

Aura photo

Thanks for asking for more information concerning the digital aura photo with analysis.



As it's sold in the Netherlands at psychic fairs.

Introduction:

The aura photo with a digital analysis is presented as a stand-alone system to be used to generate income at psychic fairs, flea markets, shopping malls, in short, any venue where there are people interested in having a photo made of their aura, with an explanation of what the various colors found in their aura mean to them.

Looking at the attached pdf file, you can see that it's a two sided printout with a Polaroid sized photo in the center of the first page, surrounded by text. This text details the amount (percentage) of each color found in the photo and a description (high, above average, average, below average, low) of what these percentages of the colors or frequencies mean for the customer.

As there are 16 frequencies or colors being measured and presented, the printout is double-sided and to finish the product, it is laminated before the customer takes it home.

In the Netherlands, each photo is sold for €12, with an extra option, a reading with a psychic to discuss the colors, available for an extra €7.

In Belgium, each photo is sold for €25, with a reading available for an extra €15.

What's needed?

Using the picture above as a reference, the following equipment and materials are needed to display and sell aura photos.

Non-technical items

1. Party tent: a 3m x 3m cloth party tent which houses most of the equipment and is where the photos are made.
2. 2 meter table for use inside the tent to hold the computer, printer and lamination device.
3. 1 meter table used outside of the tent to hold the HD TV.
4. Various table cloths and backdrops to "dress up" the tent, including a white cloth used as the backdrop when

making the photos.

5. Lighting: 250 watt industrial lamp to provide sufficient light to make the photos, with various other lights to help dress the tent.
6. 2 roll banners: available from Unicorn Systemz.
7. Tripod to hold camera steady.

Technical items

1. Computer – running Windows Vista or higher with latest updates.
2. Color printer – I prefer Xerox Phaser 6000 laser printer, both for quality of printouts and cost-effectiveness.
3. Lamination device – to laminate the finished printouts.
4. TV – minimum 36" which acts as a second monitor so passersby see what's happening in the tent when you're in their making a photo. This also helps to sell the photos when you give a mini explanation outside of the tent to the person you just took the photo of allowing you to interact with others standing around.

To make the photos

1. Aura photo camera – a digital camera that has been modified so that it also sees frequencies other than the visible light spectrum. (available from Unicorn Systemz)
2. Aura photo software – a software package that interprets the data stream coming from the camera and formats the data into the photo as well as offering an interpretation of the various frequencies or colors which is then printed out for the customer. The interpretation is available in English, Dutch, German, French, Spanish, Portuguese, Italian and Indonesian.

The process

1. Make contact with the potential customer to let them know about the possibilities and advantages in making an aura photo.
2. When customer has agreed to make an aura photo, invite them to sit in the chair facing the camera. Their image will show up in the left pane of the software. Make sure that it is centered, ask them to smile and then take the photo.
3. When photo has been taken and processed (about 10 to 15 seconds, depending on speed of computer) it is displayed in the second pane as the aura photo. Click on the print button and the completed printout is displayed in a print preview screen.
4. Print the photo to your printer. Remember that it is two-sided.
5. Laminate the resulting printout.
6. Ask customer if they would like a reading with a psychic, concerning the photo.
7. Ask customer to pay for photo (and optional reading).
8. Ask next customer if they would like to make a photo.

The costs

Only the camera, software and roll banners (including signage) are supplied by Unicorn Systemz. All other material(s) including computer, printer, party tent, tables, etc. are the responsibility of the licensee.

1. Software is FREE. This always gives you access to the latest versions of the software as the software automatically updates itself when your computer is attached to the internet.
2. Camera is €1,800. Camera is modified by us and then sent to you with the software. Camera comes with a 5 year warranty under normal use and conditions.
3. Photos are €2 each. Every time the software prints out a photo, the internal counters are decremented. To add more photos, you need to order them, wait a reasonable time depending on what time zone I am in, start your computer, make sure it is attached to the internet and the software will update your counters (with a 10% bonus) automatically.
4. Roll banners are €99 each. Fob The Hague.
5. Starter's package: €2,000 includes 1 aura camera (€1,800), software (free), 2 roll banners (€198) and 200 photos (€400) which is a savings of €398. As well, the 200 photos you receive can be sold upwards of €12 - €15 each giving you a gross return of €2,400 - €3,000.
6. We only charge VAT to our customers in the Netherlands. All other taxes are the responsibility of the licensee.
7. We accept payment in the following.
8. Direct deposit into our account.
 - a. Name: Unicorn Systemz
 - b. IBAN: NL28 INGB 0004 8774 52
 - c. BIC: INGBNL2A
9. Paypal – paypal@unicornsistemz.com
10. Bitcoin - 13FQqCTk2s2EVFmyAMS5gbmATZd3tT7ku4
11. Litecoin - LeLA9KgZri1WQye9SFTqTFg4wQohrRLktF

*We can also finance your aura photo installation. Call me at **+31 (0)70 891 25 17** or **+32 (0)16 980 135** for details.*