

# GLOSSARY OF TERMS

**CCP** - Custom Case Program

**Decoration** - The process of converting a blank case into a final customized product

**Operating Condition** - The temperature required to produce good cases on the transfer press.

**Transfer Press** - The press that decorates the blank plate using heat to transfer the desired image from the paper to the plate.

**Paper** - The paper medium used to transfer the ink onto the plate. The paper runs through the printer much like standard paper and will have the plate taped to the paper to transfer the image.

**Heat Tape** - Tape that is used to secure the plate during the image transfer.

# SHOUT! WEBSITE DESIGN

Mall Name:

URL:

- We recommend that you save your URL to the Google homepage.

Store Code:

- Each store will be given a specific URL/Store Code that is only to be used at that location. Saving the Shout Website Design too your web browser.



Pick up in-store



- Your first step in the design process is for the customer to choose the device they have.



← BACK  iPhone 5/5S  
 Start Over

Select a case

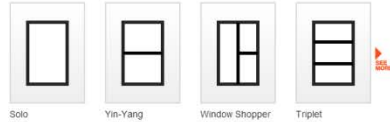


- Once the phone model is selected. The customer will only have 1 choice of case to make, which will be the “Maxed Out” style case. Within the Cellairis case line, this case would be the rapture elite. Once the case has been selected the browser will move to the next page.
- At any point during the case design process the customer would like to go back. The “Back” arrow at the top of the designer window will be clicked.



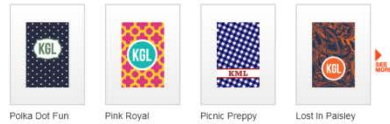
Select a layout

START FROM SCRATCH



Solo Yin-Yang Window Shopper Triplet

CELLAIRIS FAVORITES



Polka Dot Fun Pink Royal Picnic Preppy Lost In Paisley

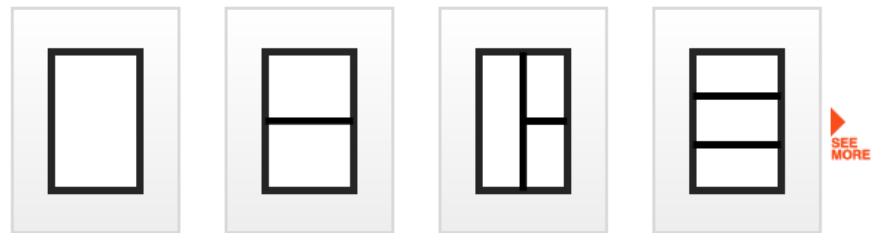


For best results, ensure images extend to the dotted lines.

- The design process will now start for the customer. The first step will be for the customer to choose how they will design the case.
- Customers have 2 options at this point, they can choose a layout in which they like and add pictures themselves. Or they have the option to choose a pre-design that Cellairis has and created for the case.

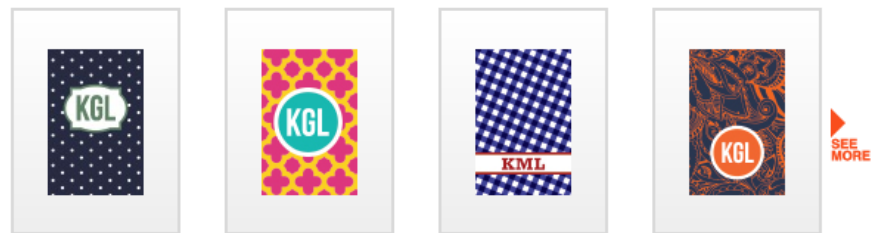
Select a layout

START FROM SCRATCH



Solo Yin-Yang Window Shopper Triplet

CELLAIRIS FAVORITES



Polka Dot Fun Pink Royal Picnic Preppy Lost In Paisley

- If the customer would like to use one of the Cellairis favorites, they have the ability to scroll through the pre-selected designs. (If a Cellairis favorite is chosen, the image will automatically generate in the case. Moving the customer to the next page to select the monogram letters).

# Design your case

Select Monogram

KGL

---

Enter your text

KGL

Maximum characters: 3



For best results, ensure images extend to the dotted lines.

- From this page the customer will designate the proper letters to be displayed on the case. Then move into the final stages of producing the case.

# Design your case

Add Text +

Add Images ?

Upload Instagram Facebook Colors & Patterns

Mobile

Have a photo on your phone you want to use? Please enter your email address and we will send you a link where you can upload your image.

Request

Desktop

Upload photos from your computer. Drag and drop them to sections of the case to customize it.

Choose File

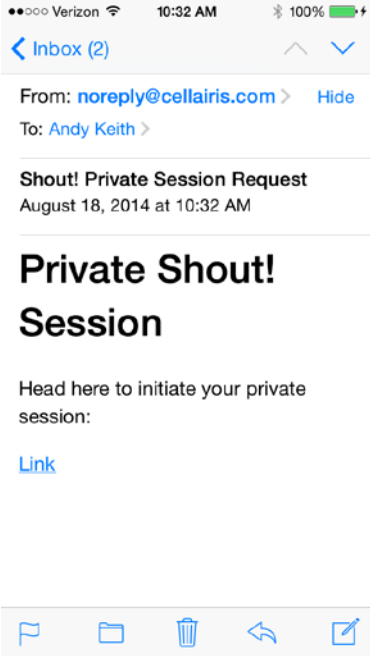
+ [ ] [ ] [ ] [ ]



For best results, ensure images extend to the dotted lines.

- If the customer chooses a layout that he/she desires, they will move to the next page. In this portion of the design process they will have a few choices to choose from to retrieve a photo for their case. Using the “upload” tab too choose their own images. They also have the option of choosing pictures from your top social media sites such as “Facebook” and “Instagram”. With the last option of using pre-designed “Color & Patters” located on the last tab. After the pictures are uploaded onto the cases, they will also have the option to “Add Text” to the case as well.
- If the picture is on the device they have on hand. Under the “Upload” tab at the top, they will have 2 options to get a desired picture.

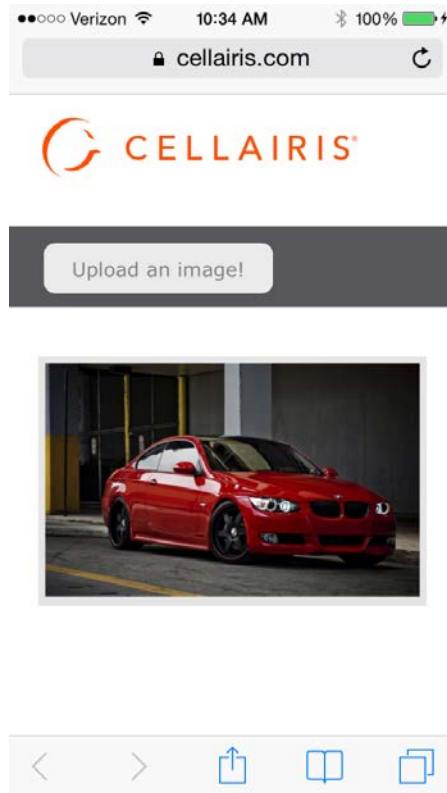
- Under “mobile” the customer will enter their email address. (Make sure that they have the ability to check the said address from the device). They will then hit the “request” button, this will send an email with a link to choose a picture from the devices photos.



- Once the email is opened, the customer will follow the “Link” at the bottom.



- Once the link opens, it will allow the customer to choose images that are saved or stored on the device. They will then select “upload an image”.
- Depending on the operating software of the device, you will choose from what folder you would like to retrieve the pictures.



- Once the image has been selected. It will automatically upload into the browser window of the design screen on the computer along with the open window on the device.

## Design your case

Add Text +

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Add Images ?

Upload
Instagram
Facebook
Colors & Patterns

---

**Mobile**


An email was sent to [Andykeith@Cellairis.com](mailto:Andykeith@Cellairis.com). Please follow instructions in the email to upload images


Request





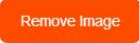

- Once the image is moved into the browser window, the customer can grab the image with the mouse and drag it into the template.
- If the customer has chosen a template with multiple images, they will have the option to choose up to 15 pictures in the upload window.

## Design your case

 THE PHOTO QUALITY IS BELOW THE RECOMMENDED RESOLUTION.  
Your image is a tad small and is stretching to fit the case, which may affect the quality. Try scaling your image down or uploading a larger image to get the best quality.

Scale  


Rotation  






For best results, ensure images extend to the dotted lines.







- The image will automatically adjust into the case designer for the best quality. (If the picture will not fit properly in the case design, you will be notified in the top portion of the design window).
- You also have the options to scale the image and rotate the image on the case as well, but make sure too keep the image within the dotted guide lines.
- Once the image is moved into the position in which the customer likes, you will hit the done editing button.



## Design your case

Add Text

 *Customize your text*

*Customize your text* 



For best results, ensure images extend to the dotted lines.

- If the customer would like to add any text to the case, they will select the "Add Text" button on the design screen. This will then give the option of choosing what style font /text they would use on the case.

## Design your case

**Customize Your Text**

ATL RIDES

Maximum characters: 25

---

**Scale**

---

**Rotation**


---

**Text Color**

Done Editing

Cancel

Remove Text



For best results, ensure images extend to the dotted lines.

- Once the style of text has been selected. They then have a set of options in which to control the text on the case.
- Cases are allowed up to 25 characters of text. With the options to scale the text in size, along with rotation of the text. Once the Text/Scale/Rotation is set, they will use the orange guide tool to move the text on the screen to the position they desire.
- Colors are chosen at the bottom of the screen one they are happy with the text. Once completed they will hit "Done Editing". If the customer wants to remove the text at any point they can before production.

← BACK

iPhone 5/5S

☑ Start Over

Maxed Out

☑ Edit

Solo

☑ Edit

\$39.99

Buy Now

## Design your case

Add Text +

---

Add Images ?

Upload

Instagram


Facebook


Colors & Patterns

**Mobile**

An email was sent to [Andykeith@cellairis.com](mailto:Andykeith@cellairis.com). Please follow instructions in the email to upload images

Request

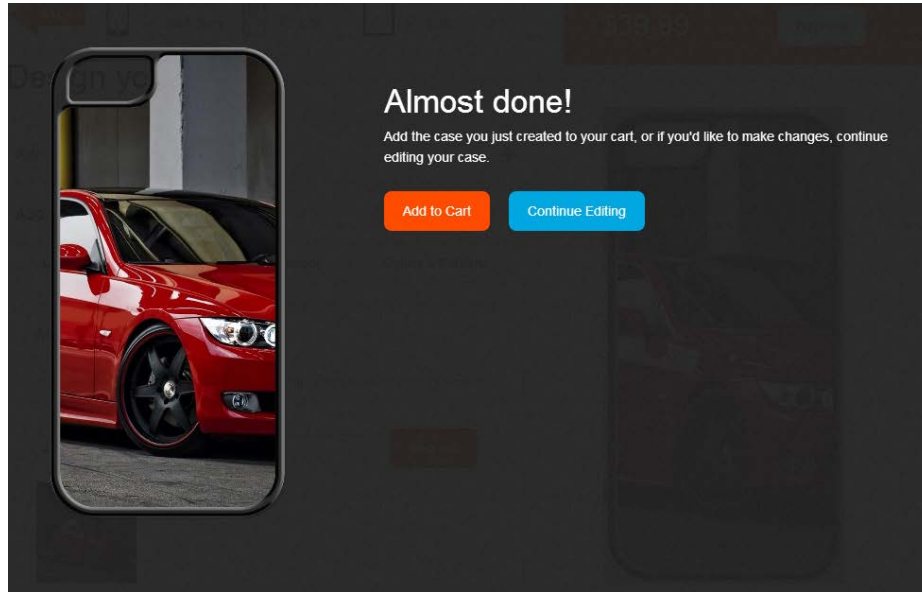




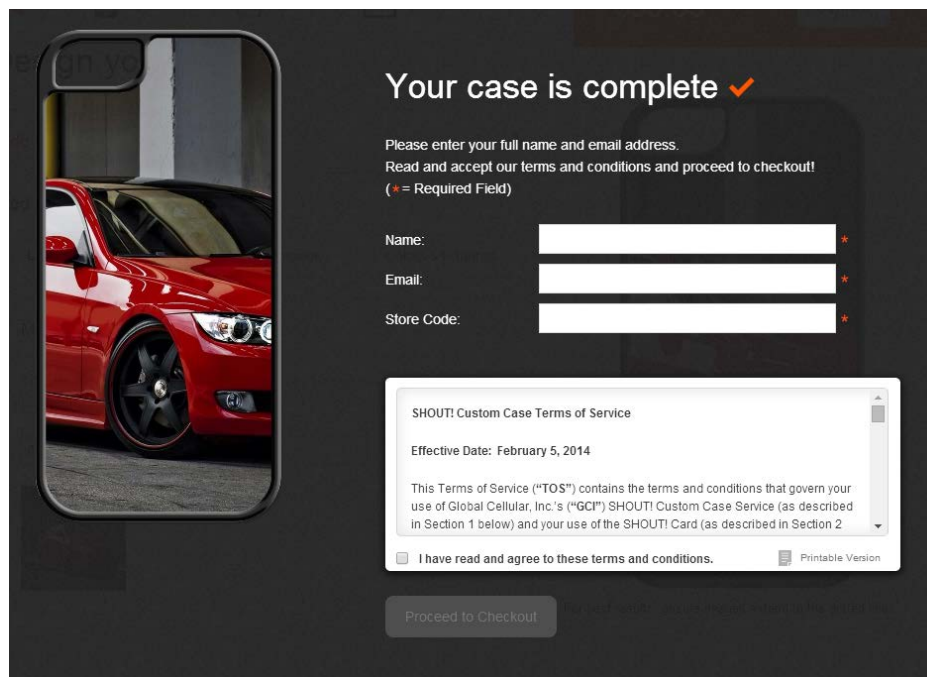
For best results, ensure images extend to the dotted lines.



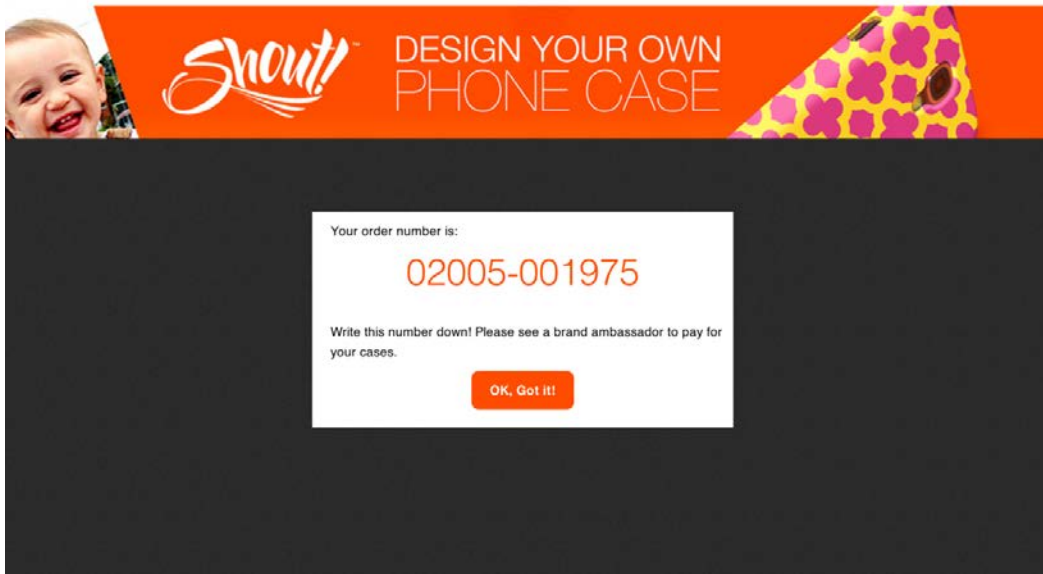
1. Once the image is completed and ready to print. You will select the "buy now" button in the top corner.



- You will now have a preview of the case that is going to be purchased. If there needs to be a change in the case, you will hit the "Continue Editing" to go back to the design process. If you are ready to proceed you will hit "Add to Cart".



- You will now input the customer information. Filling out all of the fields that are indicated. You will use the "Store Code" that has been assigned to your location. (Store code's located on the front page).
- You must have the customer read through the terms and check the box before moving forward. Remember the customer is the one to read the terms and select the box.
- Once everything is ready you will hit the "Proceed to Checkout". You MUST fill out all of the required fields before checking out.



- Once the case design is complete. The customer will now be taken to the register and purchase the case before moving forward.
- Once the "Ok, got it" button is clicked. The web browser will take you back to the home screen for another case design.



Hi, **Andykeith!**

Your order number is **Winward-002029**.

Please head to the register to purchase your case!

If you have any questions, we are just an email or phone call away. You can reach us at [cc@cellairis.com](mailto:cc@cellairis.com) or 888-516-2856.

Thanks, Team Cellairis

This email confirms your order, so print/save it for future reference. All purchases are subject to credit card approval and billing address verification. We make every effort to be accurate, but we cannot be responsible for changes, cancellations, or postponements announced after this email is sent. Please do not reply to this email. Replies to this email will not be responded to or read. If you have any questions or comments, contact us.



- The customer will also receive an email letting them know to move forward with purchasing the case in-store.

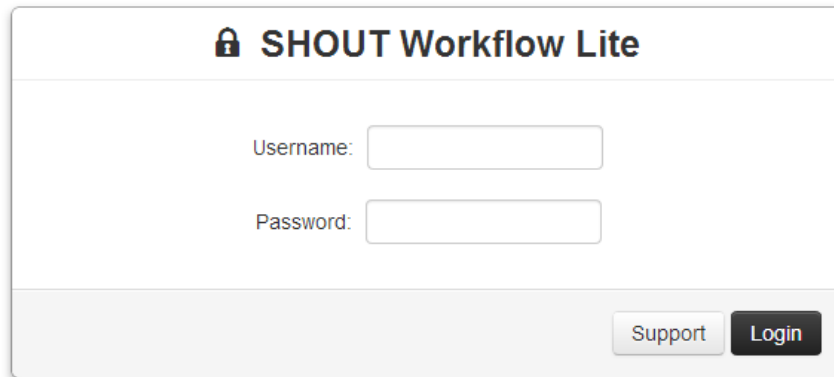
# SHOUT! WORKFLOW LITE PROCESS

URL:

User Name:

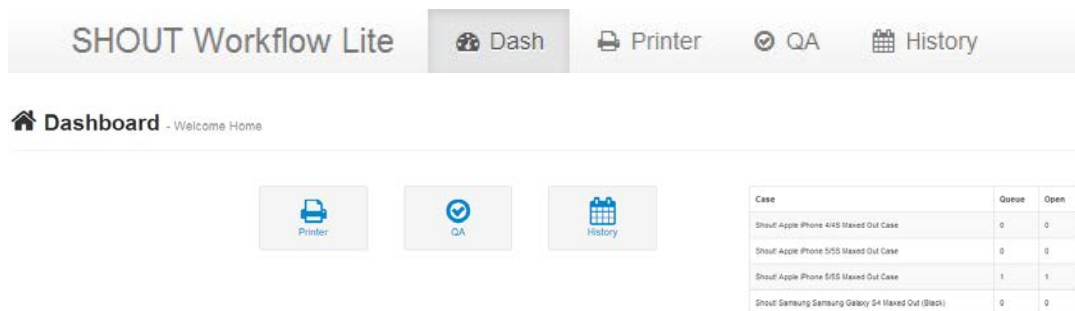
Password (case sensitive):

- Each store will be assigned a unique User/Password for your Shout Workflow Lite process. In this portion of the case design you will select the case being made after the customer has purchased the case.
- Remember that you are only able to produce cases for 1 phone model at a time. Up to 3 images can be produced per-sheet of paper.
- If the case is purchased, then you will now move into the web browser and open workflow. (Link seen above)



The login form for SHOUT Workflow Lite features a header with a lock icon and the text "SHOUT Workflow Lite". Below the header are two input fields: "Username:" and "Password:". At the bottom right of the form are two buttons: "Support" and "Login".

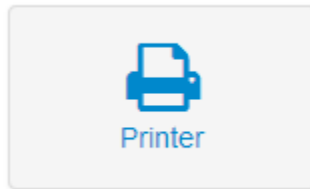
- Using the User/Password assigned to the store you will log-in.



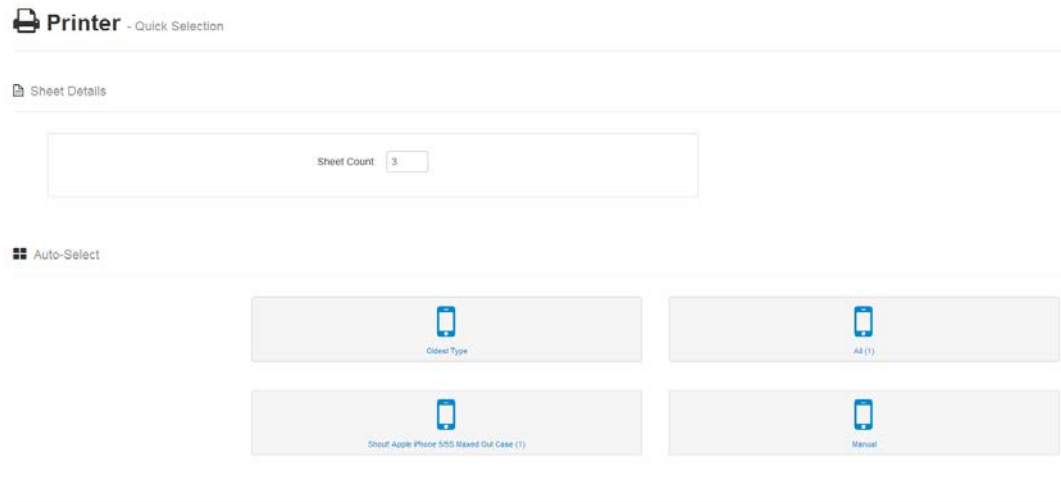
The dashboard for SHOUT Workflow Lite includes a navigation bar with "SHOUT Workflow Lite" and menu items for "Dash", "Printer", "QA", and "History". Below the navigation bar is a "Dashboard - Welcome Home" header. The main content area contains three icons for "Printer", "QA", and "History", and a table with the following data:

Case	Queue	Open
Shout: Apple iPhone 4/4S Maxed Out Case	0	0
Shout: Apple iPhone 5/5S Maxed Out Case	0	0
Shout: Apple iPhone 5/5S Maxed Out Case	1	1
Shout: Samsung Samsung Galaxy S4 Maxed Out (Black)	0	0

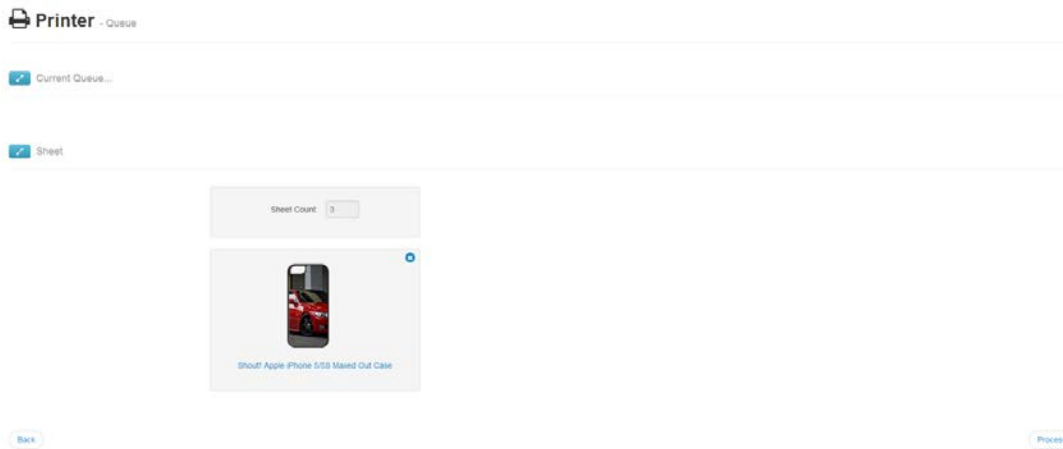
- Shout workflow is broken down into 4 categories. All in which can be accessed at the top of the page, or the icons in the middle. This is an overview of the controls within the dashboard. (Proceed to next step)
- Dashboard: Main page in workflow light
- Printer: Portion of workflow that you will select the cases that will be made.
- QA: Quality Control portion of the cases.
- History: Workflow history portion of the website, allowing franchise owners the ability to review all orders that have been processed through the case designer.



- Once you are ready to move forward with printing the case, you will first choose the printer tab. (Proceed to the next step)



- Once the printer tab is selected. You will then move to the device type in which the customer designed the case clicking the proper tab. Do not use ALL/OLDEST/MANUAL tabs to find the case. (Proceed to the next step)



- After selecting the proper phone model that you are creating, the cases that are ready for production will be in the Que. (This page will show up to 3 different cases)
- You will now click the image that is going to be produced with the mouse on the computer. It will automatically download the image in the web browser. (Do not click downloaded image)
- Remember that you are not able to change the amount of cases shown on a sheet. Only 3 cases will be selected at a time. (Proceed to the next step)



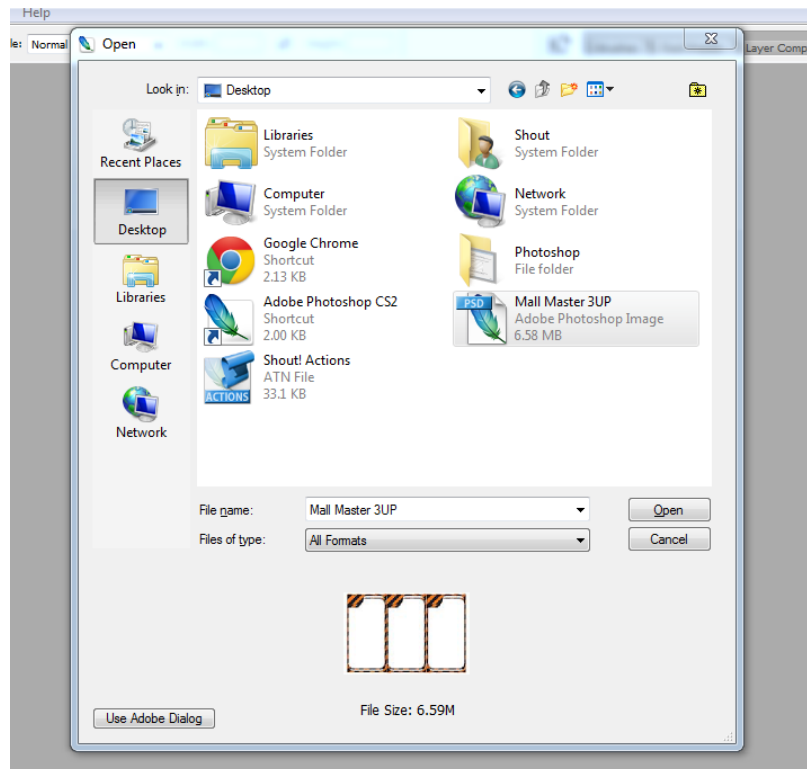
- On the desktop you will have the Photoshop logo. You will need to double click the Photoshop icon to open the program. (Proceed to the next step)

The screenshot shows the 'Adobe Photoshop CS2 - Registration' dialog box. It has a title bar with a close button. The main content area is titled 'Registration' and includes a link 'Register now and receive a complimentary benefit!'. Below this, it states 'Registration is voluntary and gives you access to customer support and product updates. Adobe values your privacy - we will not provide your name to any other company or organization without your consent.' A note says 'Fields marked with an asterisk (\*) are required. Information on your gift will be sent to your e-mail address.' The form contains several fields: 'Country:\*' (dropdown menu), 'First Name:\*' (text box), 'Last Name:\*' (text box), 'E-mail:\*' (text box), 'Type of Organization:' (dropdown menu), and 'Primary Job Function:' (dropdown menu). At the bottom, there is a checkbox labeled 'Yes! I would like Adobe to send me information via e-mail on products and services including new product releases, seminars, events and special offers.' and three buttons: 'Register Later', 'Do Not Register', and 'Next'.

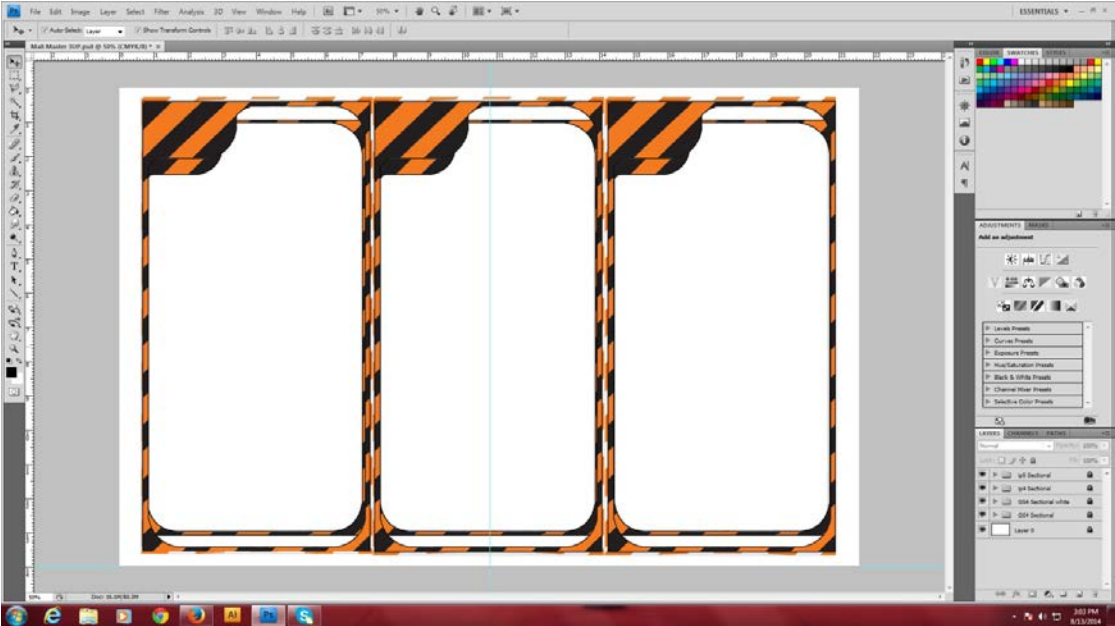
- When Photoshop opens it will ask you to register the program. You will click "Do Not Register" at this time. You are going to use the basic functions in Photoshop, so you will not need to register the product. This will happen anytime the Photoshop application is opened. (Proceed to the next step)



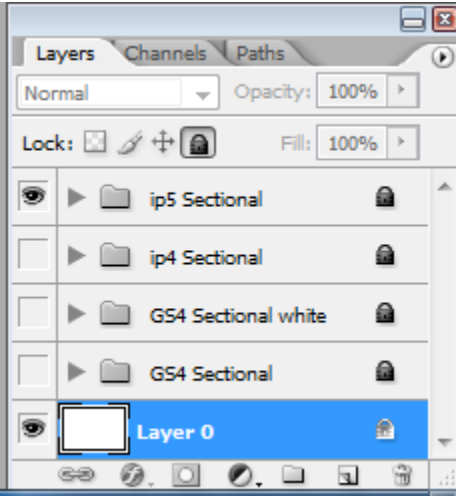
- Your first step before design will be choosing the proper tool for the Photoshop portion. On the left hand side of Photoshop you will see a tool bar. In the top right hand corner of the bar you will select the tool indicated above. (Proceed to the next step)



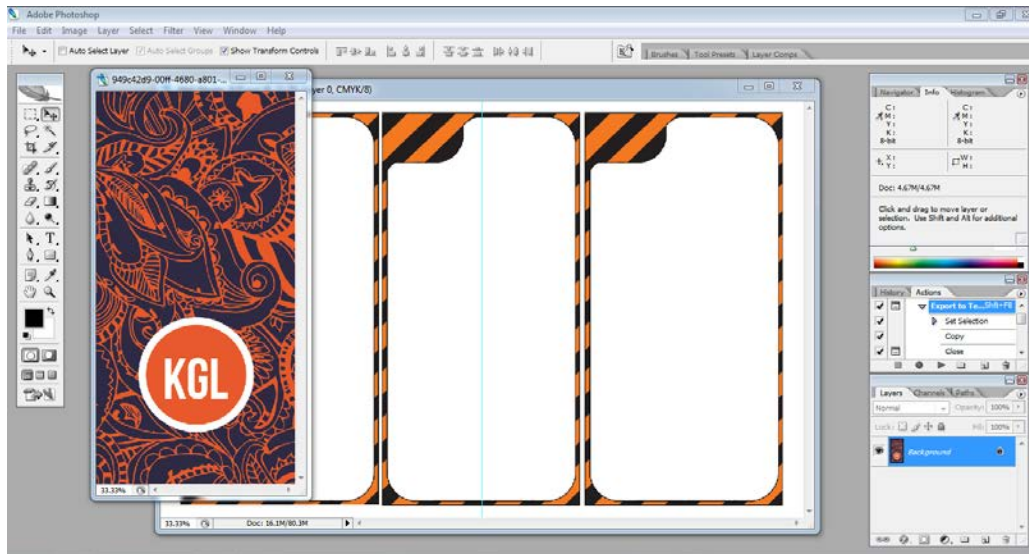
- Once the program is open, you will need to open the proper file to start production. Pressing CTRL+O will bring up the window. You will then open the "Mall Master 3up" that has been saved onto the desktop on the computer. (Proceed to the next step)



- Once the template has properly opened. You will need to "Turn Off" the phone templates that are not going to be used in the next step. (You should only have 1 open template open at a time, remember that you can only produce up to 3 cases per phone model)



- In the bottom right hand corner of Photoshop, you will use the mouse and click the "eye's" next to the models you are not producing a case for turning them off. Once all layers are turned off, you will select "Layer 0" before moving to the next step. Make sure that the layer box is highlighted in blue. (Proceed to next step)



- Once the template is open and proper layers turned off, you will go back to the web browser and click the downloaded image link at the bottom of workflow. This will then automatically open the image into Photoshop. Remember you are only allowed to bring one image at a time into Photoshop. If multiple images are going to be printed at once, follow the steps ahead. (Proceed to next step)



- Once the image is opened, you will press SHIFT-F8 to move the image into the template. The image will automatically move into the center of the template. (Proceed to next step)

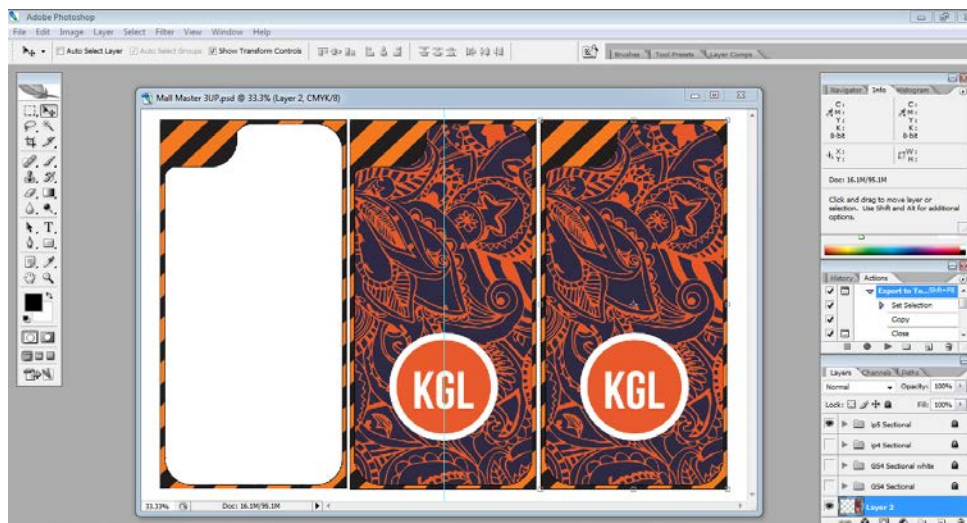




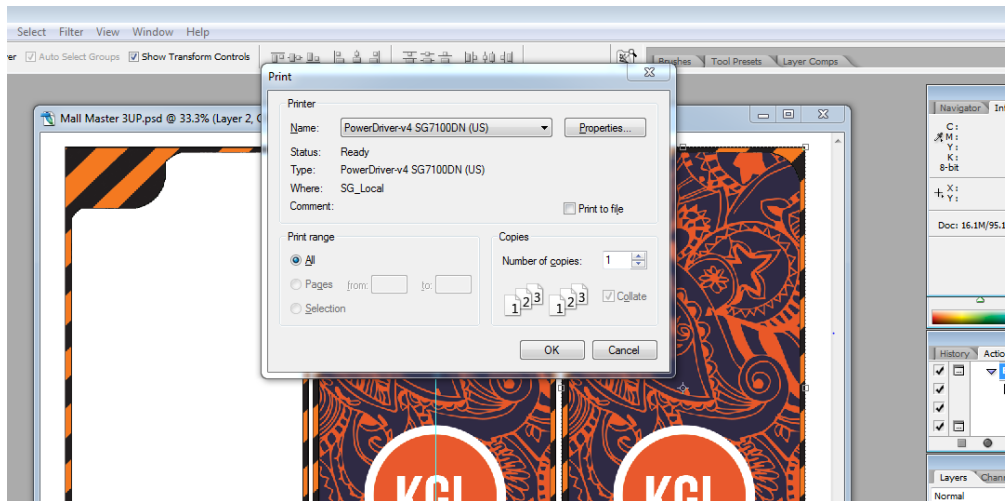
- Using the arrow keys on the keyboard, you now have the ability to move the image in the template. Make sure that it lines up with the center line.



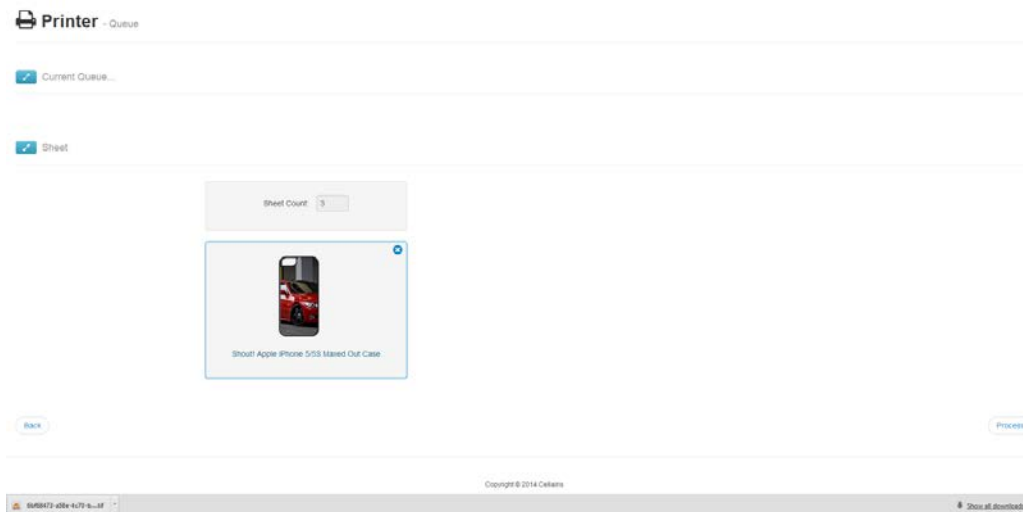
- If printing multiple images, you will follow steps 5 and 6 which will return you back to the Shout workflow website to download the next image. After the image is moved into the template using the SHIFT+F8 button. The image will automatically move into the center of the template. With the arrow keys on your keyboard, you will either move the image to the left or right. Centering the images into the center of the templates. Using the guide squares to help center the image. (Once all image are aligned proceed to the next step)



- Once the image or images are centered in the page. You are ready to move to production of the case. (Proceed to the next step)



- You will now hit CTRL+P to print the image. Making sure that the correct driver is selected. (The PowerDriver-v4 SG7100DN). If the proper driver is selected you will hit the “OK” button at the bottom to print the image. (Once printed move to the next step)
- Once the image has printed successfully to the page. We will need to delete the image or images out of Photoshop. On the right hand side you will select the layer with the image highlighting the box in blue. You will then hit “Delete” on the keyboard. You will need to delete all of the images used for production.
- Remember that you NEVER want to make ANY CHANGES to the template. If this happens you will need to contact the [Shout@Cellairis.com](mailto:Shout@Cellairis.com) email address and request a clean file.



- Once the picture has successfully opened in Photoshop and the case is produced, in the bottom corner you will process the case. This will move the case out of the workflow into the QA portion. (If there are images that have not been produced, you will need to exit out of the images with the blue “X” before hitting process.)

## Quality Assurance - Details

Sales Order Winward-002020

Sales Order Number: Winward-002020  
Case Type: Shout! Apple iPhone 5/5S Matted Out Case  
Name: Andy Keith  
Phone:  
Email:

Pass  Fail



- Once the image has been processed, on the dashboard you will click the "QA" tab. This will then bring you too the cases that have gone through production. At the end of each case design (after the case is made, quality is checked) the manager or specified person will clear the images.
- Hitting the "PASS" tab will send an email to the customer letting them know their case is ready to be picked up.
- Hitting the "FAIL" button will send the case back into the printer portion of workflow. You will fail a case if the image is not created correctly. Remember to fill in the comments section explain what has happened with the case. IE "poor quality image" "case has a defect" "colors are not correct".

# FLAT PRESS TRANSFER PRESS GUIDE

Before the case is in production, you will need to turn the Press on to heat up.



- Take an aluminum plate that matches the type of phone you printing a case for. Clean the white side of the plate with a microfiber cloth to make sure there is no dust or residue.



- Using a microfiber cleaning cloth wipe down the plate on the white side. Make sure there are no finger prints or smudges on the case.



- After cleaning the plate, wipe the paper down as well to remove all dust. (In mall settings there tends to be a good amount of dust, its very important that the transfer process is dust free)



- Place the plate (white side down) on the print out and center or position the plate into the desired position. If you are completing more than one case during production, you will need to make sure all of the plates are correctly positioned on the paper.



- Secure the plate with a piece of the orange heat tape across the bottom of the plate. You will only need to secure the plate at the bottom of the page.



- You will not set the plate/paper into the press. (Remember that the machine is hot, so using the gloves during this process is required).



- Once the plate and paper are set into the machine. You will swing the top portion over the plate/paper closing the machine with the handle and pressing the red button on the side of the machine. This will then count down until plate is ready to be removed.



- Once the timer goes off to indicate the allotted time has passed, lift the press and remove the print out. (Careful: aluminum plate is very hot)
- Let the plate cool for 30 seconds before touching.

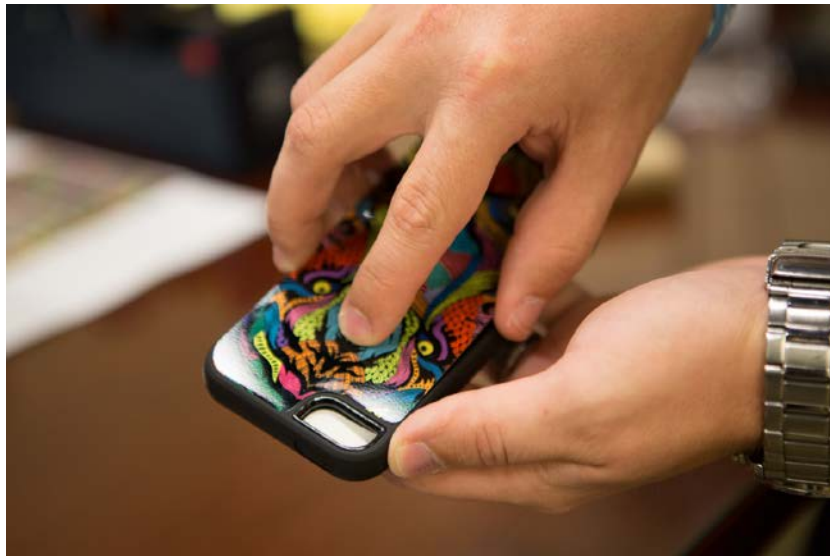


- Lift the plate and check for blemishes. If there are noticeable blemishes on the aluminum plate, reprint and make sure to remove all dust.



- Before placing the plate into the case, you will need to peel back the paper that covers the adhesive.





- You will now apply the aluminum plate to the case.
  - a. iPhone 4/4S & 5/5S/5C- line up the top right corners from the camera on the plate and the case, and press down.
  - b. Galaxy S4/S5- line up the camera hole and press the plate down.



- Make sure that all corners of the plate are properly pressed down into the case. Once it is finalized, wipe the case down with the microfiber cloth and present to the customer.

# FLAT PRESS PRINTER GUIDE



- To load your printer paper you will pull the front drawer out.



- You will now load your paper in the tray. (Remember that you need to load the paper with the white side facing down)



- Once the paper is loaded you will close the drawer. You are now ready to print your images for production.



- Your printer paper has two sides; the print side will always be a lighter color than the dull side. Shown above is the paper used in production. Print side on the right, dull side on the left.



# FAQ'S FOR SHOUT! IN-STORE EXPERIENCE

1. What is SHOUT!?
  - a. SHOUT! Cases are custom cases that can be designed for customers. These designs can incorporate personal photos, photos from social media sites such as Facebook or Instagram, pictures online, and even monograms.
2. What can we make in store?
  - a. iPhone 5/5s, iPhone 4/4s, and the Galaxy S4. The iPhone cases that we can print will be most closely related to the Rapture Elite Aluminum. The cases have a flexible polycarbonate shell with a TPU sleeve that incases the phone. The shell locks around the silicone sleeve at nine different points to provide maximum protection. The design is printed on an aluminum plate that is then attached to the back of the polycarbonate shell with factory grade adhesive.
  - b. The case for the Galaxy S4 has a polycarbonate outside that wraps around a reinforced silicone shell. The aluminum plate is attached to the back of the case with factory grade adhesive.
3. "How long does it take?"
  - a. "After you are done designing the case, it takes about five minutes for us to get it ready to go."
4. "Are the cases protective?"
  - a. "The SHOUT! cases are some of the most protective cases that we offer. They protect your phone very well because they have a silicone sleeve that is inside a flexible polycarbonate shell."
5. "How am I allowed to put licensed images on my case?"
  - a. "You can use these images because you agree to the terms and conditions. These state that the cases are not to be resold."

# SHOUT! FLATPRESS QUICK GUIDE

## Opening Procedures

1. Turn on Transfer Press.
2. Turn on printer first thing.
3. Turn on computer:
  - a. Open Internet browser: Log into workflow.
  - b. Open and start Photoshop.

## Photoshop Information

1. Open specific template for Photoshop.
2. Download picture into window.
3. Press SHFT+F8 to set the image into the template.
4. Choose specific phone case layer.
5. Next we will load the Paper into the printer.
6. CTRL-P to print. Selecting the correct printer.

## Transfer Press

1. Take an aluminum plate that matches the type of phone you printing a case for. Clean the white side of the plate with a microfiber cloth to make sure there is no dust or residue.
2. After cleaning the plate, wipe the paper print down as well to remove dust. (In mall settings there tends to be a good amount of dust, its very important that the transfer process is dust free)
3. Place the plate (white side down) on the print out and center or position the plate into the desired position.
4. Secure the plate with a piece of the orange heat tape across the bottom of the plate.
5. Put the plate in the heat press for 54 seconds at 375 degrees Fahrenheit.
6. Once the timer goes off to indicate the allotted time has passed, lift the press and remove the print out. (Careful: aluminum plate is very hot)
7. Let the plate cool for 30 seconds before touching.
8. Lift the plate and check for blemishes. If there are noticeable blemishes on the aluminum plate, reprint and make sure to remove all dust.
9. You will now apply the aluminum plate to the case. Removing the sticker covering the adhesive on the back of the case shell. Place the aluminum plate on the adhesive.
  - a. iPhone 4/4S & 5/5S/5C- line up the top right corners from the camera on the plate and the case, and press down.
  - b. Galaxy S4/S5- line up the camera hole and press the plate down.
10. Make sure that all corners of the plate are properly pressed down into the case. Once it is finalized, wipe the case down with the microfiber cloth and present to the customer.

## Closing Procedures

1. Turn off transfer press.
2. Turn off printer. Remove and paper left in the printer, and place in proper place.
3. Close SHOUT! Workflow.
4. Close Adobe Photoshop.

