scary fast
PHOTOS

Your Logo Here

Your Message Here

Custom prints, scary fast

www.scaryfastphotos.com

About Us

Scary Fast Photos, LLC is a small Indianapolis-based photo software operation spawned from Nightmare on Edgewood's primary photographer, who just happens to be a software developer by day. Since 2019, SFP has been branding and selling scare photos taken within Nightmare on Edgewood. In that time, more than 10k photos have been sold to NoE's patrons. In 2023, the software reached a point that we were able to start expanding to other haunted houses so that they could also capitalize on haunt-based photography sales.

Our Mission

The goal of Scary Fast Photos, LLC is to provide an avenue of service to haunted houses and other niche businesses that enables them to pursue additional revenue streams along the photo-sales path. We're here to help fellow small businesses offer premium products to their customers with minimal overhead and strain.

What do you get?

simple setup

All you need is a computer, a camera, and a high-speed internet connection and you can use our solution. If you're printing your photos, be sure to add a printer to the list.

custom photo templates

Create custom photo templates to use across the solution, both print and on-screen. Do you want to add a logo? Do you want to add a date/time? Do you want to add a custom frame around every photo? Or do you want to add nothing at all? All of these options are possible.
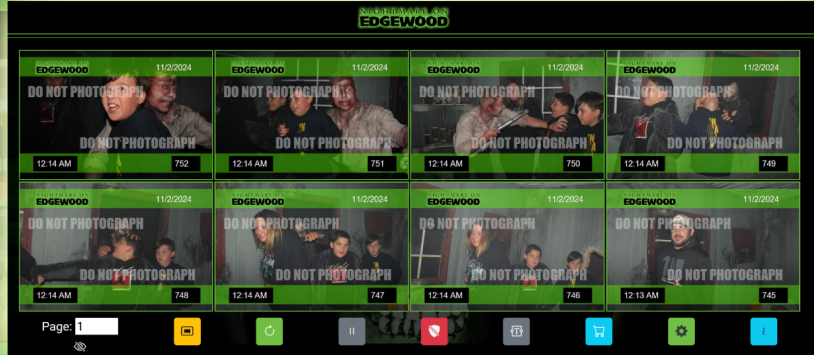
print/download/email photos

Get those photos out to your customers 3 different ways: printing, downloading, or emailing directly to them. Customize your email templates to offer a more tailored experience.

What else do you get?

custom user interface

You control the logos, the colors, the number of photos per page, and more. You get to drive your patrons' viewing experience.

active feature development

One important thing to know about this software: WE use it. All of the current features that are available to use have come as a result of what we and our customers have needed and wanted. The product is actively in development because there's always something else that we or our customers need. If there's something you need that this software does not do, tell us. We can build this product together.

Setting Things Up

There are many different ways to set up your point of sale and image display. Using one of our carts grants flexibility and quick mobility, but there are pros to creating a permanent setup location as well, such as bigger screens, control of customer flow, and ambiance.

Our software allows you to run a business with just a laptop and a camera (and a printer!), but we find a couple of monitors help streamline the service process (in addition to a large customer display screen). You can see some functional setups below to illustrate options.

NIGHTMARE ON EDGEWOOD

AMERICAN HORRORPLEX

scary fast PHOTOS
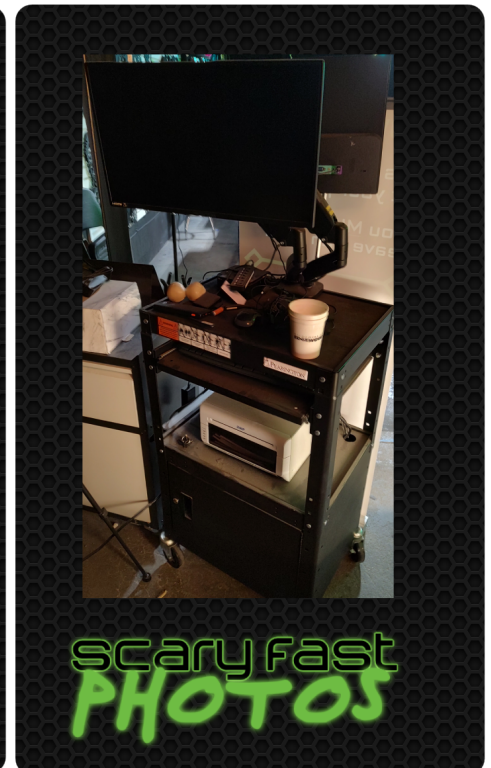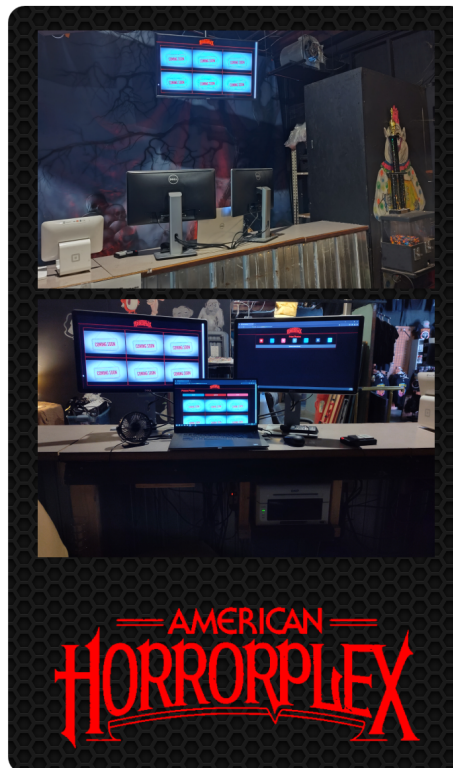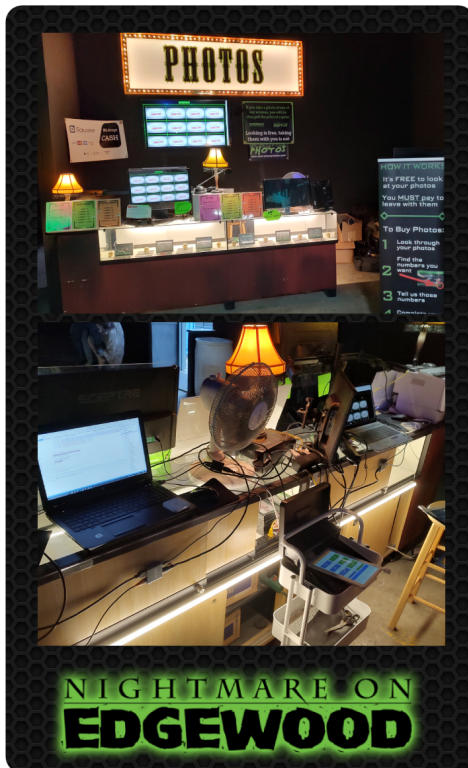
See The Numbers

To help illustrate the viability and practicality of the SFP photo solution, we've included some real-world figures of the Nightmare on Edgewood photo booth, seen in the graph to the right. As seen, the numbers are generally trending upwards (with some caveats noted below).

To maximize your potential for success, we recommend focusing on the following 3 items:
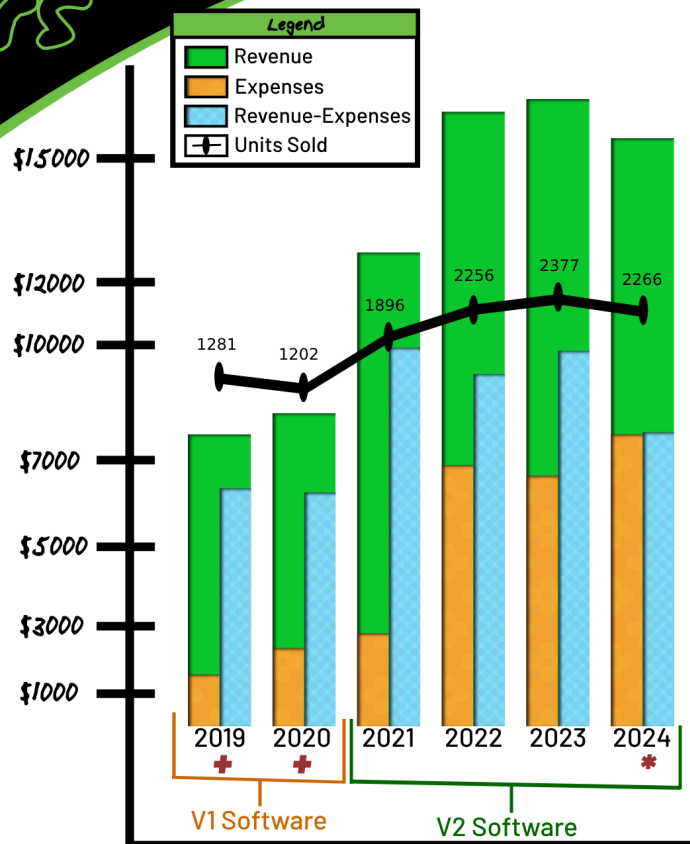
use quality software

The speed, ease of use, and flexibility of the software will affect the number of photos that can be displayed to potential customers. How easily these photos can be processed will also impact how effectively you can interact with your customers.

use quality equipment

The equipment will impact how clearly the customers can view the photos and the printer speed will directly impact how many customers will walk away. And supplying a quality product will leave your customers feeling true value of your service.

use quality employees

Finally, having quality employees will impact how quickly they can process the line of customers and how likely those customers are to buy photos. A trustworthy employee with good sales skills can make all the difference.

Legend
- Revenue
- Expenses
- Revenue-Expenses
- Units Sold

Units Sold data points: 1281 (2019), 1202 (2020), 1896 (2021), 2256 (2022), 2377 (2023), 2266 (2024)

Years: 2019, 2020 (V1 Software); 2021, 2022, 2023, 2024 (V2 Software)

NoE Photo Sales Comparison

some important notes:

✳ 2024 was a year with higher than normal marketing expenses as well as a lower volume of customers (approximately 10% drop).

✚ 2019 and 2020 were using an older version of the software, as well as equipment that was suboptimal. Our product and equipment have evolved as a result, leading to a better product offering for our customers.

For questions or more information about what it costs to run a photo booth, feel free to reach out to us at info@myscarephotos.com

Software Packages

		price	prints	uploads	storage	features
Basic — For those looking to get their feet wet, this is the plan for you. Enough features to whet your appetite.	Month-to-Month	$100 /mo	200 /mo	1000 /mo	15GB	✉(5)
	2-Month Annual	$375 /yr	1250 /yr	4000 /yr	15GB	✉(5)
	3-Month Annual	$440 /yr	1600 /yr	5000 /yr	15GB	✉(5)
Professional — Our best value plan. Works for most budgets and applications. All the major features and enough resources to get the job done.	Month-to-Month	$250 /mo	1000 /mo	10K /mo	35GB	✉(3) ⬇ ✉
	2-Month Annual	$625 /yr	3000 /yr	20K /yr	35GB	✉(3) ⬇ ✉
	3-Month Annual	$840 /yr	4000 /yr	30K /yr	35GB	✉(3) ⬇ ✉
VIP — This is the plan for the heavy-hitters. If you're planning on high volume uploads, downloads, and prints, this is the plan for you. Lots of storage available, too.	Month-to-Month	$575 /mo	5000 /mo	50K /mo	125GB	🖊 ✉(3) ✉ ⬇
	2-Month Annual	$1200 /yr	15K /yr	125K /yr	125GB	🖊 ✉(3) ✉ ⬇
	3-Month Annual	$1665 /yr	25K /yr	200K /yr	125GB	🖊 ✉(3) ✉ ⬇
Parking — Don't plan on using the software year-round? When you're not actively using the software, this plan allows you to keep all your assets in place, but not pay to use the features you don't need until you actually need them.	Month-to-Month	$10 /mo	50 /mo	150 /mo	15GB	✉(5)

Hardware Packages

Cart Packages

plan	you pay
Cart-Only	$3500
Basic Plan 2-Month	$3800
Basic Plan 3-Month	$3850
Pro Plan 2-Month	$4025
Pro Plan 3-Month	$4225
VIP Plan 2-Month	$4550
VIP Plan 3-Month	$4950

You supply the internet and the camera, this cart will take of the rest. This mobile cart has everything you need to take your business on the road. It includes 3 monitors, a PC with pre-loaded software, a DNP 4x6 photo printer, and accessories to make your photo processing experience easy as can be.

PC Packages

Get yourself a PC that's preloaded and preconfigured with our software and all that you need to run your setup. Bundle with a one-year plan and save.

plan	you pay
PC-Only	$450
Basic Plan 2-Month	$825
Basic Plan 3-Month	$875
Pro Plan 2-Month	$1050
Pro Plan 3-Month	$1250
VIP Plan 2-Month	$1600
VIP Plan 3-Month	$2000

Photo Strategies

Scare Photos

One effective strategy is taking in-your-face scare photos. These show raw and unfiltered reactions to the haunted house and actors and often result in hilarious and engaging photos. On the downside, it typically results in a lot of unusable photos and missed photo opportunities. And sadly, many of the best photos go unpurchased because of people not liking how they looked. This is a great option, but is not always the best option.

Posed Photos

Another common and effective means of taking photos is taking posed photos. Using this method typically results in fewer photos taken/uploaded and a higher conversion rate on those photos. However, it often requires a dedicated photographer and more time for each group. High volume haunts could make this more challenging.

Triggered Photos

Automated photos are another route that can be considered for your photo strategy. Companies such as FrightProps produce electronic triggers that can be used to take a photo when a customer enters a room, steps past a light sensor, etc. This strategy can give you a very repeatable and consistent output without needing a dedicated photographer on site. There will be a higher up-front cost and more time spent configuring things correctly, but the final results should be worth it.

Testimonials

Scary Fast Photos has done right by the American Horrorplex for the last few seasons. Their customer service is top notch. I'm proud to see this company grow and be part of that growth. Being able to sell photos in my lobby has helped my side sales grow by 15k a year. I will never go back to the old company.

Travis Boling
Owner, American Horrorplex

Marisa Jenkins
Photographer, Nightmare on Edgewood
Owner, MJ Snap Studio

Scary Fast Photos completely transforms the way you can capture the thrill of a haunted house experience! As soon as guests finish walking through, they're greeted with high-quality, spine-chilling snapshots of their most terrifying moments from their visit. The software is incredibly fast and efficient, handling a constant stream of photos taken throughout the night. It is truly an essential sales and marketing tool for any haunted experience looking to capture the magic (and the screams) of the moment. I can't recommend it enough!

Contact Us

✉ info@myscarephotos.com

☎ 317-268-8904

Place Photo Here

scary fast
PHOTOS

info@myscarephotos.com

www.scaryfastphotos.com