

**Blaser**

Press information

**A pack of freedom – the new Blaser hunting backpack EXPEDITION LIGHT**

Hunting all over the world requires premium equipment and perfect preparation. Blaser's brand new hunting backpack EXPEDITION LIGHT meets both demands on the highest possible level.

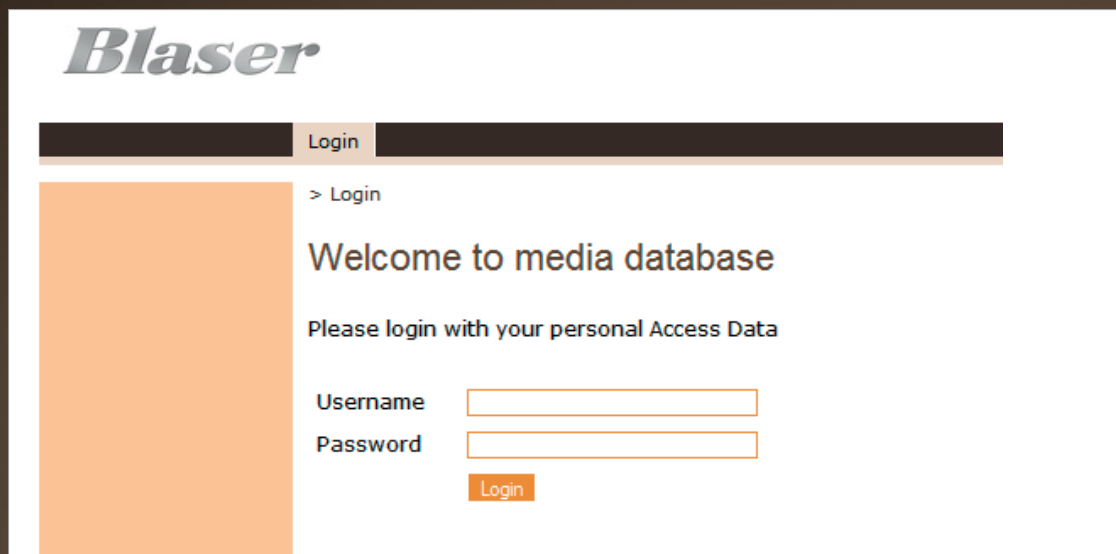
Ultimate ruggedness, high-tech materials and excellent carrying characteristics make the EXPEDITION LIGHT an ideal companion for active hunters. High air circulation on the back guarantees utmost comfort even when stalking over long distances. Adjustable in height and padded comfortably, the carrying system also features



# User manual Blaser image and media database

As of: March 2012

**Blaser**



The screenshot shows the Blaser media database login interface. At the top left is the Blaser logo. Below it is a navigation bar with a 'Login' button. The main content area has a left sidebar and a main panel. The main panel contains the text '> Login', 'Welcome to media database', and 'Please login with your personal Access Data'. Below this are two input fields for 'Username' and 'Password', and a 'Login' button.

**Blaser**

Login

> Login

**Welcome to media database**

Please login with your personal Access Data

Username

Password

Login

## 1 ACCEPTANCE OF TERMS OF USE

Blaser Jagdwaffen GmbH owns and holds the copyrights to the digital texts, images and logos. They are therefore subject to use limitations. By using the media database you undertake to use said data only with prior consent and solely for the purpose of promoting Blaser Jagdwaffen GmbH. Once you accepted the terms of use, we send you your personal access data. First go to the website <http://blaser.medien-datenbank.com>. As soon as you enter your user name and password you will be able to use the database. The database can be used via mouse click and is also available in the English language.

German

The screenshot shows the Blaser media database website. The header includes the Blaser logo and navigation links: Welcome Page, BOOKMARKS, File-Browser, and log out. A sidebar on the left contains a menu with options like Extensive Search, File-Browser, File Upload, Settings, Help, Change Password, Folderadministration, and Administration. The main content area is titled "Welcome to media database" and features a "Full text search" input field with a "Search" button. Below the search field are radio buttons for "exact search", "Folder", "Files", and "Special Search". An "Extensive Search" button is also present. A tree view on the left lists categories such as Anzeigen\_Ads, Bilder\_Images, Blaser\_Intern, PointOfSale\_Material, Pressemitteilungen\_PressReleases, Präsentationen\_Presentations, and TechInfo\_Büchsenmacher\_Gunsmiths.

## 2 FINDING/SELECTING IMAGES, VIDEOS OR PDFS USING THE SEARCH BOX FUNCTION

The media database stores a large number of different images and multimedia contents. For instance, we made available all images contained in our entire product portfolio, illustrations, PDFs from our catalog and product videos. To search directly using a key term, simply enter the desired word. e.g. "Victory 32" at the top right and the database will display immediately any matching data.

This close-up view highlights the search interface. It shows the search input field containing the text "B95" and a "Search" button. Below the search field are radio buttons for "exact search", "Folder", "Files", and "Spezial". The "Folder" and "Files" options are selected. At the bottom of the search area, there is a "German" language selection button.

The screenshot displays the Blaser media database interface. At the top, there is a navigation bar with the Blaser logo on the left and a status bar on the right containing 'welcome page', 'intro', a search input field with 'B95', and a 'Search' button. Below the navigation bar is a menu with 'Welcome Page', 'BOOKMARKS', 'File-Browser', and 'log out'. The main content area is titled 'Welcome to media database' and features a search section with a 'Full text search' input field and a 'Search' button. Below the search section is a file browser view showing a tree structure of folders and sub-folders. The tree starts with 'Kategorien' and includes folders like 'Anzeigen\_Ads', 'Bilder\_Images', 'Logos', 'Produkte\_Products', 'B95\_B97', 'Custom\_Line', 'D99', 'F3', 'K95', 'R8', 'R93', 'S2', 'Zubehör\_Aufwertungen\_Accessories\_Upgrades', 'Stimmungsbilder\_MoodImages', 'Blaser\_Intern', and 'Blaser-DE-Info\_Material'. The user information on the left side of the interface shows 'User: Kemper' and 'Version 3.2'.

### 3 FINDING/SELECTING IMAGES, VIDEOS OR PDFS USING THE FILE BROWSER'S LIST OF CATEGORIES

Using the file browser, which you can always see the top in the status bar, you can also select images, PDFs or similar directly. They show their file locations by category in folders and sub-folders similarly to Windows Explorer/Finder. The status bar at the top will let you know where you are. You can switch back to higher-level folders at any time.


B95\_B97


Kategorien


All Data


It were **17 Files** found <sup>1</sup>

< Back <sup>2</sup> Next >  
Show Site 1 ▾

B95 Custom Grade V	
	Format: 6774x2585 Pixel
	Typ: TIF
	Size: 68,58 MB
	Resolution: 304 dpi
	Colorspace: CMYK
MARK	Options Details Download <input type="checkbox"/>

B95, B97 BBF Special Shot schwarz	
	Format: 712x373 Pixel
	Typ: TIF
	Size: 2,79 MB
	Resolution: 300 dpi
	Colorspace: CMYK
MARK	Options Details Download <input type="checkbox"/>

B95, B97 Luxus Arabesken	
	Format: 712x373 Pixel
	Typ: TIF
	Size: 2,79 MB
	Resolution: 300 dpi
	Colorspace: CMYK
MARK	Options Details Download <input type="checkbox"/>

B95, B97 Luxus Fuchs mit Enten	
	Format: 712x373 Pixel
	Typ: TIF
	Size: 2,79 MB
	Resolution: 300 dpi
	Colorspace: CMYK
MARK	Options Details Download <input type="checkbox"/>

#### 4 VIEW OF INDIVIDUAL FILES

After you made a preliminary selection using the search function or file browser, all matching files are displayed in a file overview. Here you can see exactly how many files matched the search term and/or how many files are in the folder chosen (1). Some of the files are distributed across several pages (2). You can also magnify the image by double-clicking the image or clicking the box "Details". In addition, the file information will right away provide you with details regarding the file format (3), type (4), size (5), resolution (6) and color space (7). The database will always make data available to you in the largest size and resolution.


B95\_B97


Kategorien


All Data


It were **17 Files** found

< Back 1 Next >  
Show Site 1

B95 Custom Grade V	
	Format: 6774x2585 Pixel Typ: TIF Size: 68,58 MB Resolution: 304 dpi Colorspace: CMYK
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MARK	Options Details <b>Download</b> <input type="checkbox"/>

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B95, B97 Luxus Fuchs mit Enten	
	Format: 712x373 Pixel Typ: TIF Size: 2,79 MB Resolution: 300 dpi Colorspace: CMYK
MARK	Options Details Download <input type="checkbox"/>

## 5 DOWNLOADING INDIVIDUAL FILES DIRECTLY

Once you decided on a particular file or image, you can download it directly by clicking the button "Download". A selection window will open (right side) and let you determine the location on your computer where you want to store the file.

**6 PLACING SEVERAL FILES FOR DOWNLOADING INTO A CHECKLIST**

When downloading several files, you can use the checklist which works similarly to a shopping basket in an online shop. Clicking the function "Check" will save your file on your checklist automatically.


This process can be repeated in different folders or with different search terms as many times as you wish. Once finished, you can open your checklist from the status bar. There you will find all "checked" files (center right). The checklist is stored until you download the files. To download click the button "Download checklist as a zip file" (bottom right).

The first screenshot shows two product pages. The top page is for 'B95 Custom Grade V' with a 'MARK' button highlighted. The bottom page is for 'B95, B97 Luxus Arabesken' with a 'MARK' button highlighted. Both pages show technical details like Format, Typ, Size, Resolution, and Colourspace.


The second screenshot shows the 'B95 Custom Grade V' page with the button now labeled 'MARKED'.

The third screenshot shows the 'BOOKMARKS' page with the following content:

BOOKMARKS		File-Browser	log out	German
-> BOOKMARKS				
You have following Files in your BOOKMARKS				
	Title: <b>B95 Custom Grade V</b> Filename: BLA_Custom_B95_CustomV_VanHouten_DS.tif	<a href="#">delete Entry</a>		
Size of your BOOKMARKS: <b>68.58 MB</b> (uncompressed)		<a href="#">Download your BOOKMARKS as ZIP-File</a> with the options described above ▾		

B95 Custom Grade V	
	Format: 6774x2585 Pixel
	Typ: TIF
	Size: 68,58 MB
	Resolution: 304 dpi
	Colorspace: CMYK
<input type="button" value="MARK"/>	<input type="button" value="Options"/> <input type="button" value="Details"/> <input type="button" value="Download"/>

B95, B97 Luxus Arabesken	
	Format: 712x373 Pixel
	Typ: TIF
	Size: 2,79 MB
	Resolution: 300 dpi
	Colorspace: CMYK
<input type="button" value="MARK"/>	<input type="button" value="Options"/> <input type="button" value="Details"/> <input type="button" value="Download"/>

## 7 CUSTOMIZING SIZE, RESOLUTION AND FILE FORMAT VIA DOWNLOAD OPTIONS

When downloading an image whose available original file is not what you want, in addition to fixed download profiles you have the option of customizing the selected image using the "Options" button. The following options can be changed: 1) resolution, 2) size (entering the width will automatically calculate the appropriate height) and 3) the required file format. Clicking "OK" will save the settings you requested and place the file on your checklist automatically. If you do not use one of the two options available, the image will be applied automatically in the largest original format possible.

Download File with following Options

	<b>Imagesize</b> 1 Resolution: 150 dpi 2 Width: 712 Pixel = 12.08 cm 3 Height: 373 Pixel = 6.32 cm Format: <input type="button" value="OK"/> <input type="button" value="max. Size"/> <input type="button" value="Cancel"/>
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## You have following Files in your BOOKMARKS

	Title: <b>B95 Custom Grade V</b> Filename: BLA_Custom_B95_CustomV_VanHouten_DS.tif	<a href="#">delete Entry</a>
---	---	------------------------------

Size of your BOOKMARKS: **68.58 MB** (uncompressed)

[Download your BOOKMARKS as ZIP-File](#)

with the options described above

## ADDITIONAL ONE BOOKMARKSOPTIONS

Order CD	E-Mail Dispatch	Concept expression
<p>Ship-to address/Remark:</p> <div style="border: 1px solid black; height: 40px;"></div>	<p>E-Mail of the Acceptor</p> <input type="text"/>	<p>Title:</p> <input type="text"/>
	<p>Cc:</p> <input type="text"/>	<p><a href="#">View 2-Column</a></p>
	<p>Subject:</p> <input type="text"/>	
	<p>Your Message</p> <p>Dear:</p> <div style="border: 1px solid black; height: 40px;"></div>	
<p><a href="#">Order BOOKMARKS as CD</a></p>	<p><a href="#">Send</a></p>	

**E-Mail Dispatch**

E-Mail of the Acceptor

Cc:

Subject:

Your Message

[Send](#)

To: max@mustermann.de

Subject: Blaser B95

Message:  
 Bookmarks from the Blaser Media Database  
 Merkliste aus der Blaser Mediendatenbank

Dear Sir or Madam,

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To download the files, please click on the following link:  
[http://Blaser.medien-datenbank.com/temp\\_email/-879-20120307143218.zip](http://Blaser.medien-datenbank.com/temp_email/-879-20120307143218.zip)  
 Please note that this download is only available within the next 7 days.

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Für einen Download der Medien-Dateien klicken Sie bitte auf folgenden Link:  
[http://Blaser.medien-datenbank.com/temp\\_email/-879-20120307143218.zip](http://Blaser.medien-datenbank.com/temp_email/-879-20120307143218.zip)  
 Die Dateien werden Ihnen als komprimiertes Zip-Archiv zu Verfügung gestellt.  
 Bitte beachten Sie, dass dieser Download nur 7 Tage lang aktiv ist.

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 Handelsregister/Commercial Reg.: Ulm HRB 620325

## 8 SENDING YOUR CHECKLIST VIA EMAIL LINK

Once you added all images you need with your customized settings to your checklist, you can also forward the list easily via email to other recipients who do not have access to the database. To do so you can generate a brief message to the recipient in the appropriate text field (1). An automatic link is generated (2) from your checklist, enabling the email recipient to download the data within a period of 7 days.



## 9 WE WILL BE GLAD TO ANSWER ANY OF YOUR QUESTIONS

Upon successful conclusion of the process, we would appreciate it if you were to log out.

Please let us know if you have questions about handling the database.

**Blaser Jagdwaffen GmbH**

Contact: [marketing@blaser.de](mailto:marketing@blaser.de)