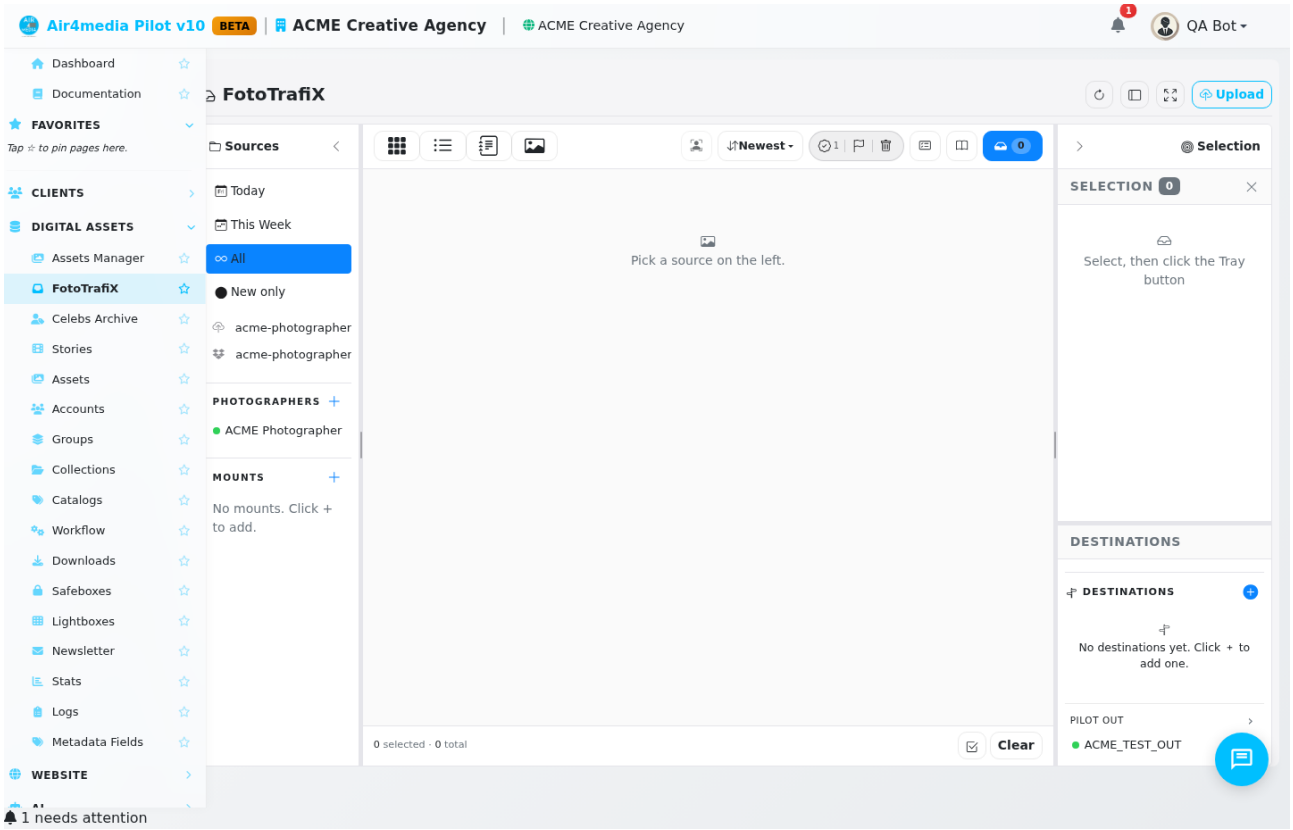

FotoTrafiX

FotoTrafiX is ACME Creative Agency's central media ingest and review station. Files arrive from your photographers — via direct upload, FTP, Dropbox, or the FotoTrafiX field app — and land here first for culling, editing, and routing to the right destinations.

Key Features

- **One place per sender**: Whatever way the files come in (FTP, Dropbox, a browser upload, the FotoTrafiX app), they arrive in the same place: the Sources list shows who sent them, not how. A photographer's files are under the photographer's name, the photo booth and automatic imports have their own entry.
- **Folders by year and month**: Click a sender to open it on its latest folder. Its folders are filed under the year and the month, so years of work stay easy to browse and a click never loads everything at once.
- **File type filter**: The File type button shows only photos, only videos, only audio or only other files in the folder you are in. FotoTrafiX remembers your choice for that folder.
- **Three-Panel Workstation**: Browse sources on the left, review media in the center (Grid, List, Metadata, or Full-screen view), and manage your tray and delivery destinations on the right.

- **Cull Mode**: A fast full-screen review — press Space to pick, X to reject, Z to undo. Ideal for large deliveries where speed matters and you need to stay oriented.
- **Face Lab**: Detects faces automatically and matches them against your roster. Confirmed names flow into metadata fields like caption, keywords, and title.
- **Image Editing**: Adjust exposure, color, contrast, and crop directly in the browser. Apply named presets (Vivid, Warm, B&W, Film, etc.) or use individual sliders. The sliders and presets give the same result as the FotoTrafiX app on Mac, iPhone, iPad and Windows, so a look you make in one shows the same in the others. Rotating, cropping and colors add up: turning a cropped photo keeps its crop and its colors, Rotate Right turns the photo clockwise, two clicks on Rotate turn it upside down, and you can open the crop again at any time to change it. The original file is never altered.
- **Magic**: The Magic button reads the light of the photo and sets brightness, contrast, highlights, shadows and saturation for it, like Auto in the FotoTrafiX app. The crop and the rotation stay, and the color panel then shows what Magic did so you can keep adjusting. The Auto preset in the color panel does the same.
- **Crop and Zoom**: While the crop frame is on screen you can zoom in to check that the photo is sharp and has enough resolution. Pinch on a trackpad, phone or tablet, hold Ctrl (Cmd on a Mac) and scroll, or use the minus, Fit, 100% and plus buttons; Ctrl or Cmd with plus, minus or 0 (Fit) work too, and the 1 key jumps to 100%, where one pixel of the photo is one pixel of your screen. Drag outside the frame, hold the space bar and drag, or scroll with two fingers to move around. The frame stays where you drew it and its handles keep working at any zoom. Next to the frame, FotoTrafiX shows what the crop gives: its size in pixels, its megapixels and its print size at 300 dpi in inches and centimeters.
- **Zoom in Full view**: Fit shows the whole photo in the window, and 100% shows one pixel of the photo on one pixel of your screen, to judge sharpness. The number next to the zoom buttons is that real percentage. Use the minus, Fit, 100% and plus buttons, Ctrl or Cmd with plus, minus or 0 (Fit), double-click the photo to switch between Fit and 100%, or scroll to zoom where the pointer is; drag to move around.
- **Room to work**: When you edit colors or crop a photo, the editor fills the whole FotoTrafiX area, and the side panels, toolbar and filmstrip come back when you finish. Both editors end with the same bar: the zoom on the left, then Cancel, the editor's own buttons and Apply on the right. Cancel (or the Esc key) leaves the photo as it was.
- **Zoom while editing colors**: The color panel has the same zoom as the crop and Full view: minus, Fit, 100% and plus, the mouse wheel, a pinch, or a double-click. At 100% you see the real photo, pixel for pixel, with your color changes on it, so you can judge sharpness and noise while you work. The panel's labels and numbers are small and easy to read so the photo gets the room.
- **My Presets**: In the color panel, Save keeps the look you made under a name of your choice, and it appears at the top of the presets, ready for any photo. The x on a preset deletes it;

photos that already have that look keep it.

- **One look on many photos**: Select the photos, then either open the color panel and click Apply to selection, or right-click one of them (hold it on a tablet) and choose Color Preset. FotoTrafiX asks first, then gives every selected photo the look. Each photo keeps its own crop and rotation, Auto is worked out for each photo, and videos are left out.
- **Share presets with your team**: When you save a preset you choose who sees it: only you, everyone in your company, or chosen people and groups. Your colleagues find it under Shared with me in the color panel and in the Color Preset menu, with the name of the person who shared it, and can apply it to their own photos. Only the person who made a preset can change it, share it differently or delete it; the button under your preset changes who sees it. When someone leaves the company, an owner or admin can remove the presets that person had shared.
- **Groups of people**: In Company Settings, the Groups tab lets an owner or admin make groups of people in your company, for example "Red carpet desk", and add or remove people. Sharing a preset with a group shares it with everyone in that group, including people added later.
- **Picking photos one by one**: Click a photo to pick it, Cmd or Ctrl-click to add or remove one more, and Shift-click to pick everything between the last photo you clicked and this one. On a tablet, tap Select at the bottom, then tap the photos you want. Hold a photo for half a second to open its menu, the same menu a right-click opens.
- **Working on a copy of a story**: When you edit copies of a story from your library, Discard changes asks "Discard your changes?" before anything happens. The story in the library stays exactly as it was.
- **Cutting a video**: Select a video and click the scissors. The video opens on its own screen. Play it, stop where you want and click Cut here: the video is now in two pieces. Cut as many times as you need. Click the x on a piece to remove it, and drag a piece to put it before or after another one. Undo takes back your last change. Play always shows the result, the pieces one after the other in your order. Then click Save as one video, or Save as separate clips to get one video per piece. The new video appears in the same folder a moment later. Your original video is never changed.
- **Combining several videos**: Select the videos you want (Cmd or Ctrl-click to add one) and click the scissors. Each video is a piece: drag them into the order you want, cut and remove what you do not need, and click Save as one video. A video of another shape is shown whole inside the new one, never cropped. Transcripts appear as captions when available.
- **New video alert**: When a photographer or another sender delivers videos that wait for you in FotoTrafiX, the account owners get one text message and one email for that delivery, saying who sent them, in which folder and how many. It is sent a few minutes after the last video arrives, so one message covers the whole delivery. Videos that are published automatically, and videos you upload or cut yourself, do not send one. Your assistant can

change who is told, or switch this alert off.

- **Sets**: Select a delivery and click the Sets button (the layers icon). FotoTrafiX shows how it splits into sets, one per event: a photographer's folder is one set for each day and city its captions name, even when each photo's caption names a different guest; photos sent without a folder are grouped by event (the date, venue and city in their caption, with each performer's show kept apart), and photos without a caption by the time they were taken. Each set becomes one story, named after the day the photos were taken and a short code from the surname of the person most of its captions name (for example 20261010SMI for Jane Smith on October 10, 2026). From a caption written the usual agency way ("Jane Smith performs at the Grand Theater ... on October 10, 2026 in Miami, Florida.", with or without the agency's place-and-date line in front) it fills each photo's city, state, country, headline and keywords from that photo's own caption, written the way your account already writes them, only where the photo has none; when your stories already carry their own name in the special instructions (for example 20261010SMI*), each photo gets that line too. You can change a set's code (3 or 4 letters) or any field before you apply. A caption written another way (for example with something other than a state or a country after the city, two different places, or the same sentence typed twice), or one that names no person (such as a general view of the room), is flagged and nothing is guessed. A caption that starts with one name and then a full name, such as "Jane and John Smith", does not say whose surname the code takes; neither does one where the word after the name may be a verb ("Jane Smith Opens her tour") or where a description comes before the name ("Grammy winner Jane Smith"). FotoTrafiX then asks you to check that set's code, and when the person most of a set's captions name is written that way, a login rule leaves the whole set waiting for you. If one folder holds events of two different days, FotoTrafiX shows them as two sets, and a photo there whose caption gives no date becomes a set of its own, flagged, for you to give it a code. If it holds two shows of the same day, FotoTrafiX warns you: select part of it and give that part its own code; that part keeps the day its own photos were taken. Then number the photos with a name format such as {date}{code}*{number:10} and publish with "One story per set": each set lands in its own story, titled with its headline.
- **Metadata Templates**: Save IPTC presets — for example, an "ACME Event — Los Angeles" template with credit line, copyright, and location pre-filled — and apply them to a whole batch with one click.
- **Destinations & Delivery**: Route photos to your Pilot DAM catalog, an FTP server, a Dropbox folder, or a client approval pool. Each destination has an on/off toggle so you control what's active per session.
- **Client Approval Pools**: Send a curated selection to named reviewers. Each person receives a private review link — no login required on their end.

How to Use

1. Open FotoTrafiX from the sidebar and click a date folder in the Sources tree to load a delivery into the center panel.
2. Review photos in **Grid** or **Full** view. Click **Cull** for a fast pick/reject session on large batches.
3. Right-click any photo (or hold it on a tablet) to set its status — Approve, Flag, or Reject — or use keyboard shortcuts (P / F / X).
4. Add approved photos to the **Selection Tray** in the right panel using the tray button or the context menu.
5. Choose one or more active destinations and click **Send** to route files to your catalog, FTP server, Dropbox folder, or client review pool.
6. Switch to **Metadata** view to edit IPTC fields individually or apply a saved template before sending.

Tips

- The selection tray persists if you reload the page — you won't lose a batch in progress.
- Use **Cmd+A** to select all visible photos, then apply a batch status or template in one move.
- Color labels (Red, Orange, Green, etc.) are private workflow flags — they do not appear in delivered assets.
- Photographers configured with a rename pattern have their files renamed automatically on ingest, so no manual cleanup is needed.
- Use **Archive Mounts** to browse files in your existing storage without importing them — useful for re-delivering or re-cataloging older material.