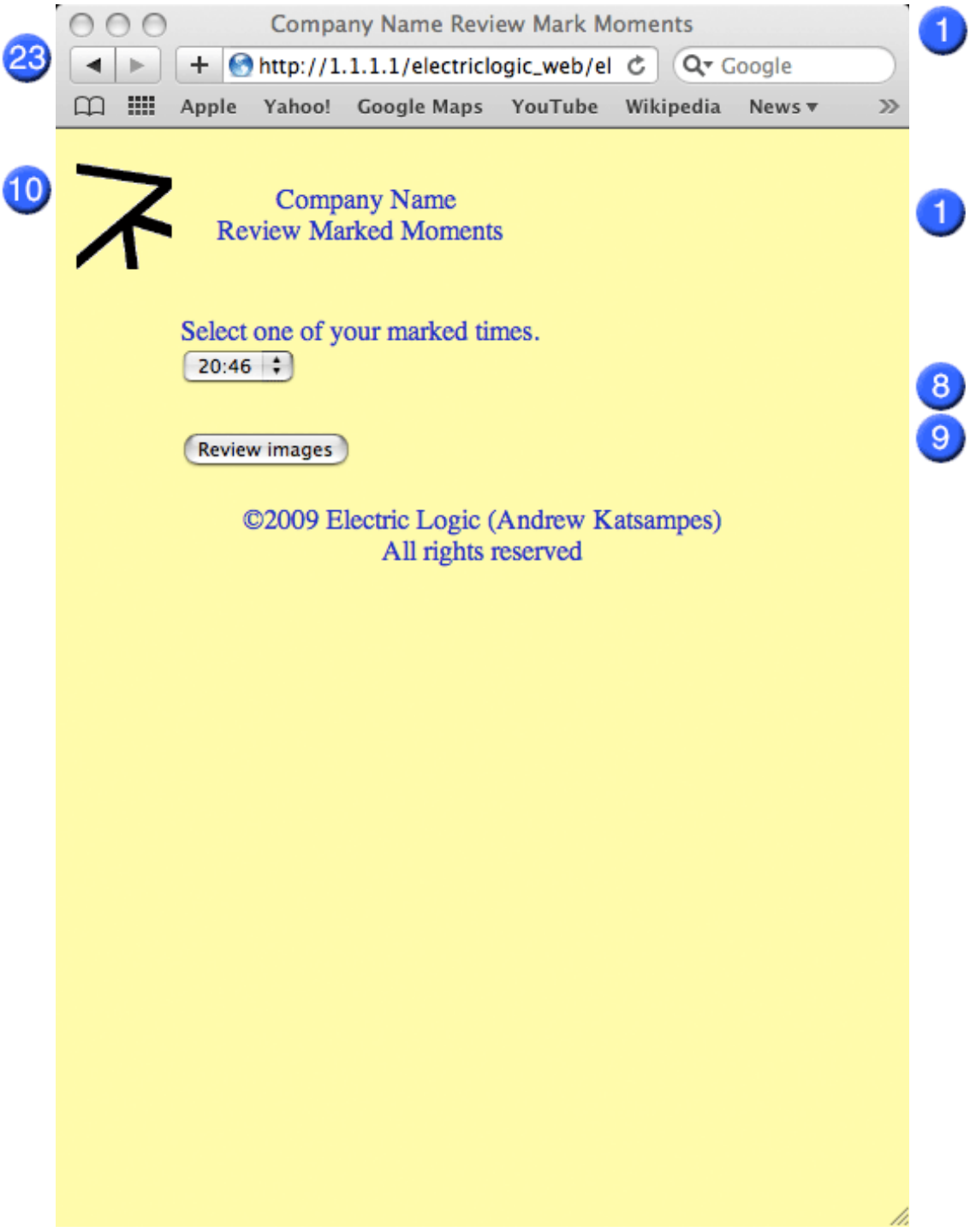
Local Website: Images Review (electric.php)



Local Website: Cart Confirmation (electric10.php)

Local Website: Mark Moments (electric20.php)

Local Website: Review Marked Moments (electric21.php)



Local Website: Images Review (electric.php)

Review of images beginning with the marked moment time stamp.