

BEST PRACTICES GUIDELINES FOR DIGITAL IMAGING

The **Collision Industry Conference Insurer-Insurance Relations Committee**, a dedicated volunteer group of insurers, repairers, and industry partners has produced a set of working guidelines that represent a consensus on how to work together for the benefit of the vehicle owner using good faith business practices and mutual respect in the event of a collision or an event which results in the need for collision repair.

Now the members of the Collision Industry Conference ask that all responsible repairers and insurers endorse and adopt these common-sense practices.

NOTE: This is a “living” document, designed to be modular in approach. It is intended to be global in nature and will provide the framework for all collision industry Best Practices. This is a draft and is not intended to be acted upon in any way other than review and comment from interested industry colleagues.

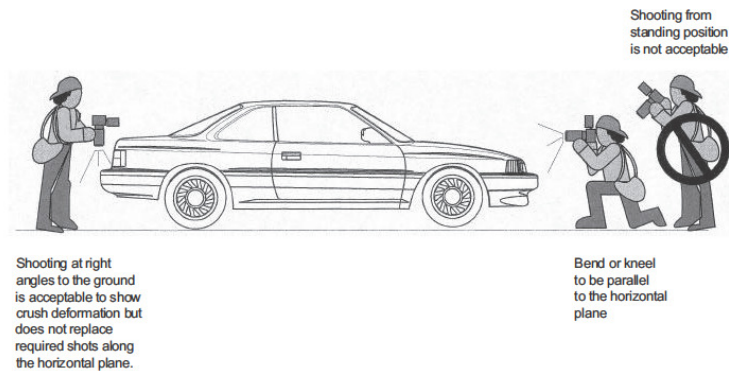
1. These guidelines describe only the basic imaging requirements needed on all vehicles. Other factors, such as severity, complexity, and individual insurer policies or requirements, may necessitate taking additional images or approaches.
2. Taking the images of the damage should come after examining the vehicle to determine the point of impact, related and unrelated damage.
3. Basic Imaging Procedures
 - a. Take initial images to capture all four corners of the vehicle including the license plate.
 - b. Take images of the instrument panel, dash warning lights, (if possible, with engine running), odometer, and VIN plate, including vehicle production date.
 - c. Take images of all loss related damaged parts listed on the estimate. The sequence of the images should mirror the sequence in which the repair estimate was written. Remember to take establishing or overall images for context in addition to close ups.
 - d. Take images of all unrelated damage and label as such.
 - e. Review the images to ensure they are clear, well lit and fully depict the extent of damage to the vehicle. Delete and recapture any blurry, dark or unusable images.
4. Minimum Requirements
 - a. 4 Corner shots
 - i. Always try to include the License Plate in the photo



ii. Basic Imaging Technique

1. Bend or kneel so the camera is parallel to the horizontal plane of the damage.
2. Aiming the camera at right angles to the ground is acceptable to show crush deformation but does not replace required shots along the horizontal plane.
3. Shooting from standing position with the camera at an angle not parallel to the damages is unacceptable.

Vehicle Photography - Photographic Technique



b. Dash Warning Lights-Odometer-VIN

- i. If possible capture all illuminated dash warning lights (photo right)
- ii. Capture the Odometer when ever possible
- iii. VIN – Take a photo of the VIN plate preferably from the pillar versus through the windshield.

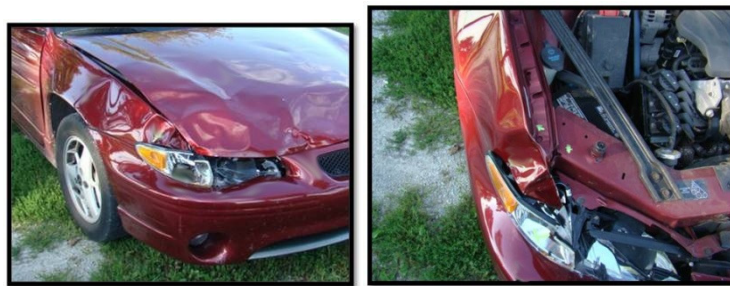


c. Related Damages

- i. Take the first shot from a distance that depicts the location of the damages in relation to the vehicle.



- ii. Take detail shots to accurately support the damages written on the estimate.



d. Unrelated Damages

- i. Record and document all unrelated damages in the same manner you would document related damage