

ULTIMATE ZOOM MODULE

MAGENTO VI.0 (BETA)



INSTALLATION & USER MANUAL

VI.0 DECEMBER 2012

TAUROS MEDIA NEDERLAND B.V. POSTBUS 75035, 1077 AA AMSTERDAM
INFO@TAUROS MEDIA.COM

1. INDEX

1	Index	2
2	Introduction	3
3	Feature set	4
4	Package	4
5	Requirements	5
6	Installation	5
7	Configuration	7
	General configuration	8
	Outer zoom	9
	Inner zoom	13
	Lightbox	14
	Lens zoom	15
	Featured zoom	17
	Full screen featured zoom	18
8	Change log	19
9	FAQ	20

2. INTRODUCTION

They say “A picture is worth a thousand words” and we say “Let’s zoom the picture and turn it into a thousand Euros.”

It has become an established fact that for online shoppers quality product images are one of the top 4 factors and ability to zoom on product images is one of the top 3 things that the customers look forward to while on a product page.

Based on the results of a [National Retail Federation study*](#), your product images have become a major factor and could even be holding your sales back. Product images today play an even greater role than any of us ever realize.

When presented with a list of 26 different site elements, survey participants listed image quality as one of the most important factors influencing their buying decisions, ranking it #4 overall —more important than product guides, short descriptions, long descriptions, and even product reviews.

An impressive 85% said the ability to zoom in on the image was “very to somewhat important” to selecting and ultimately buying products. When women’s responses were singled out, that number climbed even higher – with 86% indicating its importance.

When visiting a merchant’s product page, how important is the following image related information to selecting and ultimately purchasing a product?

VERY TO SOMEWHAT IMPORTANT	TOTAL	WOMEN	MEN
Quality of the image	94%	96%	92%
Alternative views	88%	91%	83%
Zoom	85%	86%	81%
Item specific image	77%	79%	74%
Color change	65%	72%	51%
View on a model	61%	65%	55%
View in a room	50%	52%	44%

Source: http://nrf.com/modules.php?name=News&op=viewlive&sp_id=812&parent_id=960&peer_rev=1

Allowing customers to zoom-in on product images gives them a sense of control over what they are buying. It gives them an equivalent feeling of looking at the products closely when they are in a real store.

While developing Magento webshops for our esteemed clients we realized that there are no good Zoom modules available in the Magento module market. Available modules lack shiny features, some are not developed as per standard Magento coding practices and some are simply waste of money.

So we set upon a quest of developing a solution so good and so full of features that it will be an ultimate choice when it comes to Magento Zoom Modules.

3. FEATURE SET

Tauros Media's Ultimate Zoom Module is the result of our quest for a perfect Magento zoom module.

Our Ultimate Zoom Module is developed for webshop owners/developers who have a Magento webshop or are developing a new one and want to use state-of-the-art image zoom feature on their product pages.

The Ultimate Zoom module offers unprecedented 6 different zoom effects to choose from:

- 1 Outer zoom
- 2 Inner zoom
- 3 Lightbox
- 4 Lens zoom
- 5 Featured zoom
- 6 Full screen featured zoom

- * The module is very easy to install and use. You can simply install it on a Magento webshop and start using it without making a single change in your CSS or phtml files.
- * All these zoom effects are highly configurable from the Magento backend.
- * You can customize almost all the output factors as per your design requirements right from the backend: like zoom window dimension, location, zoom factor, opacity etc.
- * Default configuration values are already included in the module code. So you don't have to worry about configuring everything from scratch. At the max you will have to tweak the values a bit to suit your needs.
- * It allows you to use the native Magento zoom if there is ever a need.
- * It is Magento multi-store and multi-version compatible.
- * You can setup different zoom types for your separate store fronts.
- * Works with all major browsers (tested on IE 8/9, Firefox, Chrome and Safari)

4. PACKAGE

The package contains:

- 4.1. Ultimate Zoom Module.
- 4.2. Module installation and user manual.

5. REQUIREMENTS

- 5.1. Magento webshop (Magento CE 1.5.X and above, EE 1.10.X and above) and working knowledge of Magento backend.
- 5.2. Cpanel/server ftp access (to install the module files).
- 5.3. An Up-to-date Test environment (separate from but exact copy of your live setup)*.
- 5.4. Ioncube should be installed on your live as well as test server. You can get the appropriate version for your server from: <http://www.ioncube.com/loaders.php>

As suggested by Magento, new extensions/modules should never be directly installed on live setup. Always try on a Test setup first. Also, it is a good practice to make backups of both Magento and the database before installing any extension.

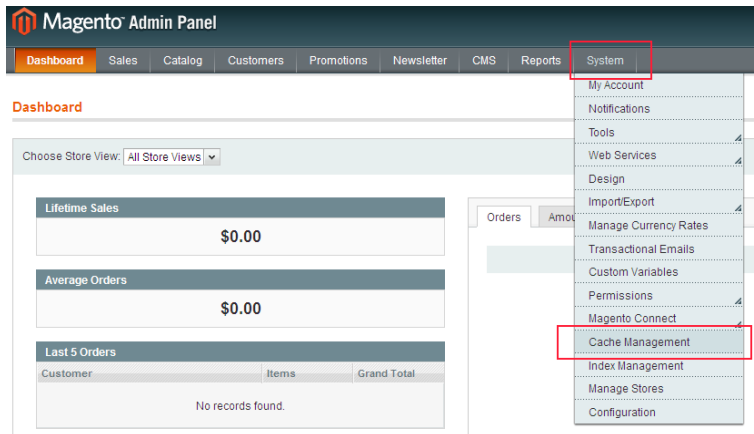
6. INSTALLATION

At this point we assume that you have no other zoom module installed on your webshop. If you have, then kindly disable it from [yourrootfolder/app/etc/modules/yourzoommodule.xml](#)

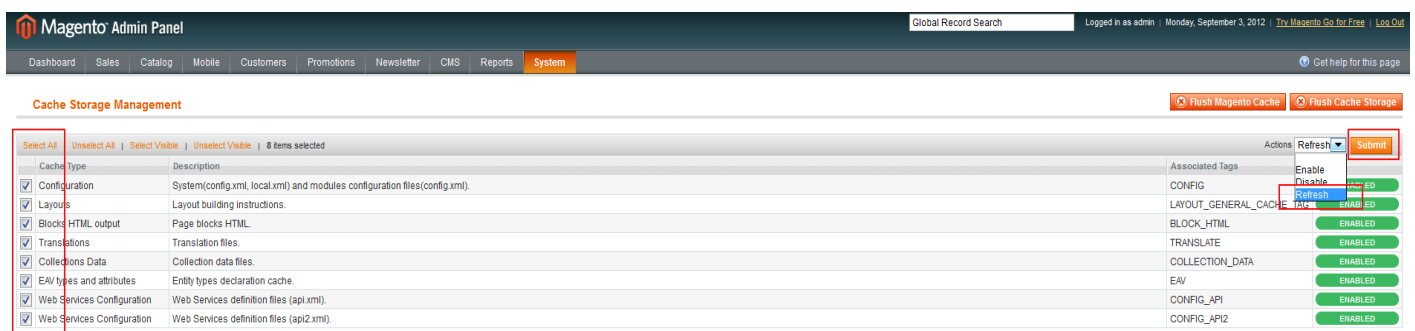
- 6.1. Download and unzip the Ultimate Zoom module directory.
- 6.2. Open the /Ultimate-Zoom-Module folder, here you can see the 'app', 'js' and 'skin' folders. These folders contain the module.
- 6.3. Upload the 'app, js & skin' folders to your Magento shop directory using your favorite FTP client. This will not overwrite any files from your webshop folders.
- 6.4. Additionally, If you have a custom theme implemented in your webshop (you most probably have) then you will have to manually upload the following 2 files from module package to your Magento installation:
 - 1 Module file path:
Ultimate-Zoom-module\app\design\frontend\default\default\layout\zoom.xml
to your webshop file path: .../app/design/frontend/default/[yourcustomthemefolder](#)/layout/
 - 2 Module file path:
Ultimate-Zoom-module\app\design\frontend\default\default\template\zoom\media.phtml
to your webshop file path:
.../app/design/frontend/default/[yourcustomthemefolder](#)/template/zoom/

On some systems if you get a prompt asking whether to overwrite the folder, please select merge instead

- 6.5. Now log in to your Magento backend. Go to System > Cache management



6.6. Click 'Select All'. Select 'Refresh all' from the 'Actions' drop-down menu and click 'Submit'.



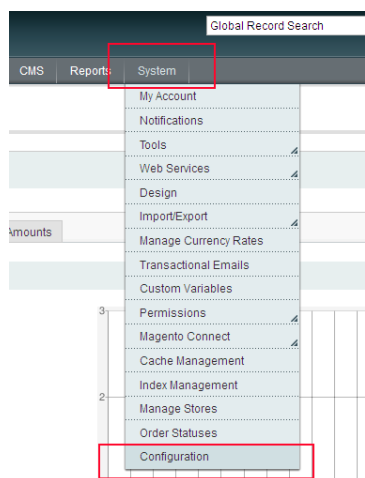
Refresh the 'Cache' irrespective of them being enabled or disabled.

6.7. Log out of the admin panel and login again.

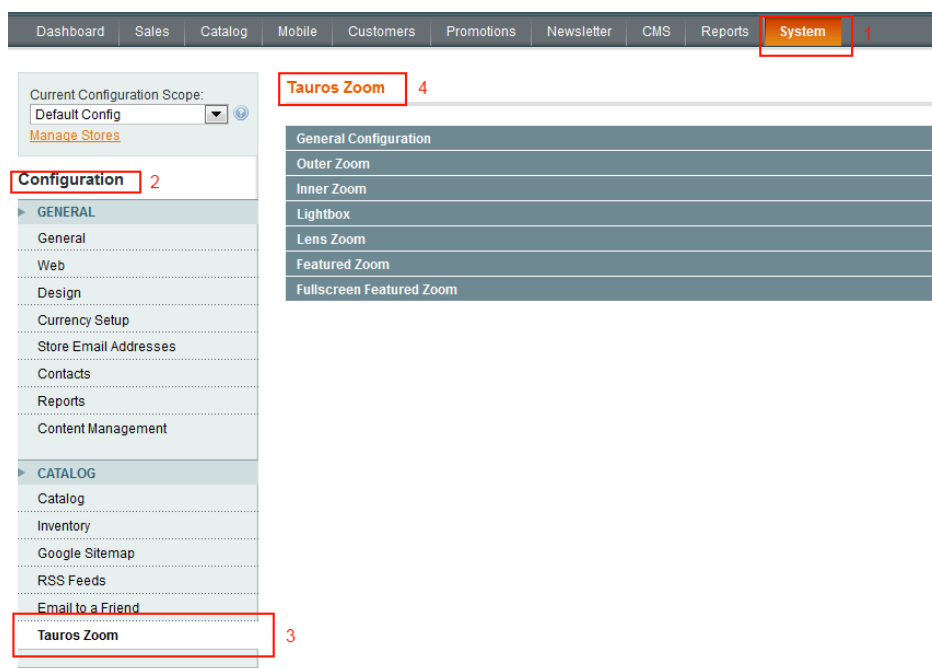
Now your Ultimate zoom module is ready to use and it is already loaded with default configuration values. All you have to do is select the zoom type you want to use and may be adjust the settings as per your design requirements.

7. MAGENTO CONFIGURATION

7.1. Go to Admin panel > System > Configuration.



7.2. Once on this page, click on 'Catalog > Tauros Zoom' section in the left column. You will find 'Tauros Zoom' listed as an option under 'Catalog' section.



You will see 7 module related sections on 'Tauros Zoom' page. The first one is 'general configuration' and other 6 are zoom types available in the module.

7.3 GENERAL CONFIGURATIONS

This section controls general settings of the module.

Tauros Zoom

General Configuration		
Native Zoom	<input type="text" value="No"/>	[STORE VIEW]
Zoom Type	<input type="text" value="Lightbox"/>	[STORE VIEW]
Image Width	<input type="text" value="265"/>	[STORE VIEW]
Image Height	<input type="text" value="265"/>	[STORE VIEW]
Thumb Width	<input type="text" value="56"/>	[STORE VIEW]
Thumb Height	<input type="text" value="56"/>	[STORE VIEW]

FIELD EXPLANATION

Native zoom: You can enable/disable the 'Standard Magento zoom' feature from this field. If it is set to 'Yes' then it will show regular zoom mechanism on the product page. Set it to 'No' while using the Ultimate Zoom module features.

Image width: This field controls the width of the main image on your product page. You have to fill in numeric pixel values here. You can fill in appropriate width here as per your design/theme. Ask your designer/developer for exact size in pixels for product images.
ex: As shown in above shot we wanted the image width to be 265 px so we filled in 265.

Image height: This field controls the height of the main image on your product page. You have to fill in numeric pixel values here. You can fill in appropriate height here as per your design/theme.
ex: As shown in above shot we wanted the image height to be 265 px so we filled in 265.

Thumb width: This field controls the width of the thumbnail image on your product page. You have to fill in numeric pixel values here. You can fill in appropriate width here as per your design/theme.
ex: As shown in above shot we wanted the thumbnail image width to be 56 px so we filled in 56.

Thumb height: This field controls the height of the thumbnail image on your product page. You have to fill in numeric pixel values here. You can fill in appropriate height here as per your design/theme.
ex: As shown in above shot we wanted the thumbnail image height to be 56 px so we filled in 56.

Note: Ask your designer/developer for exact required image sizes (in pixels) for product images settings.

Zoom type: You can select any one of the available 6 zoom type effects. The selected zoom effect will be used on product page of your webshop. You have 6 options to choose from:

- Outer zoom
- Inner zoom
- Lightbox
- Lens zoom
- Featured zoom
- Full screen featured zoom

Whichever 'Zoom type' you select here its corresponding configuration section will control the zoom effects on frontend

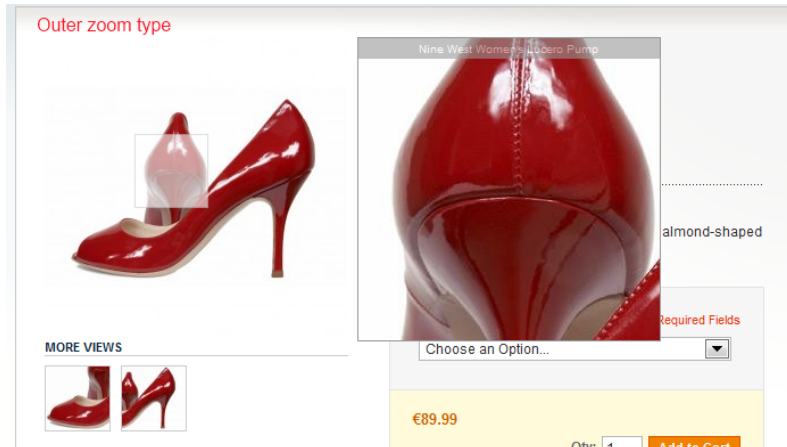
7.4 ZOOM TYPE CONFIGURATION

Let's take up each zoom type and their configuration one-by-one.

1 OUTER ZOOM

This is one of the most commonly used zoom types today.

You can display the zoomed image outside the product image window.



Its configuration section looks like the following image.

Tauros Zoom

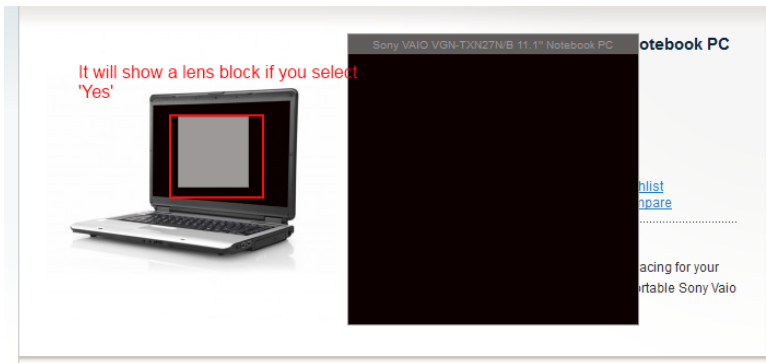
General Configuration		
Native Zoom	<input type="text" value="No"/>	[STORE VIEW]
Zoom Type	<input type="text" value="Outer Zoom"/>	[STORE VIEW]
Image Width	<input type="text" value="265"/>	[STORE VIEW]
Image Height	<input type="text" value="265"/>	[STORE VIEW]
Thumb Width	<input type="text" value="56"/>	[STORE VIEW]
Thumb Height	<input type="text" value="56"/>	[STORE VIEW]

Outer Zoom		
Show Lens	<input type="text" value="Yes"/>	[STORE VIEW]
X Offset	<input type="text" value="10"/>	[STORE VIEW]
Y Offset	<input type="text" value="1"/>	[STORE VIEW]
Position	<input type="text" value="Right"/>	[STORE VIEW]
Preload Text	<input type="text" value="Loading zoom..."/>	[STORE VIEW]
Title	<input type="text" value="Yes"/>	[STORE VIEW]
Zoom Width	<input type="text" value="265"/>	[STORE VIEW]
Zoom Height	<input type="text" value="265"/>	[STORE VIEW]

FIELD EXPLANATION:

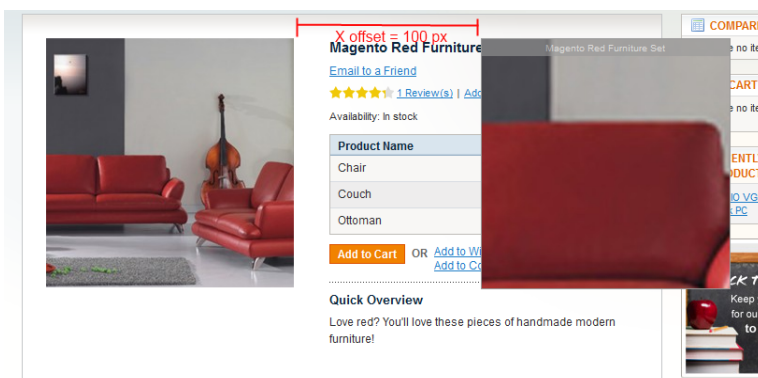
Show lens: You can select yes or no here.

If you select 'yes' then it will show a lens block when you do a mouse-over the product image.
If you select 'no' then it will just show a cross + when you do a mouse-over the product image.



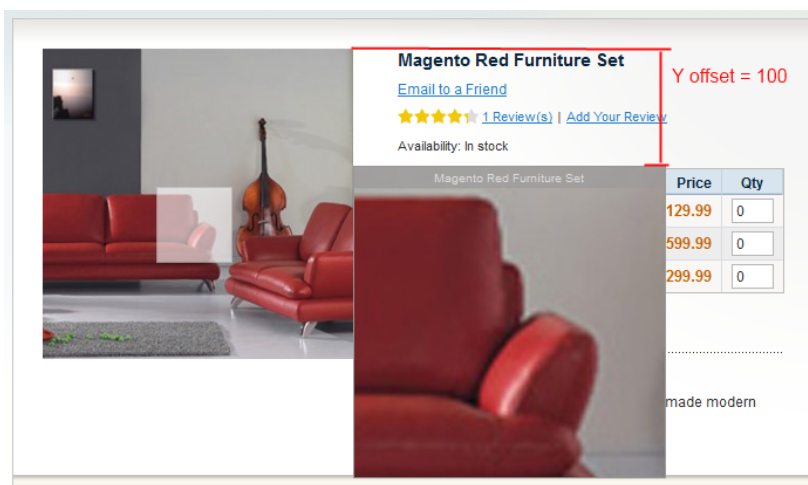
X Offset: You should fill in a numeric value (in pixels) here. It is the horizontal distance between the image edge and the zoomed image edge.

Notice the effect in the shot below when I saved X offset as '100'. The zoomed image moves 100 px away horizontally from the main product image. You can fill in any positive numeric value here as per your design.



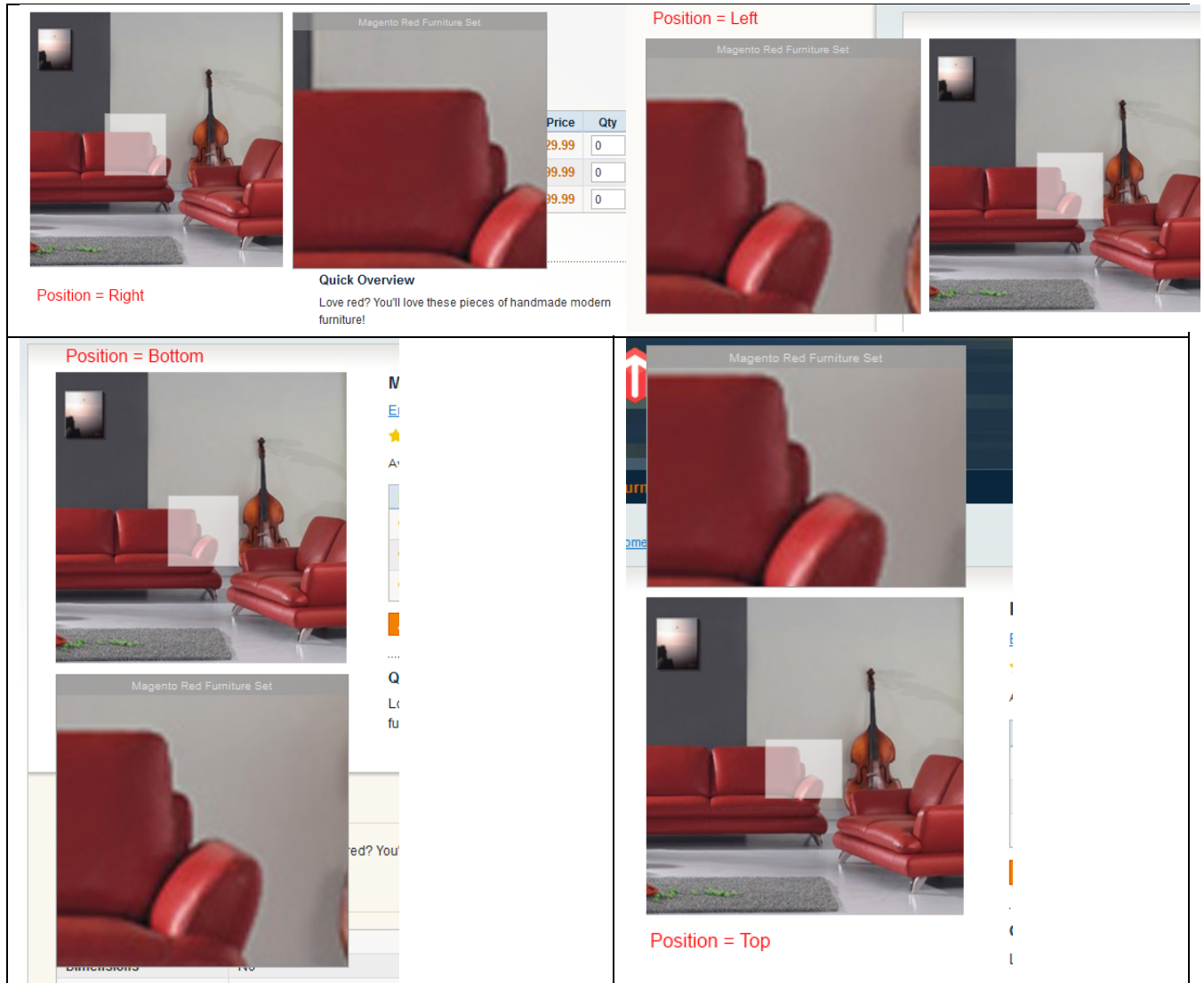
Y Offset: You should fill in a numeric value (in pixels) here. It is the vertical distance between the image edge and the zoomed image edge.

Notice the effect in the shot below when I saved Y offset as '100'. The zoomed image moves 100 px away vertically from the main product image. You can fill in any positive numeric value here as per your design.



Positions: You can choose to display the zoomed image in 4 locations as per your design.

- Right
- Left
- Up
- Down

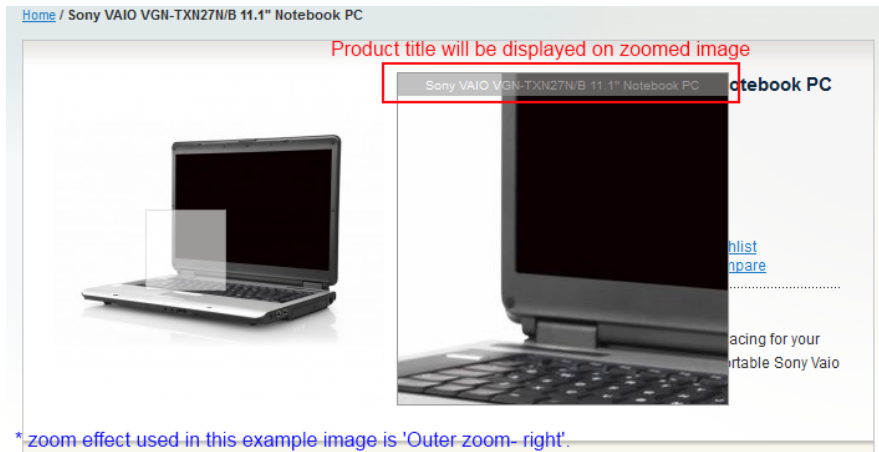


Note that there should be sufficient space on the selected side so that the zoom window can fit in.

Preload text: This is the text displayed while loading the image and zoom when the page loads for the first time. You can put some text like 'Loading zoom...' here.

Title: You can select 'yes' or 'no' here. If 'yes' is selected then it will display product title on the zoomed image.

Notice the product title on zoomed image. The zoom type being used here is 'Outer zoom-right'.

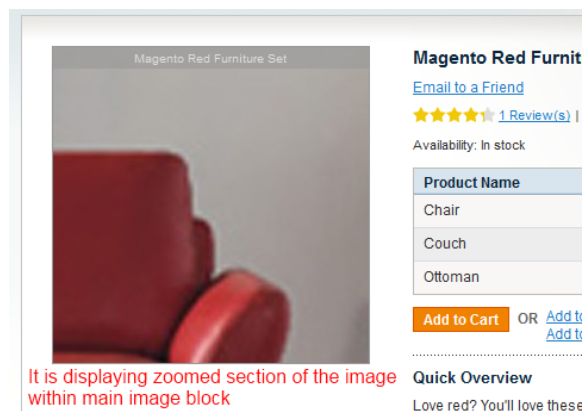


Zoom width: This is a numeric field and controls the width of the zoomed image window. Set it as 200 if you want your zoom window to be 200 px wide.

Zoom height: This is a numeric field and controls the height of the zoomed image window. Set it as 200 if you want your zoom window to be 200 px in height.

2 INNER ZOOM

If you have selected 'Inner zoom' as zoom type then it will display the zoomed section of the image inside the main image block itself.



The configuration section of this zoom type looks like this

Tauros Zoom

General Configuration		
Native Zoom	<input type="text" value="No"/>	[STORE VIEW]
Zoom Type	<input type="text" value="Inner Zoom"/>	[STORE VIEW]
Image Width	<input type="text" value="265"/>	[STORE VIEW]
Image Height	<input type="text" value="265"/>	[STORE VIEW]
Thumb Width	<input type="text" value="56"/>	[STORE VIEW]
Thumb Height	<input type="text" value="56"/>	[STORE VIEW]

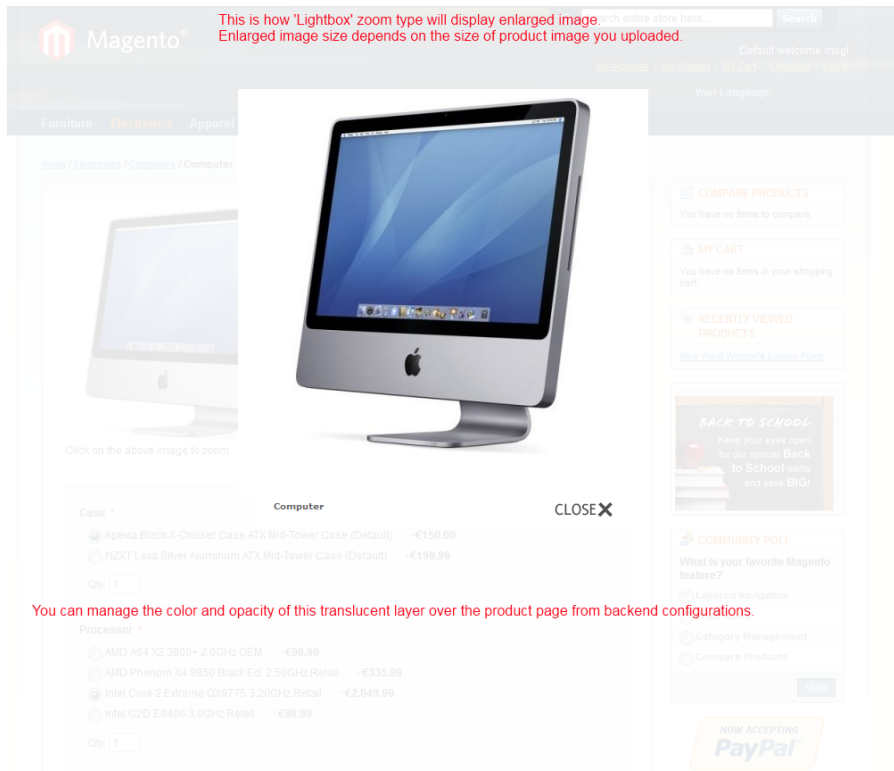
Outer Zoom		
Inner Zoom		
Preload Text	<input type="text" value="Loading Zoom..."/>	[STORE VIEW]
Title	<input type="text" value="No"/>	[STORE VIEW]

Preload text: You can save the text you want to display on the frontend while image and zoom are loading.

Title: You can select yes or no here. If yes is selected then it will display product title on the zoomed image.

3 LIGHTBOX

This zoom type is also widely used. If you select this zoom type then customers can click on product image to see enlarged image. It will open the enlarged image in a lightbox over the product page as shown in below image.



The configuration section of this zoom type looks like this:

Tauros Zoom

General Configuration		
Native Zoom	<input type="text" value="No"/>	[STORE VIEW]
Zoom Type	<input type="text" value="Lightbox"/>	[STORE VIEW]
Image Width	<input type="text" value="265"/>	[STORE VIEW]
Image Height	<input type="text" value="265"/>	[STORE VIEW]
Thumb Width	<input type="text" value="56"/>	[STORE VIEW]
Thumb Height	<input type="text" value="56"/>	[STORE VIEW]

Outer Zoom		
Inner Zoom		
Lightbox		
Overlay Background Color	<input type="text" value="#FFF"/>	[STORE VIEW]
Overlay Opacity	<input type="text" value="0.9"/>	[STORE VIEW]
Image Close	<input type="text" value="lightbox-btn-close.gif"/> ▲ Save the image in your theme's images folder.	[STORE VIEW]
Image Loading	<input type="text" value="lightbox-ico-loading.gif"/> ▲ Save the image in your theme's images folder.	[STORE VIEW]
Next Button	<input type="text" value="lightbox-btn-next.gif"/> ▲ Save the image in your theme's images folder.	[STORE VIEW]
Previous Button	<input type="text" value="lightbox-btn-prev.gif"/> ▲ Save the image in your theme's images folder.	[STORE VIEW]
Border Size	<input type="text" value="30"/>	[STORE VIEW]
Container Resize Speed	<input type="text" value="300"/>	[STORE VIEW]
Lightbox Message	<input type="text" value="Click on the above image to zoom."/>	[STORE VIEW]

FIELD EXPLANATION:

Overlay Background color: You can specify the color of the translucent layer which shows up over product page and is used as a background for enlarged product image.

Overlay Opacity: You can also control the opacity of the overlay background.

Do not change the values in Image close, Image loading, Next button and previous button fields. They call for respective images from module file set.

You can replace these images with images of your choice but the replacement images should be of exact image format, size and name.

These images are placed in: yourmagentofolder/skin/frontend/default/default/images/

Container resize speed: This is a numeric value field. It controls the speed/time with which the large product image loads when you click to enlarge it.

Higher the value slower the enlarged image will load i.e. it will take more time to load the entire layover container.

Lightbox message: This is a text field. Here you can type in the informative text message that you want to display under your product image, something like 'Click on image to enlarge'.

4 LENS ZOOM

This zoom type enlarges a small section of the product image and displays it in a rectangular box inside the product image block. Not only this, you can also increase the magnification inside the lens using your mouse scroller.



This is how the configuration section looks like for this zoom type:

Tauros Zoom

General Configuration		
Native Zoom	<input type="text" value="No"/>	[STORE VIEW]
Zoom Type	<input type="text" value="Lens Zoom"/>	[STORE VIEW]
Image Width	<input type="text" value="265"/>	[STORE VIEW]
Image Height	<input type="text" value="265"/>	[STORE VIEW]
Thumb Width	<input type="text" value="56"/>	[STORE VIEW]
Thumb Height	<input type="text" value="56"/>	[STORE VIEW]

Outer Zoom		
Inner Zoom		
Lightbox		
Lens Zoom		
Default Power	<input type="text" value="2"/>	[STORE VIEW]
<small>▲ Sets the default magnification power when the mouse rolls over the image. Value should be an integer greater or equal to 1. A value of 1 means no magnification by default.</small>		
Power Range	<input type="text" value="2,7"/>	[STORE VIEW]
<small>▲ Sets the range of possible magnification powers when the user scrolls the mouse wheel while over the target image. Be sure this range covers the default power setting above. Example 2,7</small>		
Magnifier Size	<input type="text" value="100,100"/>	[STORE VIEW]
<small>▲ Width, Height. Example 20, 40</small>		

FIELD EXPLANATION:

Default power: This is a numeric value field. It controls the zoom factor of the lens. From this field you can set the default magnification power when the mouse rolls over the image. Value should be an integer greater or equal to 1. A value of 1 means no magnification by default.

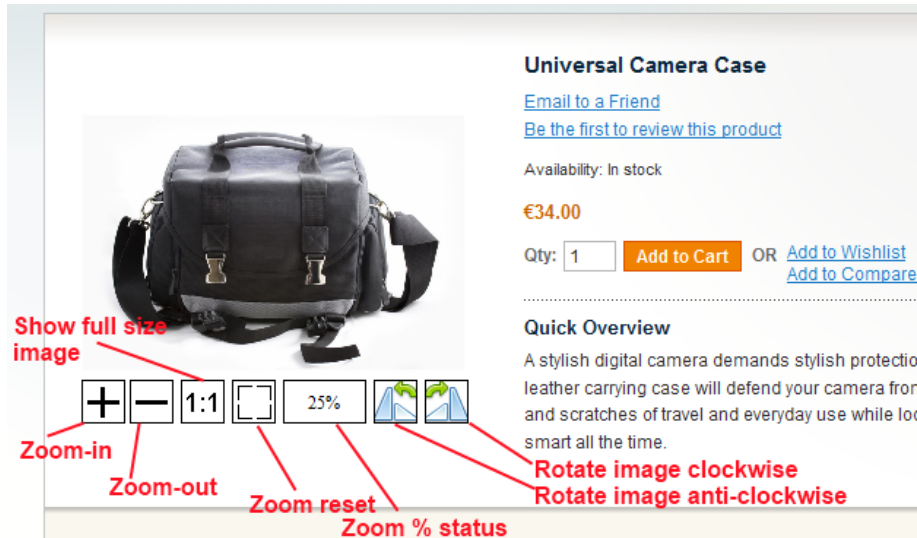
Power range: From this field you can control how much magnification the visitor can achieve by using the scroller. You can set the range of possible magnification powers when the user scrolls the mouse wheel while over the target image. Be sure this range covers the 'Default power' setting in the above field.

You see 2,7 as the value saved in the above shot. Therefore the minimum/default magnification is 2 times and the maximum magnification that can be achieved by scrolling is 7 times.

Size: From this field you can control the size of your magnifier/lens block. You can fill in any width and height value separated by a comma. Just make sure that you do not make the lens size larger than base image block.

5 FEATURED ZOOM

This is one of the most advanced and extensive zoom type of the module. It is loaded with features and has a UI of its own. Your product page will look like this if this zoom type is selected.



The backend configuration section looks like this:

Featured Zoom		
UI Disabled	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, toolbar buttons will not be added.		
Disable Zoom In / Zoom Out Buttons	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, +/- buttons will not be added.		
Disable Jump to Max. Zoom Button	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, 1:1 buttons will not be added.		
Disable Fit Screen Button	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, [] buttons will not be added.		
Disable Percentage Zoomed	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, percentage will not be shown.		
Disable Rotate Buttons	<input type="text" value="No"/>	[STORE VIEW]
▲ If true, rotate buttons will not be added.		
Zoom	<input type="text" value="fit"/>	[STORE VIEW]
▲ Zoom on load (% or "fit" to fit image in container). Example 20		
Max. Zoom	<input type="text" value="800"/>	[STORE VIEW]
Min. Zoom	<input type="text" value="25"/>	[STORE VIEW]
Zoom Step	<input type="text" value="1.4"/>	[STORE VIEW]
Zoom Animation	<input type="text" value="Yes"/>	[STORE VIEW]
Update on resize	<input type="text" value="Yes"/>	[STORE VIEW]
▲ If false, doesn't update on window resize and this can be controlled manually.		
Zoom Base	<input type="text" value="100"/>	[STORE VIEW]
▲ Value in %, which is used in calculation of image scale.		

FIELD EXPLANATION:

UI Disabled: You can choose to show or not to show the UI icons (marked in red above) on product page from this dropdown. If it is set as yes then the icons will not be shown on product image and it will be a simple scroll-in scroll-out of the product image zoom.

Disable Zoom-in/Zoom-out button: You can disable +/- buttons from here.

Similarly 'Disable jump to max zoom button', 'Disable fit screen button', 'Disable percentage zoomed' and 'Disable rotate buttons' control the respective buttons on the product page. You can enable only the buttons you need.

Zoom: You can fill in a numeric value for zoom here or you can save 'fit'.

Max zoom: You can set in the maximum magnification value that you want to allow.

Minimum zoom: You can set in the maximum magnification value that you want to allow.

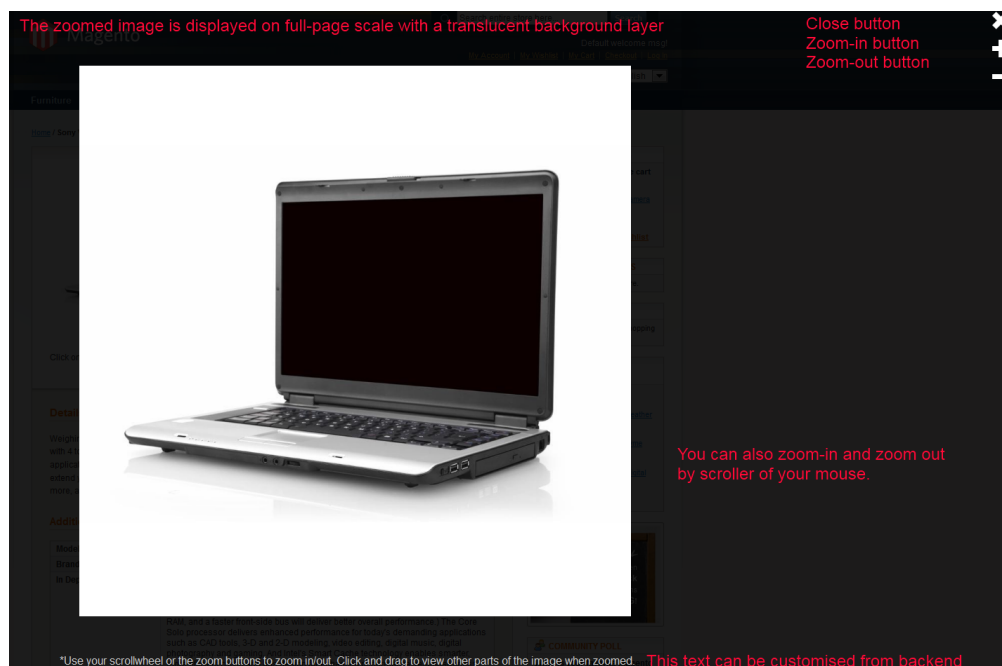
Zoom step: This will field controls the zoom steps ie. By how much the image will be zoomed in each step.

Updated on resize: This dropdown controls how the image looks on page resize. If false, it doesn't update on window resize and this can be controlled manually.

Zoom base: Value in %, which is used in calculation of image scale.

6 FULL SCREEN FEATURED ZOOM

This zoom type can be called a full page version of earlier zoom type. If enabled the zoom window covers the whole page. The zoom window looks like following image:



Its configuration section looks like this

Fullscreen Featured Zoom		
Zoom	<input type="text" value="fit"/>	[STORE VIEW]
	▲ Zoom on load (% or "fit" to fit image in container). Example 20	
Max. Zoom	<input type="text" value="800"/>	[STORE VIEW]
Min. Zoom	<input type="text" value="25"/>	[STORE VIEW]
Zoom Step	<input type="text" value="1.4"/>	[STORE VIEW]
Zoom Scroll text	<input type="text" value="*Use your scrollwheel or the zoom buttons to zoom"/>	[STORE VIEW]
Fullscreen Message	<input type="text" value="Click on the above image to zoom."/>	[STORE VIEW]

FIELD EXPLANATION:

Zoom: You can fill in a numeric value for zoom % here or you can save 'fit'.

Max zoom: You can set in the maximum magnification value that you want to allow.

Minimum zoom: You can set in the maximum magnification value that you want to allow.

Zoom step: This will field controls the zoom steps ie. by how much the image will be zoomed in each step.

Zoom scroll text: You can put in informative text in this field. This text will be visible at the bottom of zoom window.

* **Use your scroll-wheel or the zoom buttons to zoom in/out. Click and drag to view other parts of the image when zoomed.**

Fullscreen message: You can put in informative text in this field. This text will be visible under the product image on your product page.

This covers everything the Ultimate zoom module has to offer.
We hope the module makes your webshop stand out from your competition.

Feel free to write to us at info@taurosmedia.com if you have any query, feedback or suggestions regarding the Ultimate Zoom Module.

8. CHANGE LOG

V 1.0.	* Module launched, Manual created, Demo installed.
--------	--

9. FAQ

1 CAN I SEE THE MODULE IN ACTION SOMEWHERE?

Yes, we have setup a demo Magento store just for this purpose.

You can access it at:

Frontend: <http://www.webshopmagento.nl/ultimatezoom/>

Backend: <http://www.webshopmagento.nl/ultimatezoom/index.php/admin>

Username: zoom

Password: zoom123

2 HOW TO GET OPTIMAL PERFORMANCE FROM THE ULTIMATE ZOOM MODULE?

Ultimate Zoom module heavily depends on the quality of product images you upload.

Here are some suggestions that you can follow while creating product images for your webshop:

If you are using 'lightbox' zoom type then we suggest that you keep the width of the zoom image nearly equal to width of your webpage.

For zoom effects to work perfectly you should upload product images that are 2-3 times the size of the image visible on your product page.

Try to limit the size of the product images to 1 mb. Large sized images take longer to load hence make your product page and zoom load slower.

Preferably use product images in 'png' if transparency is needed or jpg otherwise.

Try to keep your product image dimensions in proportion. Too high or too wide images do not look good on product page or when zoomed.

Make sure that the focus of the product image is product itself and not the background. Use light colored or plain white background for your images.

3 CAN I SET DIFFERENT ZOOM TYPES FOR DIFFERENT PRODUCTS

No, that is not possible in Magento. One zoom type will cover all product pages in one store.

You can set separate zoom types for different stores. Ultimate zoom module is multi-store compatible.

4 IT SHOWS A 404 ERROR MESSAGE IN BACKEND AFTER UPLOADING THE MODULES. WHY?

Please refresh Magento cache and log-out of the admin. Login again and continue using the Ultimate zoom module.

5 I UPLOADED AND CONFIGURED EVERYTHING BUT NOTHING CHANGED ON MY PRODUCT PAGES. WHY?

Make sure that you have disabled 'Native zoom' from General configurations section.

Also, copy the 2 theme related files to your custom theme folder. Refer to installation section for more information.