Image Optimisation

Introduction

Pixboost is a service used to optimise raster images (e.g. *.jpg, *.png, etc) for file size reduction and decreased load times. Once an image has been optimised, its file is cached on Google's CDN (Content Delivery Network), increasing the speed at which images can be retrieved on subsequent requests.

The service can also be used to resize and crop images, which makes generating responsive images that respect the device and screen size on which they are being displayed simple to achieve. Using the service requires modifications to the image URL. For example:

```
<img src="/images/HomepageTiles/EOFY17/eofy-macbook.png" />
```
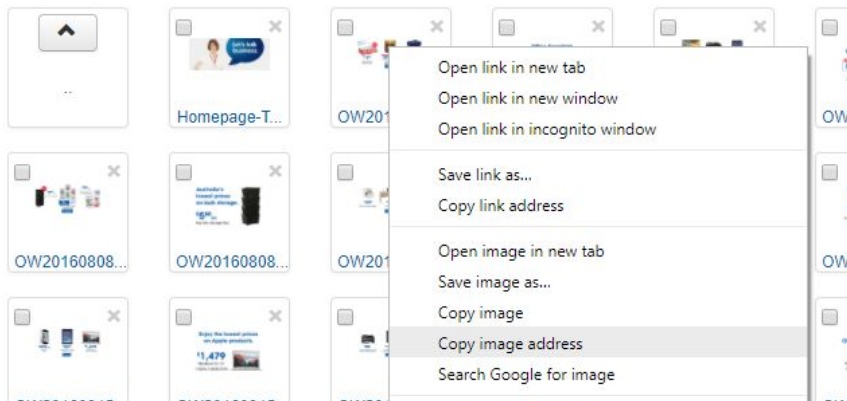
Becomes:

```
<img
  src="https://images.officeworks.com.au/api/2/img/https://s3-ap-southeast-2.amazonaws.com/wc-prod-pim/JPEG_300x300/SPR50RA3KT_reflex_50_recycled_80gsm_a3_copy_paper_3_ream_carton.jpg/fit?size=190x190&auth=MjA5OTcwODkwMg__" />
```

Use of the service requires a unique API key, which is applied to the **auth** parameter in the above URL (e.g. auth=MjA5OTcwODkwMg__)

The Snippet Generator

The service provides a tool to generate a snippet of HTML code that you can use on your site for responsive optimised images.

1. Upload your image in Joomla:
    a. Visit http://owprod.officeworks.internal/administrator/index.php
    b. Go to Content > Media from the main menu
    c. Upload a new image or find an existing image
    d. Right-click the image and select 'Copy image address' from the menu

2. Use the Snippet Generator tool:
    a. Visit https://images.officeworks.com.au/snippet/?k=MjA5OTcwODkwMg__
    b. Paste the address you just copied into the URL field.
    c. Replace 'owprod.officeworks.internal' with 'officeworks.com.au'

    d. Click the 'Add' button
    e. By default, the generator will use the same image for each device type / screen size. If you want to display a different image for a specific screen size, simply modify the

URL for the relevant device:

Desktop	http://officeworks.com.au/images/banners/homepage/v2/OW20160808_	W:	H:
Tablet	http://officeworks.com.au/images/banners/homepage/v2/OW20160808_	W:	H:
Mobile	au/images/banners/homepage/v2/OW20160808_HPHB_B2B1_mobile.jpg	W:	H:

```
<div data-pb-picture
    data-lg-url="http://officeworks.com.au/images/banners/homepage/v2/OW20160808_HPHB_B2B1.jpg"
    data-lg="optimise"
    data-md-url="http://officeworks.com.au/images/banners/homepage/v2/OW20160808_HPHB_B2B1.jpg"
    data-md="optimise"
    data-sm-url="http://officeworks.com.au/images/banners/homepage/v2/OW20160808_HPHB_B2B1_mobile.jpg"
    data-sm="optimise"
/>
```

f. If you want to adjust the width and height of the image for a specific device size, use the width and height fields under the 'Settings' column.

Settings

| 808_ | W: | 794 | H: | 357 |
| 808_ | W: | | H: | |

g. Once you have adjusted all your settings for your responsive optimised image, click the 'Generate Preview' button.

h. Use the device toggle icons to the top right of the preview to see how the image looks on different screen sizes:

i. Copy the snippet of HTML code and use it as required.

3. Add the generated HTML code snippet to an eSpot (https://ltofwwcall4.officeworks.internal/)

  a. Log in to Management Centre (https://ltofwwcall4:8000/lobtools/cmc/ManagementCenterMain)
     wcsadmin
     nimdascw1

  b. Find the relevant eSpot - HomePage_Hero_ESpot_V2--Activity.

  c. Add to HTML Snippet:

```
<div data-pb-picture

  data-lg-url="http://officeworks.com.au/images/banners/homepage/v2/OW2016080
  8_HPHB_B2B1.jpg"

  data-lg="fit?size=794x357"
```

```
    data-md-url="http://officeworks.com.au/images/banners/homepage/v2/OW2016080
    8_HPHB_B2B1.jpg"

    data-md="optimise"


    data-sm-url="http://officeworks.com.au/images/banners/homepage/v2/OW2016080
    8_HPHB_B2B1_mobile.jpg"

    data-sm="optimise"

/>
```

Image options

Return the image as is (no optimisation applied, but the image is cached in the cloud for faster loading):

```
https://pixboost.com/api/1/img/asis?url=https://yourdomain.com/img.png&auth=A
  PI_KEY
```

Optimise the image:

```
https://pixboost.com/api/1/img?url=https://yourdomain.com/img.png&auth=API_KE
  Y
```

Resize and optimise the image:

```
https://pixboost.com/api/1/img/resize?url=https://yourdomain.com/img.png&size
  =240&auth=API_KEY
```

Crop, centre and optimise the image:

```
https://pixboost.com/api/1/img/fit?url=https://yourdomain.com/img.png&size=30
  0x200&auth=API_KEY
```