

# Pic2Go for Sports Events – Photography Guide

## I - General

Pic2Go's Social Media Photo Marketing solution for Sports Events uses special 2D barcodes (PicTags) which are printed on the event participants' bibs or number plates. Each participant will have a unique barcoded PicTag – which will usually match the bib/plate number.



A PicTag  
Barcode

The photography can be done with any standard camera (no special photographic equipment is required).



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After the event - the photos are uploaded to the Pic2Go system using *Pic2Go Photos Uploader* software. The photos are then automatically scanned to identify the PicTag barcodes in them.



Event participants will register to the Pic2Go app to get their photos via the event website. Typing their PicTag code in the app will trace their photos and publish them directly to their Facebook profile to share with friends and family.



## II – Photography Aspects

### 1. Limit Shooting Distance

Make sure photography distance doesn't exceed a range of about 15 feet (5 meters).



The photos would usually capture a full body or 1.5 body-height of participants at most.



### 2. Keep Sharp Focus

For optimal barcodes recognition – make sure that the barcodes in the photos are in perfectly sharp focus.



### 3. Shoot Fronting the Barcode

Aim to take the photos from the front. If you have to pick a side to shoot from – pick the same side where the barcodes are located on the bibs.



### 4. Elevate yourself to Shoot Groups

To maximize barcodes recognition on crowded runners-groups – try to elevate yourself (standing on a stool or ladder) so the bibs of the 2<sup>nd</sup> and 3<sup>rd</sup> runners' lines are visible in your photo.



### 5. Photos format and size

- Photos should be in Jpeg format. Shoot at your “standard” sports photography resolution – to capture high quality photos.
- Do not resize the photos prior to uploading them to the Pic2Go system. *Pic2Go Photos Uploader* software will reduce photos size automatically to speed up upload time while keeping the size optimal for barcodes scanning.