



Review Guide: Picasa

Find and enjoy all the photos on your computer in seconds.

Picasa™ is photo management software from Google™ that makes it easy for people to find, edit and share all of their digital pictures. Whenever you open Picasa, it automatically finds all your photos (even ones you forgot you had) and sorts them into visual albums organized by date with descriptive folder names.

Picasa also makes it simple to edit photos by putting one-click fixes and powerful effects at your fingertips. As for photo-sharing, Picasa offers an easy way to email, print at home, make gift CDs and post pictures to your blog.

New Picasa features include

Advanced editing

- More basic fixes in one click
- Zoom and pan
- 12 new lighting and color effects

Improved photo organization

- Captions
- Advanced search
- Move pictures on disk

Safe backups

- CD or DVD backup
- Gift CDs with slideshows
- Save photos to any external drive or disk

Customized prints & products

- Export images to popular photo sites
- More at-home printing options

Smarter sharing

- Email pictures via Gmail
- Faster photo posting to your blog

Fun with photos

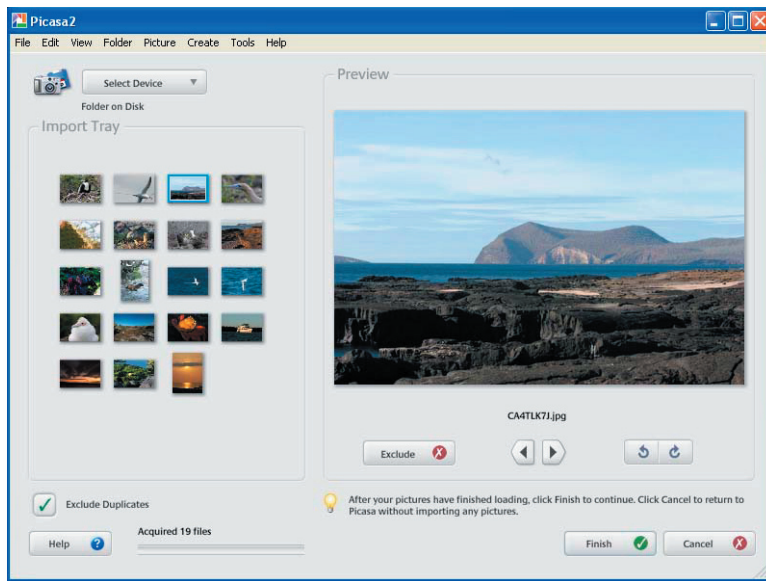
- Personalized desktop collages
- Screensavers
- Movies from your pictures

Picasa helps with the main tasks every digital photo application should have.

Organize

Find the pictures you forgot you had.

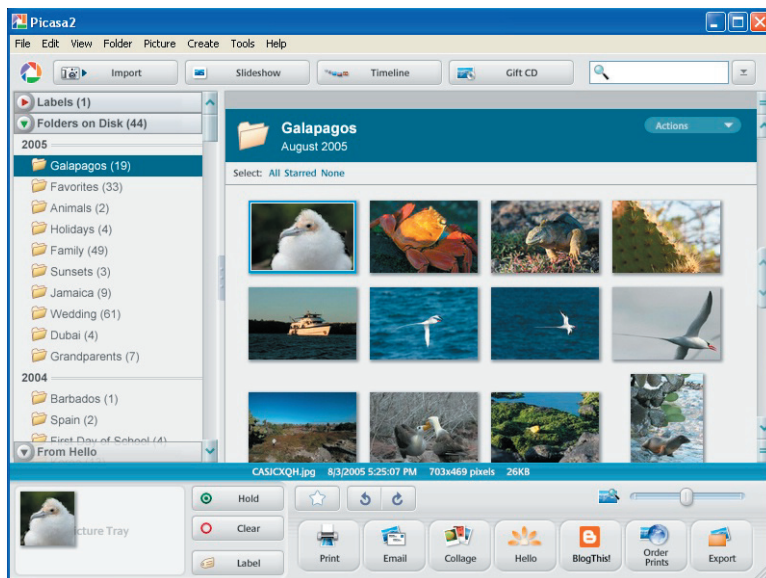
Picasa rapidly organizes your entire collection by scanning the images on your computer and automatically sorting them by date. This feature has been tested on more than 250,000 photos.



In addition to finding the pictures on your computer, Picasa also imports photos directly from any make or model of digital camera, so you don't need to bother with the software that came with your camera.

Move and rename pictures inside Picasa

The organization of folders in Picasa now matches the organization on your computer's hard drive. Create a new folder on disk from Picasa, or drag and drop photos to easily rearrange them into other folders (Picasa will make the change permanent on your computer's hard drive after asking your permission). Click F2 to rename 671056398a.jpg to Annie-birthday.jpg in seconds, or rename a batch of files at once. Right-click to locate any folder or picture on your disk.



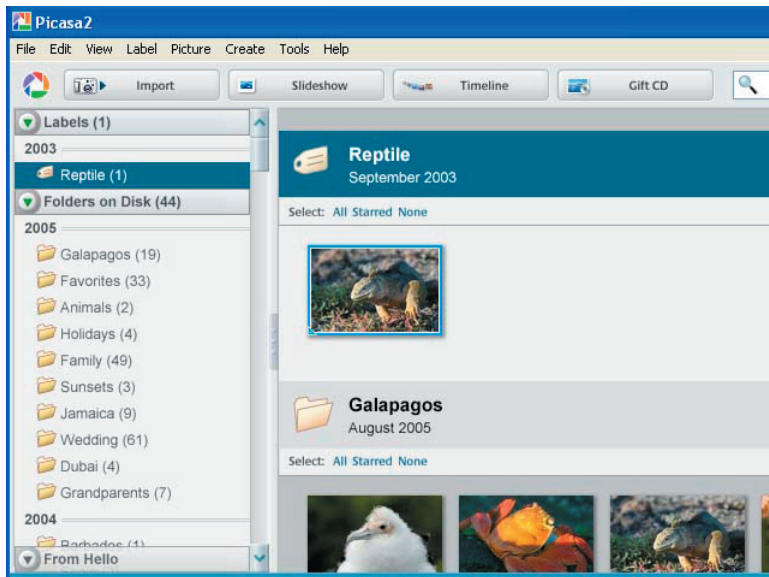
The list on the far left of the Picasa screen shows your collections.

The new Folders on Disk collection matches the folders on your hard drive that contain photos. If you move a picture in this folders collection, it will be moved on your hard drive.

The new Labels collection contains your virtual albums in Picasa. Moving pictures in labels does not change the physical location of the file on your computer.

The From Hello collection shows the pictures you have received via Hello, Picasa's instant messaging for pictures software.

Make a label. Use Picasa labels as virtual albums to group and tag photos. The Label button creates a keyword and a label in one step. Share the labels in slideshows or emailed photos.



A label is a virtual album in Picasa. You can select pictures from various folders and group under new labels (pictured here, a label called Evan). The original pictures were not physically moved from their folders on disk.

Take photos off your camera.

Connect your camera to your PC, using your usual connection. No extra drivers need to be installed. Just open Picasa and click the "Import" button to take photos directly off your camera. Picasa lets you name the folder on disk where you want your photos saved, and if you desire, it will even delete photos from your camera when the import is done. Picasa supports digital cameras from a wide variety of manufacturers, including Canon, Fujifilm, Hewlett-Packard, Kodak, Konica Minolta, Nikon, Olympus, Samsung and Sony.

Mobile photos finally find a home.

Picasa finds most images and video files stored on your PC, including file types captured by many mobile camera phones. Simply transfer your pictures to your PC per your device's normal transfer mechanism, like Bluetooth. (Picasa has TWAIN and WIA support for importing from devices. Some mobile phones may have this support, which means that photos on these devices could be imported directly by clicking the "Import" button in Picasa. Check your mobile's owner manual.)

After storing the photos on your computer, open Picasa. Your mobile's images or video will automatically appear in the "Folders on Disk" collection in Picasa, under the name of the folder where they are stored on your computer. If images/video are copied over to your computer, make sure that the folder where the mobile images/video reside is being monitored in **Tools > Folder Manager**.

Keep one picture in multiple albums. Picasa creates a new "instance" of each photo you label so you can put the same picture into multiple albums without taking up any more space on your computer.

Add a star rating

Give a gold star to any photo to turn your favorites into visual standouts at a glance. Picasa also provides a star search that limits your entire photo collection to those you've starred in seconds.

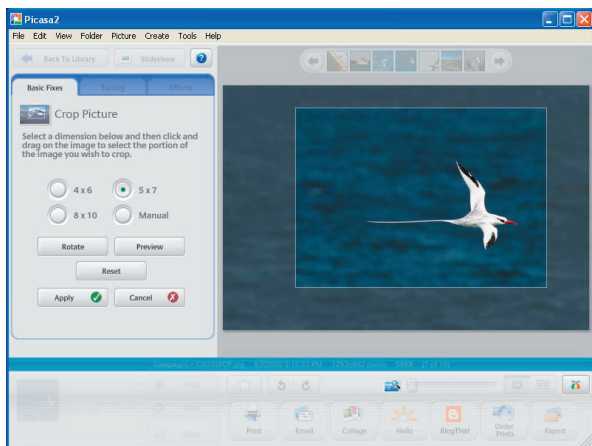
Password-protect collections

Add passwords to Picasa collections you don't want others to view. (This does not affect which pictures you and others can see on your computer's hard drive.)

Edit

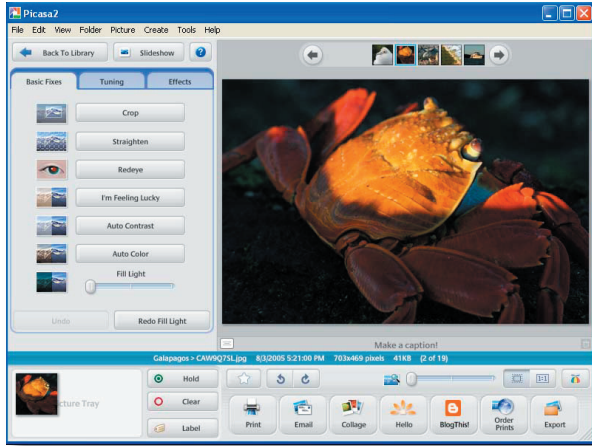
More and better quick fixes to images.

Picasa's Basic Fixes are one-click buttons that make it quick and easy to remove red-eye, crop, straighten, and fix the contrast and color in digital pictures. The new Fill Light slider perfectly brightens dark, backlit photos. And any edits you make to a picture are automatically made to all copies of that picture throughout Picasa.



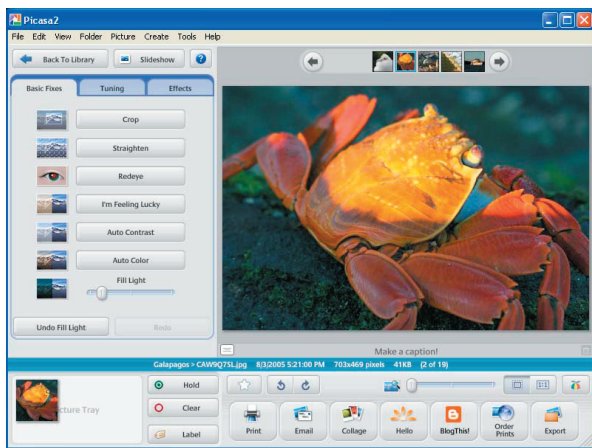
Crop Picture.

Crop is a returning Basic Fix button. Drag and drop a bounding box over the photo and it will crop to a standard dimension or a manual size.



Fill Light (before)

New Basic Fixes buttons include Straighten, Auto Color, Auto Contrast, and an adjustable Fill Light slider.



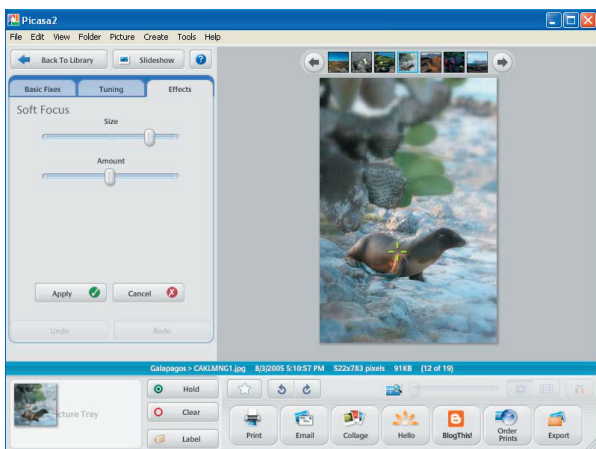
Fill Light (after)

Here is the same photo after the Fill Light slider has been applied. This tool rescues photos that have dark foregrounds and too-bright backgrounds.

Edit (continued)

Amazing effects turn so-so pictures into works of art.

Try out the 12 new visual effects including sharpen, sepia, warm tones, color saturation and tints, black and white, even soft focus. If you don't like it, change it back – “undo” is available at every step.

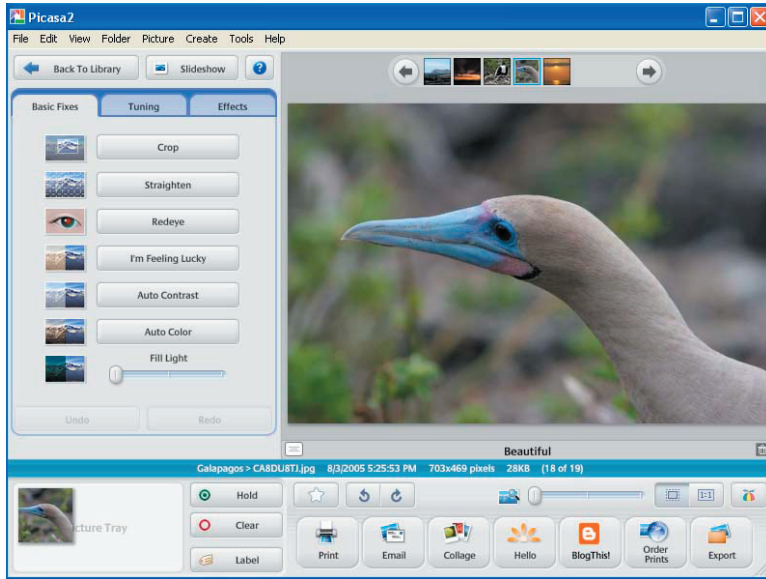


Soft Focus.

Drag and drop the focal point to the center of your photo and adjust the size and amount of the shading.

Write captions that stay with the picture.

Picasa makes captions the way journalists do, using the IPTC standard. They are saved within picture files and stay with them regardless of whether the photos are exported to a web page, are on a CD, or are shared using Hello. Picasa captions are fully editable and searchable, and they can be displayed or hidden.



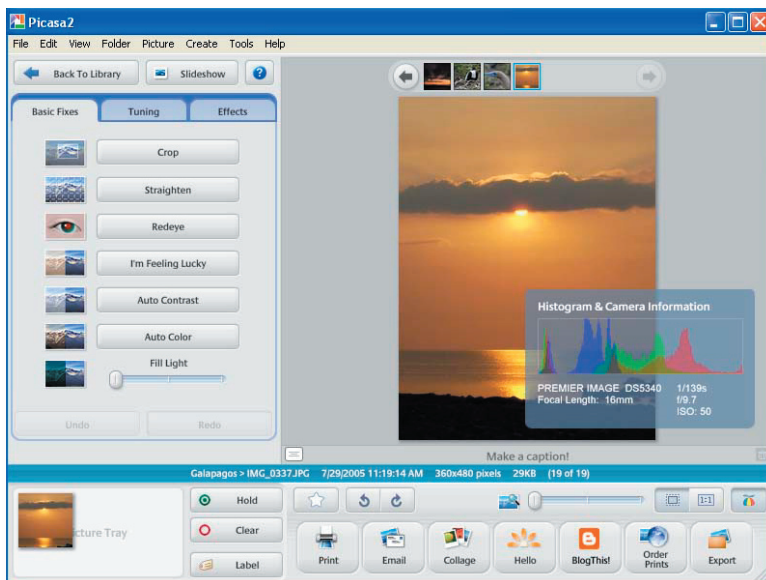
Just click at the bottom of a photo to add new captions to any photo in the Edit view. (Click the trash can to delete your caption.)

Pan, zoom, tilt.

To improve or just change a shot, go in closer and adjust the focus slightly, or change the angle. Straighten crooked pictures with a click.

View traditional manual mode settings.

Photography aficionados can fine-tune their photos with the EXIF display. This window shows you all the camera data that is stored in a picture's original file – such as camera model, date the photo was taken, even if a flash was used. The EXIF display also has a RGB histogram, a real-time graph that shows the intensity of colors in any picture and how they change when you make edits in Picasa.



EXIF display.
The graph shows the intensity of colors in a photo, and changes as you make edits. The EXIF camera data is also displayed: camera make, focal length, ISO and other helpful information.

Share

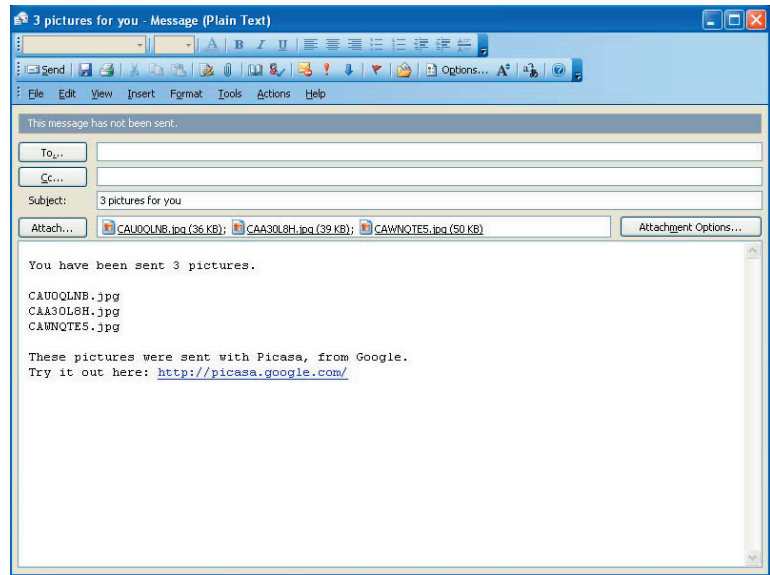
Painless photo emailing.

Compatible with most email clients, including Gmail, Picasa will resize and attach pictures to email messages at sizes your friends will be able to open. The improved Picasa Mail (a built-in client) sends photos directly from the software using your Picasa/Hello account.



Gmail sender.

With the new Gmail sender, users can send photos directly from Picasa to friends and family. Replies go to your Gmail account. (A Gmail account is not included with Picasa.)

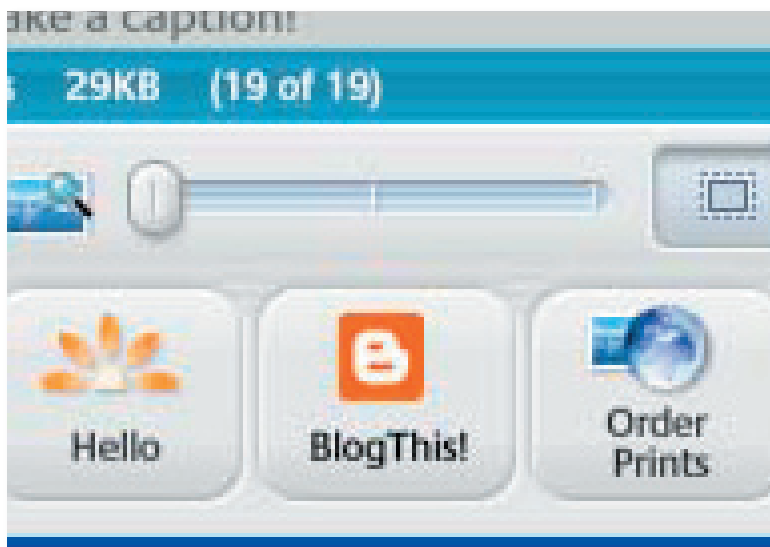


Outlook email.

It's easy to send photos from Picasa in Outlook or other popular email clients.

Easy photo posting to your blog.

The “BlogThis!” button automatically transfers any selected photo from Picasa to your blog on Blogger.com. Any edits you have made to your photos in Picasa will be included when the transfer occurs. Follow the on-screen instructions to sign-up for a free Blogger account if you do not have one already.



BlogThis!

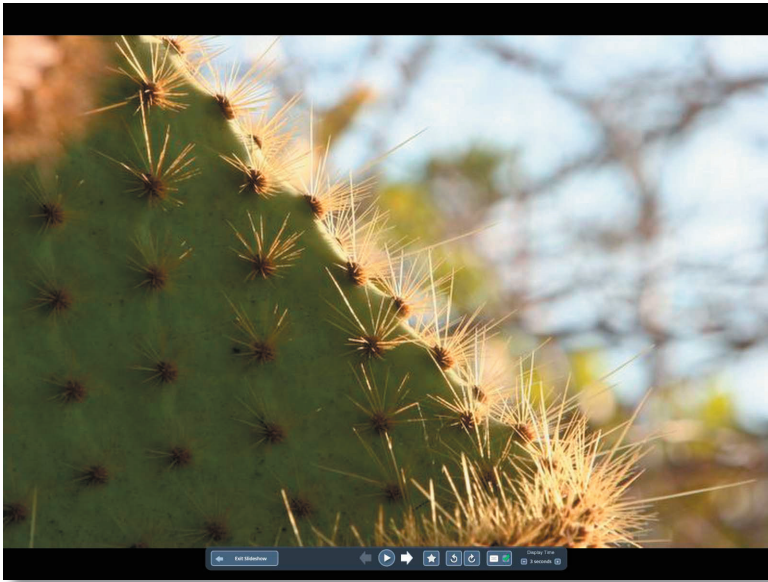
The “BlogThis” button opens the Blogger.com web editor with your selected photo uploaded from Picasa. Just click the “Publish Post” button to add the photo to your blog.

Online chat with picture-sharing via Hello™.

Use the Hello button to look at and chat about pictures with friends and family online. Hello is instant photo messaging software (not included with Picasa) that allows you to send dozens of pictures in seconds using an encrypted peer-to-peer connection, so the pictures are sent directly to your friend's computer, not anywhere else online. Picasa shows received pictures from friends in your "From Hello" collection, sorted by their Hello usernames. And it's as easy to remove shared pictures as it is to receive them. Sign up with a buddy at hello.com.

Make beautiful slideshows.

Turn a group of photos into a presentation in one click. New Picasa controls enable you to rotate or star pictures as they play. And you can share pictures as a slideshow on a gift CD.

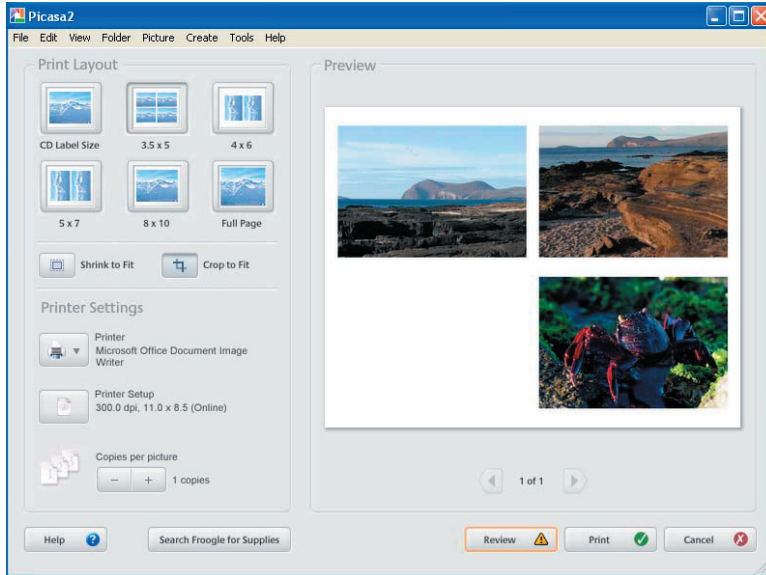


Slideshow.
Hit the spacebar to make the slideshow controls disappear.

Prints & Products

Custom and standard sizes are now fit to print at home.

Picasa automatically fits your pictures onto the paper used by your home printer. And it's easy to print more than one picture on a page, or print wallet-sized, 4x6, 5x7 and 8x10s.



Print Room.

Size photos exactly to your home printer and print multiple pictures on one page.

Export pictures to popular photo processing websites.

Pick photos from Picasa and click the “Order Prints” button to send pictures directly to some of the web’s most popular photo finishers to order prints and other photo products. (You must sign in to the photo finisher’s website to complete this.) Photo finishers may not be available in all countries.

View pictures on your TV with TiVo®.

As before, Picasa’s automatic photo organizer can export your pictures directly to a TiVo® Series2™ DVR. Home network and broadband access required. (TiVo box and service sold separately.)

Search Froogle for printer products.

The Froogle button in the Print Room enables you to search Froogle to get recommendations for ink cartridges and other products for your printer.

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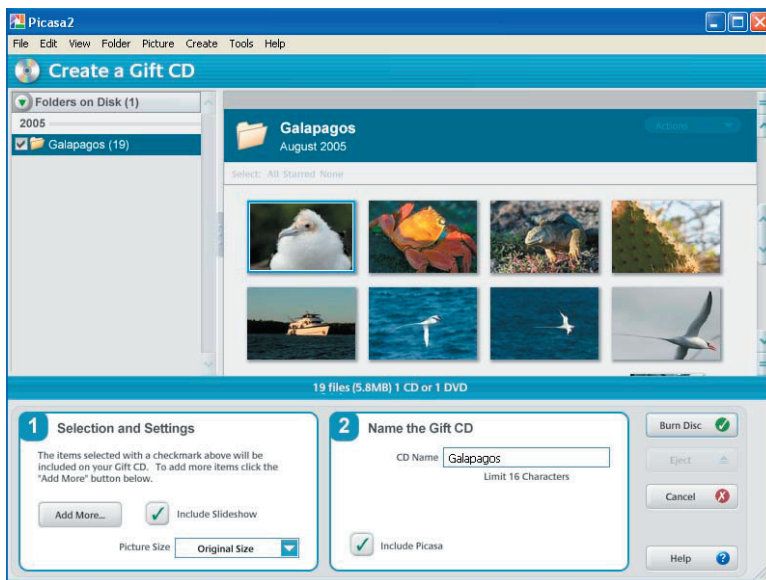
Backup

Burn to CD or DVD.

Archive your pictures on a CD or DVD. Picasa even displays the pictures that haven’t been backed up yet to ensure you don’t make mistakes with images that matter.

Give gift CDs of slideshows.

Make gift CDs of your photos for your friends and family. Just select the photos you want and follow the on-screen instructions.



Create a Gift CD.

You can even include a copy of Picasa on your gift CD so your friends will be as organized as you are.

Save photos to any external drive or disk.

Moving edited pictures out of Picasa has always been as easy as clicking the Export button. Now you can also control the quality and sizes of your exported pictures. Picasa will save photos back to any drive you select, including the newest compact flash cards and sticks.

Create

Turn your photos into a movie.

Select your best shots and then adjust the delay time, dimensions, and video compression settings. Picasa will render a movie complete with title graphics that you can play and share.

Create a personal desktop picture or screensaver.

Select your favorite pictures for Picasa to turn into a desktop background or screensaver.

Create a poster.

Picasa can tile photos. Print each part and reassemble them at poster size – up to 1000 percent larger than the original.

Make picture collages.

Select a group of pictures, chose a template, and Picasa will create a photo collage, a “picture pile” (below), a multi-exposure image or contact sheet. You can save your collage to a folder, as a new desktop, or as a screensaver.



Desktop collage
A desktop collage using the Picture Pile template.

System requirements

- PC with 300MHz Pentium® processor and MMX® technology.
- 64 MB RAM (128MB recommended).
- 50 MB available hard disk space (100 MB recommended).
- 800 x 600 pixels, 16-bit color monitor.
- Microsoft® Windows 98, Microsoft® Windows Me, Microsoft® Windows 2000, or Microsoft® Windows XP.
- Microsoft® Internet Explorer 5.01 or higher (6.0 recommended). If at any time you get an “unable to authenticate” error, you should upgrade to IE 6.0.
- Microsoft® DirectX 7.0 or higher (8.1 ships with XP, 9.0b recommended).
- Optional: 56K Internet connection speed (for access to any online services and picture sharing via Hello).

We now support 38 languages. Here's the new list: Bulgarian, Catalan, Chinese (simplified and traditional), Croatian, Czech, Danish, Dutch, English (US and UK), Estonian, Finnish, French, German, Greek, Hungarian, Icelandic, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Tagalog, Polish, Portuguese (Brazilian), Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, and Vietnamese.

File types supported in Picasa

- Images -- jpg, bmp, gif, png, psd, tif.
- Movies -- avi, mpg, wmv, asf, mov (QuickTime).
- RAW data files -- including cameras from Canon, Nikon, Kodak, Minolta and Pentax.

For more information about Picasa, please visit <http://www.picasa.com> or contact:

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