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One idea. New possibilities.

A space adventure, a client's shirt, or a trip to a water park: every effect starts with an intention. This guide follows those three ideas through to choosing the effect for an event.



An idea in words • A brand identity • A new experience

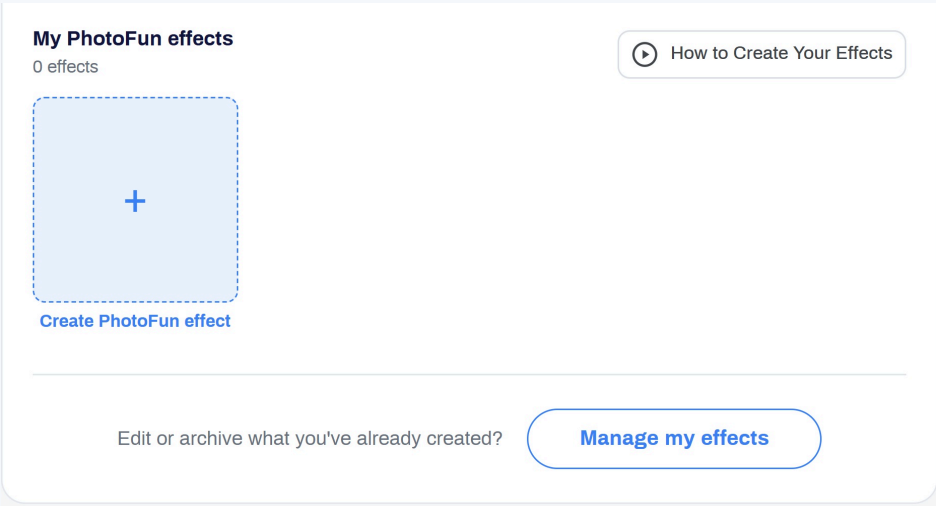
The creation process

Describe what you want to create. Test it with different people and framing. Review the results, choose the approved formats, and prepare the cover. Then make the effect available for the event.

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Start with event customization

In event customization, open the Capture tab. Under My PhotoFun effects, select Create PhotoFun effect.

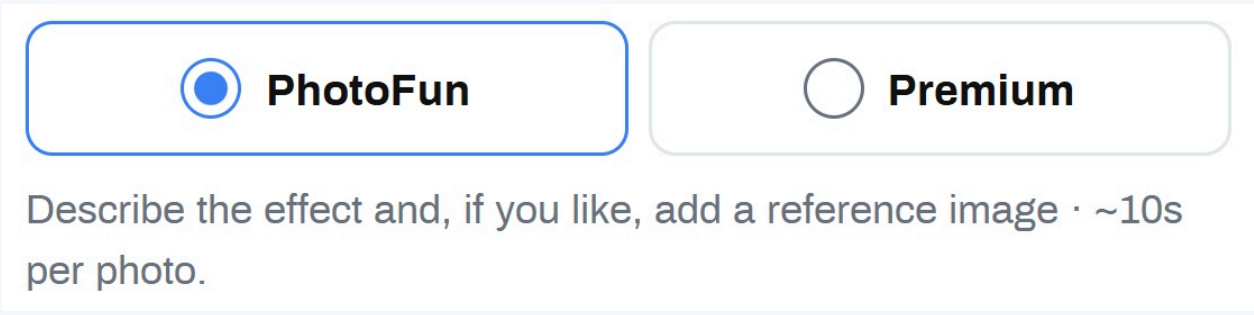


My PhotoFun effects
0 effects

How to Create Your Effects

Create PhotoFun effect

Edit or archive what you've already created? Manage my effects



☒ **PhotoFun** ☐ **Premium**

Describe the effect and, if you like, add a reference image · ~10s per photo.

Start alongside your own effects, then choose the effect type in the form.

PhotoFun or Premium

Select whether you want to create a PhotoFun or Premium effect. In PhotoFun, the instruction describes the transformation; a reference image helps when you want to reproduce an object or a visual identity. With Premium, you also choose the external model used to create the effect.

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Give your idea a shape

To take guests on a space expedition, describe the setting, clothing, and colors. Also explain what should stay the same: faces, expressions, poses, and framing.



The same person, in a new experience.

The photo remains the starting point

In this example, the text defines the transformation. We leave the reference empty because there is no specific object to reproduce. When used, a reference complements the instruction; it does not replace the participant's photo.

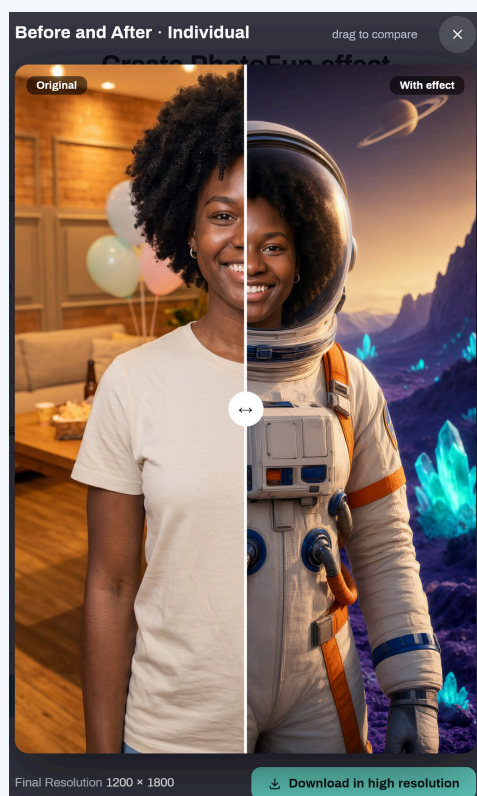
An instruction to try

Turn the people in the photo into space explorers. Give everyone light-colored suits with orange details and transparent helmets. Create an alien valley with turquoise crystals and planets in the background. Preserve faces, expressions, hair, poses, and framing. Keep only the people in the original photo; do not add anyone.

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Test before you offer it

Select test photos and generate the samples. Start with Individual and Duo, then check the other formats you plan to offer. The cards show the processing status before displaying the results.



Compare the original and the result, and try the idea with different people.

Does the result match your idea?

Open the comparison and drag the divider to check the original photo against the effect. Consider the whole experience. If something is not what you had in mind, adjust the instruction and test again before approving.

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Bring a brand into the photo

Imagine a client who wants guests to wear their shirt. Here, the fictional brand ONDA FEST is our example: the reference shows the garment, and the instruction explains how to use it.



The shirt reference and a sample of the effect.

Image and text work together

Choose a clear reference with the important elements visible. In the instruction, explain what should change and what should stay the same in the photo.

An instruction to try

Dress everyone in the shirt from the reference image. Preserve their faces, poses, and surroundings. Keep the ONDA FEST brand legible and centered on the chest.

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Approve only what worked

Vary the framing, orientation, age, and appearance in your test photos. A good result with one person does not guarantee that the idea will work equally well with groups.

Approved formats



Individual
approved ✓



Duo
approved ✓



Group
not approved

The thumbnail is the cover image for the format.

Cover of Duo

Select the sample and, if necessary, adjust the framing.



how it will appear

Sample



Framing

High

Standard

Center

Finish

Approved formats and cover framing shape how the effect is presented.

Review the formats and the cover

In the shirt example, Individual and Duo worked well, but one person in the group did not get the shirt. We therefore enable only the approved formats. Adjust the cover to introduce the effect clearly in the booth, and save once the review is complete.

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Create a Premium experience

With Premium, we choose Meta to create a water park scene. We first test the waterslide idea, then add the client's identity using a reference of the yellow ONDA PARK raft.



The raft reference and the complete result, with the brand integrated into the scene.

Review the experience and the brand

Check that the result reflects the intended idea and that the brand is legible. Look at the whole image as well as the important details before approving.

An instruction to try

Create an action photo of the people riding down a tropical waterslide in the yellow raft from the reference image. Preserve their faces and keep the ONDA PARK brand legible on the front of the raft.

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Use another provider if needed

You can also connect other providers in the form. After choosing an option, you will find a video and a manual to guide you through setting up your key.

The setup includes supporting materials and a connection test.

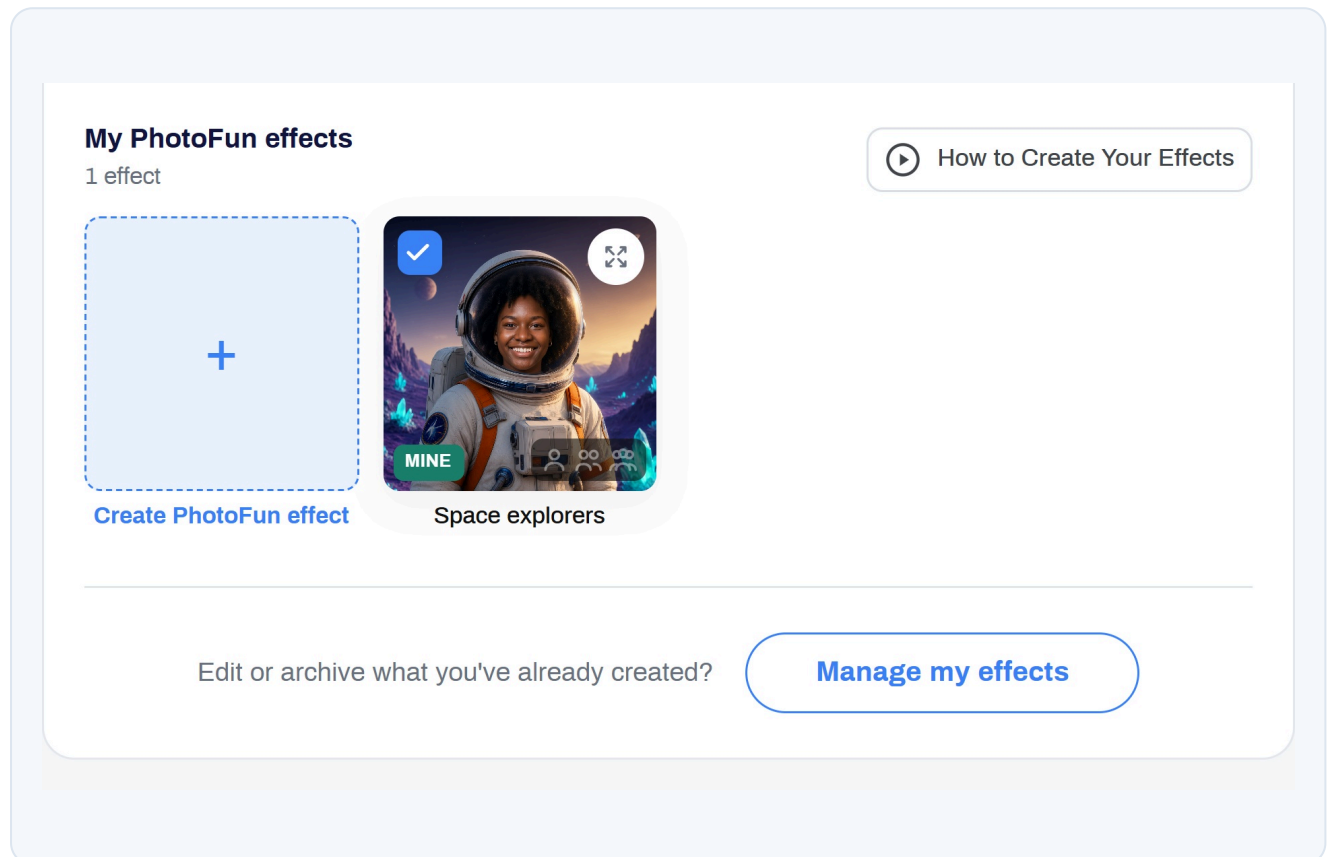
Connect and test

Follow the provider's instructions, enter your key, and test the connection. Once available, you can use it to create effects. When you use your own key, generation charges go to your account with that provider.

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Bring the effect to your event

After saving, return to event customization and select the effect you have just reviewed. This makes the option available to guests in the booth.



From a tested idea to an option your guests can choose.

Before you finish

The instruction expresses the intended idea. Results have been checked with different photos. Only approved formats are enabled. The covers introduce the effect clearly. The effect is selected for the event.