

Thanks for joining Shutterfly, the best place to get high-quality prints and more from your film or digital pictures. You might be wondering what you need to do to get started. That's where this guide comes in. It covers all the basics of how to get your pictures to your Shutterfly account—whether they come from a digital camera, a film camera, or no camera at all.

The guide will also show you just a few of the amazing things you can do with your pictures once they're on the Shutterfly website—from getting high-quality prints in a variety of sizes and creating printed greeting cards to making calendars and Snapbooks™ using your pictures.

So by the time you're done reading, we hope you'll see just how easy it is to get started at Shutterfly.

Jeff Housenbold, CEO
Shutterfly

What kind of pictures can I send to Shutterfly?

Your pictures don't have to come from a digital camera. If you have a film camera you can get all the benefits of digital by using our film mailers. Your pictures can also come from existing snapshots that you've digitized using a scanner. Or they can come from those Photo CDs many traditional photo developers now offer. You might even have pictures stored on your hard drive that you want to print.



Digital pictures can come from film.



Or from scanned snapshots.



Or even from Photo CDs.

From your camera to your computer.

There are a couple of ways of getting pictures from your digital camera to your computer.

The first way is to use the software and cable that came with the digital camera. Install the software as directed, and then connect the camera to the computer using the cable. For more information on how to set this up, consult your digital camera manual.

Most people find that the fastest and most convenient way of transferring pictures is to use a device called a card reader. Once it's connected to your computer, a card reader will accept your camera's removable memory cards the same way a disk drive accepts floppy disks.

Now that your pictures are on your computer, it's time to get them to Shutterfly.



For faster transfers use a card reader.

Sending digital pictures to Shutterfly.

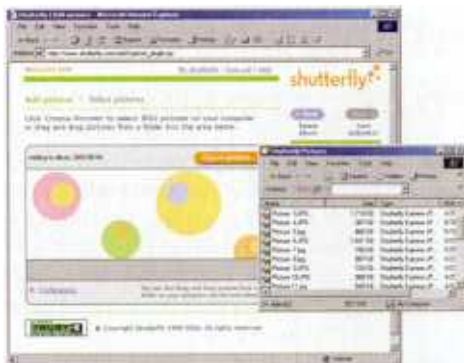
Our website allows you to add pictures to your Shutterfly account the same way you search for and open files from, say, a word processing program. In fact, we offer two quick and easy options: our Shutterfly Express™ and Picture Upload Assistant. They're both available for free at

www.shutterfly.com/downloads/

TIP: If you own a laptop computer with a PC card slot, we recommend a PC card adapter. They typically are easier to use, and transfer images from memory card to your computer more quickly than a cable.

Picture Upload Assistant

Our Picture Upload Assistant is the easiest way to add pictures to your Shutterfly account. The Assistant is software that is quickly downloaded and installed in your computer. With it, you can locate, preview, and select multiple pictures from your computer to add to your Shutterfly account, and get updates on the transfer progress.



Shutterfly Express™

Our Shutterfly Express software is another great way to get your pictures to us. You can view, crop, and rotate your pictures before coming online. Once your pictures are organized the way you want, you can choose the album in which you'd like to store them. You can even prepare a print order before coming to Shutterfly.



TIP: Each time you use the Picture Upload Assistant or the Shutterfly Express software, you'll be told about how long it will take to add your pictures. On average, each picture takes 2 to 4 minutes with a standard dial-up line

Sending film to Shutterfly.

Once you send your film to Shutterfly, you can take advantage of all the benefits of digital, like enhancing and printing only the pictures you want and sharing pictures online, just like you can with a digital camera.

Send in your film.

Simply place a completed roll of 35mm or APS film in one of our film mailers and drop it in the mail (you can order mailers at www.shutterfly.com). When we receive your film it'll be developed and the images will be turned into digital pictures.



Get your negatives back and go digital.

When your pictures are ready you'll receive an e-mail telling you that they've been added to your private online Shutterfly account. We'll also mail your negatives back to you. Now you can crop, enhance, and order prints of the pictures you like, delete the ones you don't, and get just as creative with your film pictures as with your digital pictures.

TIP: Remember, we can only accept 35mm film (it should be labeled "PROCESS C-41"), APS film, and disposable cameras. We cannot accept Seattle Filmworks film, negatives, developed APS film, 110 or 126 cartridges.

A great picture starts inside the camera.

If you're using a digital camera, there are a couple things you should know to ensure you get great-looking prints.

Digital cameras allow you to choose how sharp you want your pictures to be. This is called "resolution." Basically, the higher the resolution, the more pixels or dots, and the sharper your picture will be (check our website for recommendations on which resolution you should use for different print sizes). This means you'll probably want more memory for your camera because higher resolution pictures take up more space on your memory card.

You should also set your camera for the least amount of "compression." Compression shrinks the size of your picture files, so you can fit more pictures on your memory card. Unfortunately, compression also affects picture quality—the more compression you use, the fuzzier your pictures will look.



high resolution

And at low resolution.

TIP: When planning a print, we recommend a setting of 200-31 per inch. For prints the same size as the original picture.

Getting prints and getting creative.



At Shutterfly, you can get professional-quality prints in a variety of sizes, from wallet, 4x6, 5x7, and 8x10s to our new large-format 11x14, 16x20, and 20x30s. We use the best Fuji paper, processing equipment and chemicals, so you're guaranteed great-looking prints that will last a lifetime. And our prints won't fade over time, like those from home printers. (We've included a sample print so you can see for yourself how great your prints will look.)

Shutterfly can be more economical than home printing, too. With our Prepaid Print Plans, 4x6 prints are as low as 20¢ each.

Design unique cards and gifts and so much more.

Did you know that you can create your own printed Greeting Cards or 4x8 Photo Cards using your pictures and a personal message? Or that you can design a bound book with pictures and words called a Photo Book? You can also make Calendars, Note Cards, Photo Gifts and Snapbook™ mini-albums with your pictures. But that's not all—enhance your pictures or give them a special touch by adding unique borders and color effects. Then send your prints worldwide or share them online.



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Get started today.

Still have questions? Well, we've got answers. Plenty of them. There's a whole section of our website (it's called Learn More) that's dedicated to things like how to choose the right digital camera, how to take better pictures, or what people are talking about when they use terms like JPEG.

Or if you're ready to begin now, be sure to take advantage of the free 4x6 prints we credited to your account when you signed up. So, just sign in, head on over to the "My Shutterfly" page that's already waiting for you, and get started today.



I just signed up with Shutterfly, now what?

