

## Detailed explanation on how to create the photos and dispatch them to La Selle

### Image quality:

- The image should conform to the photo guidelines
- Hair, hands, clothes etc. should not cover the saddle
- Photo must be in focus
- Particularly the main object should be in focus

### Picture/ number of files: (according to photo instructions there are 8 different images)

- ideal: only one photo per motive
- maximum 3 pictures per motive

### File size/ amount:

- Do not send Photos to La Selle in full definition if they are set in Picture quality L, L-RAW etc.
- use Picture quality s or big S, adjustable on camera menu or
- minimize the picture to maximum 3000 pixel

### File name:

- constructing the file name-Scheme:  
**YYYYMMDD\_customerfirstnamecustomersurname\_horsename\_001.jpg**
- The date gets written backwards and complies to the date of the saddle trial, follow up check etc.
- capital letter and then the surname of the customer, also first letter as capital letter.
- Followed by the name of the horse and
- a three digit ascending numerical series to number the pictures
- the details must be separated with underlines „\_“

#### **example:**

Appointment: 05.10.2015

Customer: Hans Maier

horse: Lord

File name: **20151005\_HMaier\_Lord\_001.jpg**

### Sending the pictures between sales partner and La Selle:

- per customer only one E-Mail per transfer
  - send directly per Email to **vertrieb@la-selle.com** or
  - per **wetransfer.com**
  - if sending Photos always write a short note with information about:
    - Reason of appointment e.g. trying a saddle, follow up check etc.
    - First name, surname of customer
    - Name of horse
    - breed of horse
    - Saddle that was used for Photos (model and saddle number)
    - special feature/note to the Photos, if needed naming a particular photo
- If possible send all required detail to La Selle (Questionnaire, form, Photos etc.)

**Please note that photos sent without any written information cannot be dealt with.**