

PhotoTag

Africa

User Guide

Capture Event Photos and Share Instantly

www.phototag.africa



PhotoTagTM
CAPTURE SMARTLY

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1. Introduction

Welcome to PhotoTag Africa – an intelligent photo management and sharing platform built for photographers, event organizers, and creative professionals across Africa.

PhotoTag solves one of the most common frustrations in event photography: the long wait for attendees to receive their photos. With PhotoTag, event photos are delivered to the right people instantly – the moment the photographer uploads them.

What Makes PhotoTag Different?

- **Automated Face Recognition:** PhotoTag identifies attendees in photos and automatically delivers the right images to the right people.
- **Instant Delivery:** No more waiting days or weeks- photos reach attendees as soon as they are uploaded.
- **QR-Based Registration:** Attendees register in seconds by scanning a QR code- no app download required.
- **Secure Sharing:** Images are shared with encryption and permission controls to protect photographer intellectual property.
- **Streamlined Workflow:** Photographers save hours of manual sorting and client communication.

Who Is PhotoTag For?

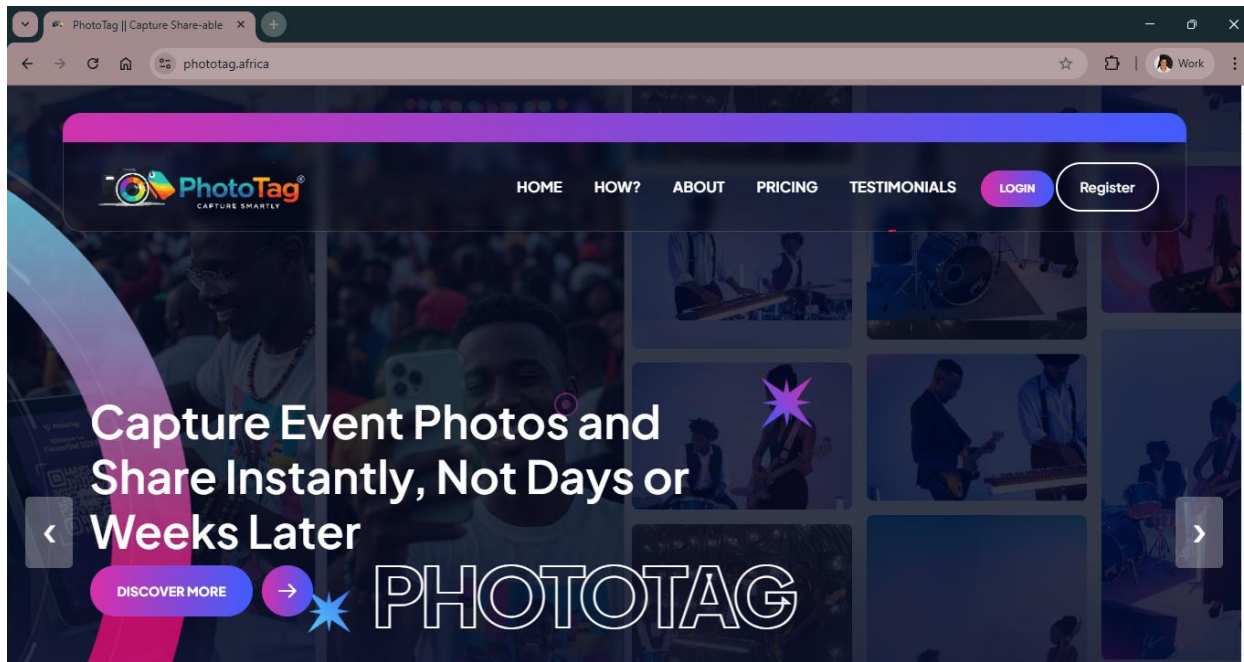
- Professional photographers (weddings, corporate events, wildlife, portrait)
- Event organizers and planners
- Conference and seminar hosts
- Schools, sports clubs and community organizations
- Creative agencies and marketing teams

Contact: PhotoTag is based in Harare, Zimbabwe, and serves clients across Africa. Reach the team at info@gettransfer.co.zw or call +263 717 405 299 / +263 777 622 177


2. Getting Started

2.1 Creating an Account

To use PhotoTag as a photographer or event organizer, you need to register for an account.



1. Go to www.phototag.africa in your web browser.
2. Click the Register button in the top-right corner of the homepage.
3. Fill in your details (name, email address, and password).
4. Agree to the Terms of Use and Privacy Policy.
5. Submit the form to create your account.
6. Log in using your email and password via the Login button.

 **Note:** Already have an account? Click Login and enter your credentials directly.

2.2 Navigating the Dashboard

Once logged in, your dashboard is your central hub. From here you can:

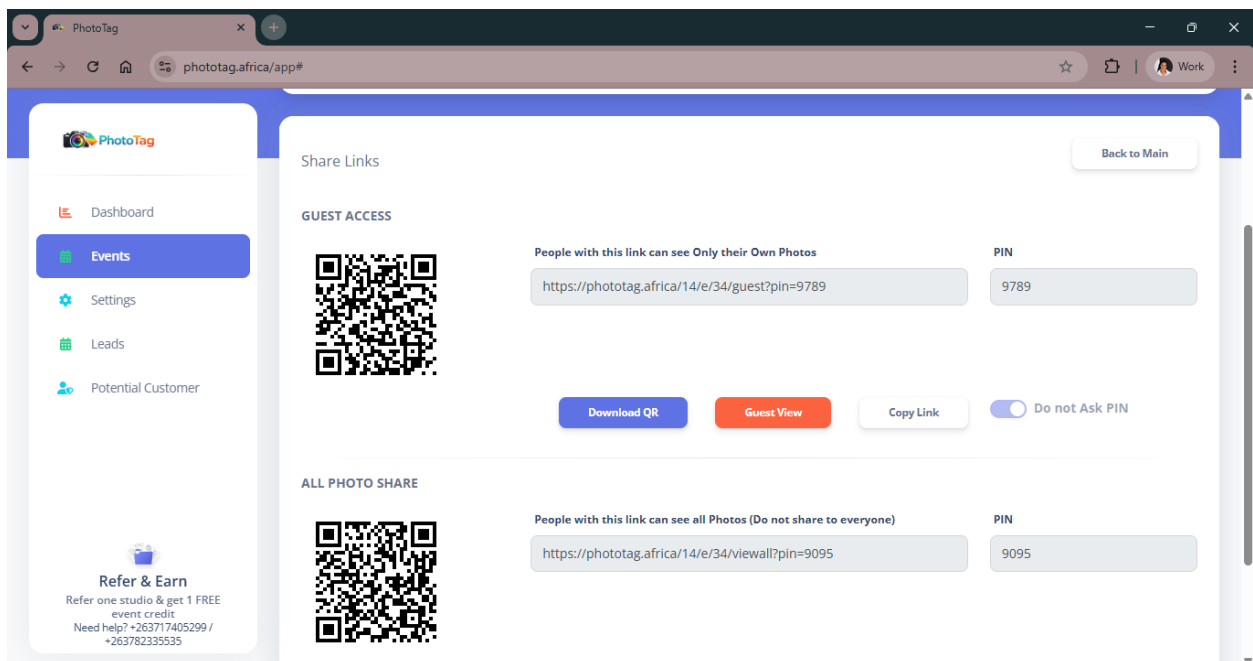
- Create and manage events
- Upload photos to existing events
- Download event QR codes
- View and manage registered attendees
- Track photo delivery status
- Manage your account and subscription settings

3. How PhotoTag Works - Step by Step

PhotoTag's core workflow is built around three simple steps. Once set up, the entire photo distribution process is automated.

Step 1: Create an Event & Share the QR Code

7. Log in to your PhotoTag account.
8. Navigate to Events and select Create New Event.
9. Enter the event details: name, date, and description.
10. Save the event. PhotoTag will generate a unique Guest QR Code for the event.
11. Download the QR code and share it with attendees before or at the event. You can print it on signage, invitations, email it, or display it on a screen.



Pro Tip: Share the QR code in advance via WhatsApp or email so attendees can register before the event begins.

Step 2: Attendees Scan the QR Code to Register

Attendees do not need to create a PhotoTag account or download an app.

12. The attendee opens their smartphone camera (or a QR scanner app).
13. They scan the event QR code displayed at the venue or shared digitally.
14. A simple registration form opens in their browser.
15. The attendee submits a short registration (typically including a selfie or face photo) so the system can match them to event photos.

16. Registration is complete -they will automatically receive their photos once uploaded.

Note: Attendees must register before the photographer uploads photos in order to receive automatic delivery.

Step 3: Upload Event Photos

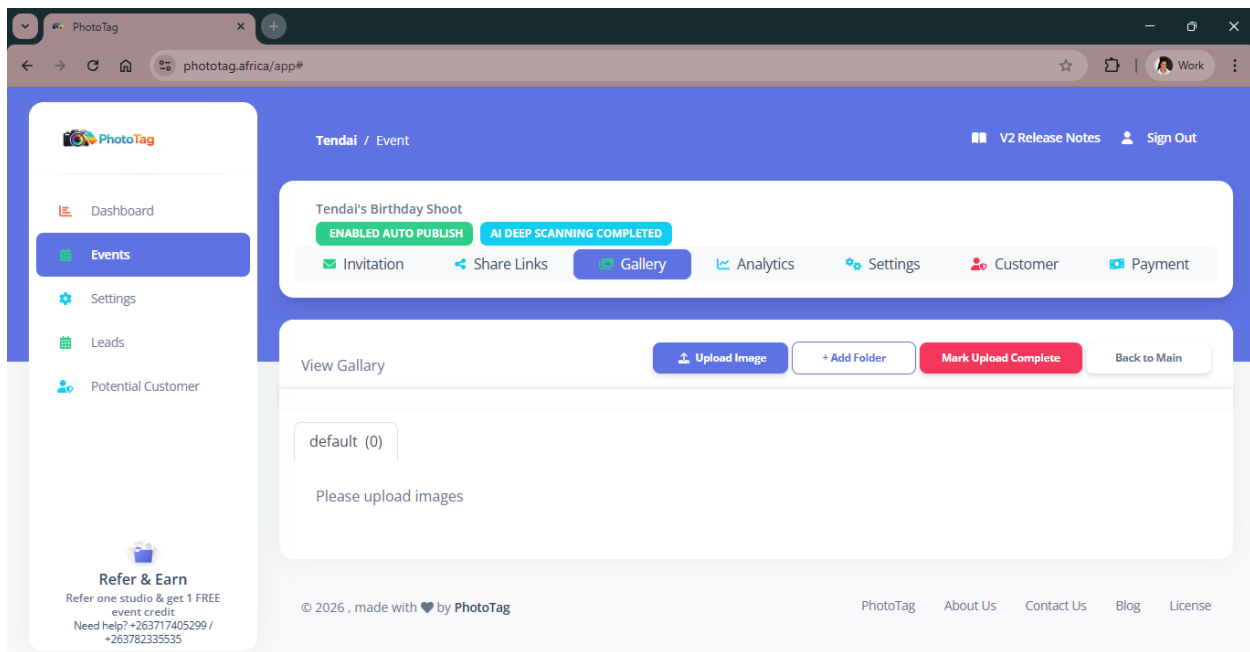
17. After the event, log in to your PhotoTag dashboard.

18. Navigate to the relevant event.

19. Upload all event photos to the event album.

20. PhotoTag's engine automatically scans all uploaded photos, identifies registered attendees using face recognition, and delivers the relevant photos to each attendee instantly.

21. Each attendee receives only the photos they appear in - personalized and private.



Speed Tip: Upload photos in batches as the event progresses to begin instant delivery to early registrants while the event is still happening.

4. Key Features

4.1 Automated Face Tagging

PhotoTag's instantly recognizes faces in uploaded photos and categorizes them into individual albums. This eliminates hours of manual sorting and ensures every attendee gets the right photos without the photographer doing any manual work.

4.2 Smart & Secure Sharing

- **Automatic Delivery:** Photos are sent directly to the people who appear in them - no manual selection needed.
- **Encryption:** All shared photos are protected with encryption.
- **Permission Controls:** Manage who can view, download, or share photos.
- **Watermarking:** Protect your images from unauthorized use with watermarks.
- **Tracking:** See when your photos have been viewed or downloaded, giving photographers peace of mind.

4.3 Instant Delivery

The moment photos are uploaded, registered attendees are notified and can access their personalized gallery immediately. This transforms the traditional days-to-weeks delivery timeline into a real-time experience.

4.4 Event Gallery Management

All photos are stored in organized event galleries within your account. You can browse, manage, and share entire galleries, or allow attendees to view and purchase specific photos.


4.5 Photo Discovery & Purchase

PhotoTag also supports photo discoverability, enabling attendees to find and purchase photos from events and shoots directly through the platform creating an additional revenue stream for photographers.

5. Pricing

PhotoTag offers a Free Plan suitable for individuals and small events, with custom solutions available for larger needs. Contact the PhotoTag team to discuss a plan tailored to your workflow.

| Feature | Free Plan | Custom/Pro |
|------------------|-----------|---------------|
| Photos per Event | 50 | Unlimited* |
| Event Expiry | 30 days | Custom* |
| Account Validity | 365 days | Custom* |
| Face Recognition | ✓ | ✓ |
| Instant Sharing | ✓ | ✓ |
| Price | Free | Contact Sales |

 **Note:** *Custom/Pro plan details are available on request. Contact info@gettransfer.co.zw for pricing.

The Free Plan is a great starting point for photographers testing the platform or running small events (up to 50 photos per event). Events and galleries remain active for 30 days, and your account is valid for 12 months.

6. Best Practices & Tips

For Photographers

- **Share the QR code early:** Distribute the event QR code before the event starts to maximize attendee registrations and ensure maximum photo delivery coverage.
- **Upload promptly:** Upload photos as soon as possible after (or even during) the event for the best attendee experience.
- **Use good lighting:** Face recognition works best when photos are well-lit and faces are clearly visible.
- **Batch upload:** Upload all photos from an event at once to allow the process and match efficiently.
- **Enable watermarking:** Protect your work by enabling watermarks, especially for large or public events.

For Event Organizers

- **Print the QR code prominently:** Place the QR code at venue entrances, registration desks, and on event programs.
- **Brief attendees:** Let attendees know at the start of the event that they can scan the QR code to receive their photos instantly.
- **Plan ahead:** Coordinate with your photographer to ensure PhotoTag is set up before the event day.
- **Use for marketing:** Instant photo delivery creates shareable moments that guests post to social media, promoting your next event organically.

For Attendees

- **Register early:** Scan the QR code and complete registration as soon as you arrive to ensure you receive all photos from the event.
- **Use a clear selfie:** When registering, submit a clear, well-lit face photo for the most accurate face recognition results.
- **Check your inbox:** Keep an eye on the contact details you registered with for photo delivery notifications.

7. Troubleshooting & FAQ

I scanned the QR code but nothing happened.

Ensure your smartphone camera supports QR code scanning. If not, download a free QR code scanner app. Make sure you have a stable internet connection.

An attendee did not receive their photos.

Check that the attendee completed their registration before photos were uploaded. The face recognition match rate depends on photo quality and a clear registration face photo. If the issue persists, contact support.

I cannot log in to my account.

Use the password reset option on the Login page. If the issue continues, contact the PhotoTag support team at info@gettransfer.co.zw.

How long are my photos stored?

On the Free Plan, event galleries are active for 30 days and accounts are valid for 365 days. Custom plans may offer longer retention periods.

Is my data secure?

Yes. PhotoTag uses encryption and permission controls to protect all photos and user data. Review the full Privacy Policy at www.phototag.africa/privacy.html.

Can I use PhotoTag without a smartphone?

Photographers and organizers manage events via a web browser on any device. Attendee QR code scanning requires a smartphone or tablet with a camera.

Documentation & Video Guides: Visit the PhotoTag YouTube channel at youtube.com/@Phototag for step-by-step video tutorials on creating events, uploading photos, and downloading QR codes.

8. Contact & Support

The PhotoTag team is here to help. Reach out through any of the following channels:

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| Website | www.phototag.africa |
| Email | info@gettransfer.co.zw/ marketing@gettransfer.co.zw |
| Phone | +263 717 405 299 +263 777 622 177 |
| Address | 69 Garlands Ride, Mt Pleasant, Harare, Zimbabwe |
| Video Tutorials | youtube.com/@gettransfer |

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