



**HEIC to JPG**

**USER-GUIDE**

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# WELCOME TO HEIC TO JPG

Converts HEIC files to JPEG files.

Convert a few files, or entire photo collections, folders and drives. HEIC to JPG (JPEG) converts files while retaining (or removing) the metadata (EXIF), original folder structure, and gives you control over the quality/compression level with a live preview.

## WHAT IS AN HEIC FILE?

Commonly called iPhone Photos, heic files are a new photo format, developed by MPEG and adopted by Apple as their default photo file format. It replaces (for Apple anyway) jpg files and has a higher compression, better color fidelity, and recoverable edit capability.

For the rest of the world, JPG/JPEG is still the standard, mostly because, while heic has many advantages over jpeg, it's heavily patented (over 7,200 patents) and requires hardware encoding/decoding to be performant enough for any practical photography equipment. Apple, owning their own hardware have this built in. Windows does not, so it's slow to open an heic file, and due to the patent trolls, has almost no software that can create heic files.

## WHY DO I HAVE HEIC FILES?

Typically, you would either own an iPhone/iPad or have been given files from someone that does. The high compression makes them perfect for storing in the cloud. If you use iCloud downloader on Windows, it downloads heic files to your computer, it can translate them to jpeg files for you, although you have no control over that process, whereas HEIC to JPG does 😊

## WHY WOULD I CONVERT TO JPEG?

There are many reasons, but the most common use cases we see: -

- Converting iCloud photo downloads to JPG or JPEG.
- Standardizing your image file formats.
- Managing photos on Windows that are native.
- Formats for publishing to the web or ftp (web browsers do not support heic files).
- Projects for teams or 3rd parties to consume.
- Easier searching for images, one format to rule them all.

## WHAT ARE THE MAIN FEATURES OF HEIC TO JPG?

HEIC to JPG is focused on making things as easy as possible, simply drag 'n' drop your files and folders, select your options and go for a coffee, we take all the hard work out of finding and converting those heic photos, in an elegant and modern user interface.

- Take control of the quality/compression with real-time preview.
- Create JPG files in a new folder, optionally preserving the original HEIC folder hierarchy.
- Create JPG files side-by-side with the original HEIC files, with the same filename.
- Copy the creation and modification dates or use the system dates.
- Copies Metadata, or removes it, your choice.
- Integrated with Windows Explorer, just right click a file and convert.
- Runs locally, no internet required.

## THE PROCESS

In brief, HEIC to JPG will analyze the folders you specify, looking for heic photos, and if found, converts them to jpeg photos.

There are two main steps to completing a conversion session: -

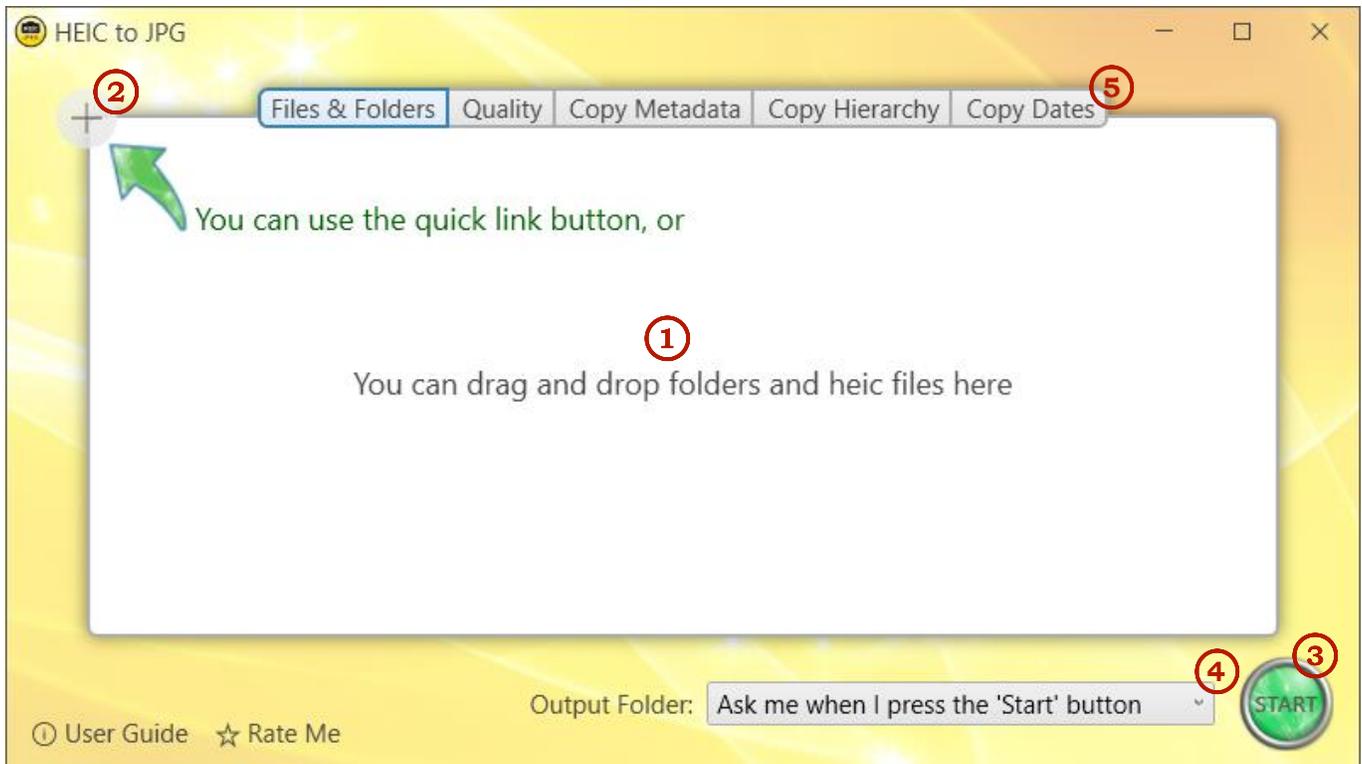
1. Select the folders and files to be converted.
2. Press the start button to convert.

There are also many optional settings to customize the conversion, all these are detailed in this user-guide.

## A QUICK NOTE ABOUT CONVERSIONS

As mentioned earlier, heic files are complex and have very sophisticated compression techniques, it takes time to read and decode each file, the larger the file, the longer it takes. So, what does that mean to you? It can take a long time to convert lots of files, if you're converting 5,000 files, it'll take hours to complete, but don't worry, HEIC to JPG can be minimized and left to run in the background.

## OVERVIEW OF THE USER INTERFACE



The main parts highlighted in red are:

1. Drag and Drop area
2. Quick link button
3. Start the conversion button
4. Where to put the converted files drop-down
5. More options tabs

## SELECTING FOLDERS & FILES

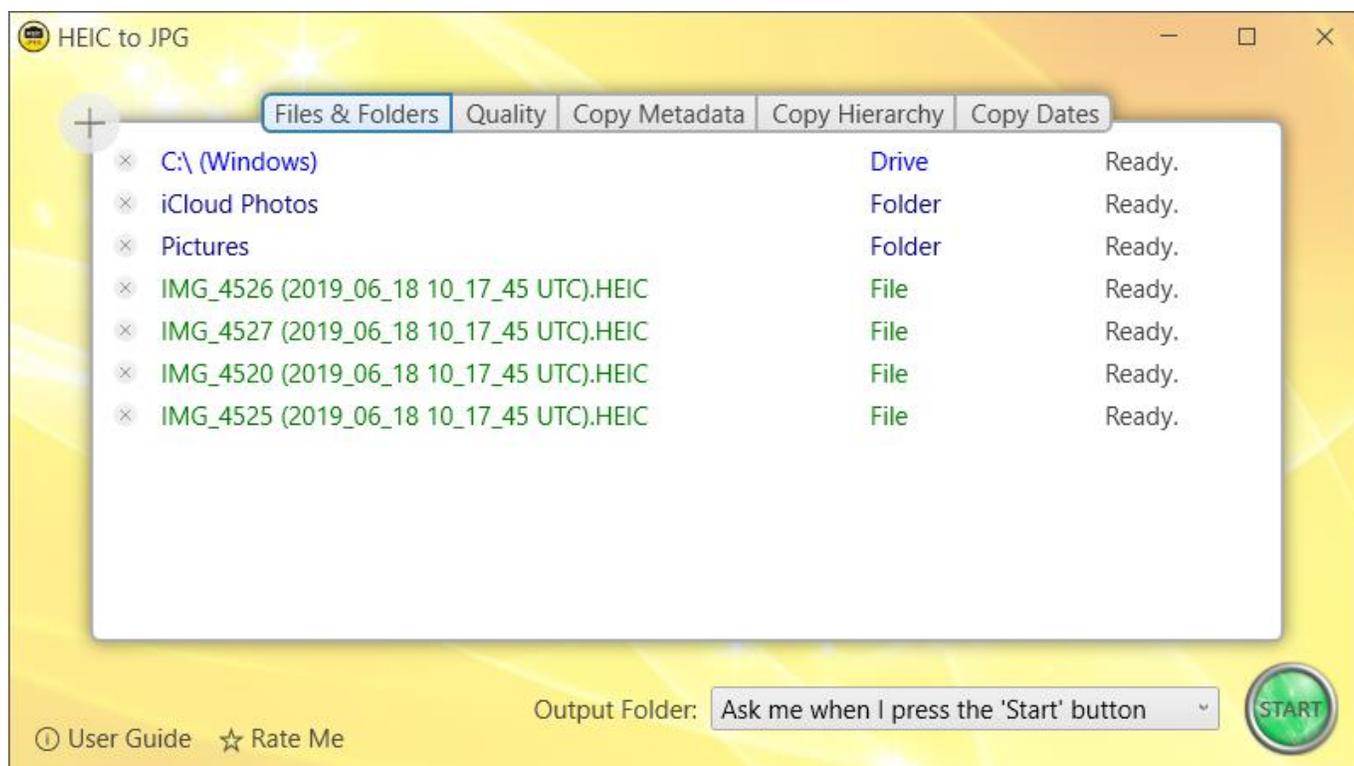
You can convert specific heic files or whole folders and drives. All you need to do is drag and drop them onto the HEIC to JPG window. This might be specific files you want converting, or maybe everything in your Windows Pictures folder, but it could also be an archive, a backup, or multiple folders from NAS drives, network drives or USB sticks.

### DRAG AND DROP

You can select folders, drives, and files in Windows Explorer and drag them onto the white area (number 1 in the overview). Only folders, drives, and heic files are accepted, so if you drop a mixture of heic, jpeg, and other files, only the heic files will appear in the window.

You can keep adding folders and files, from multiple sources, so don't worry about trying to get them all at once.

Here's a screenshot of some drives, folders, and files dropped onto the window.



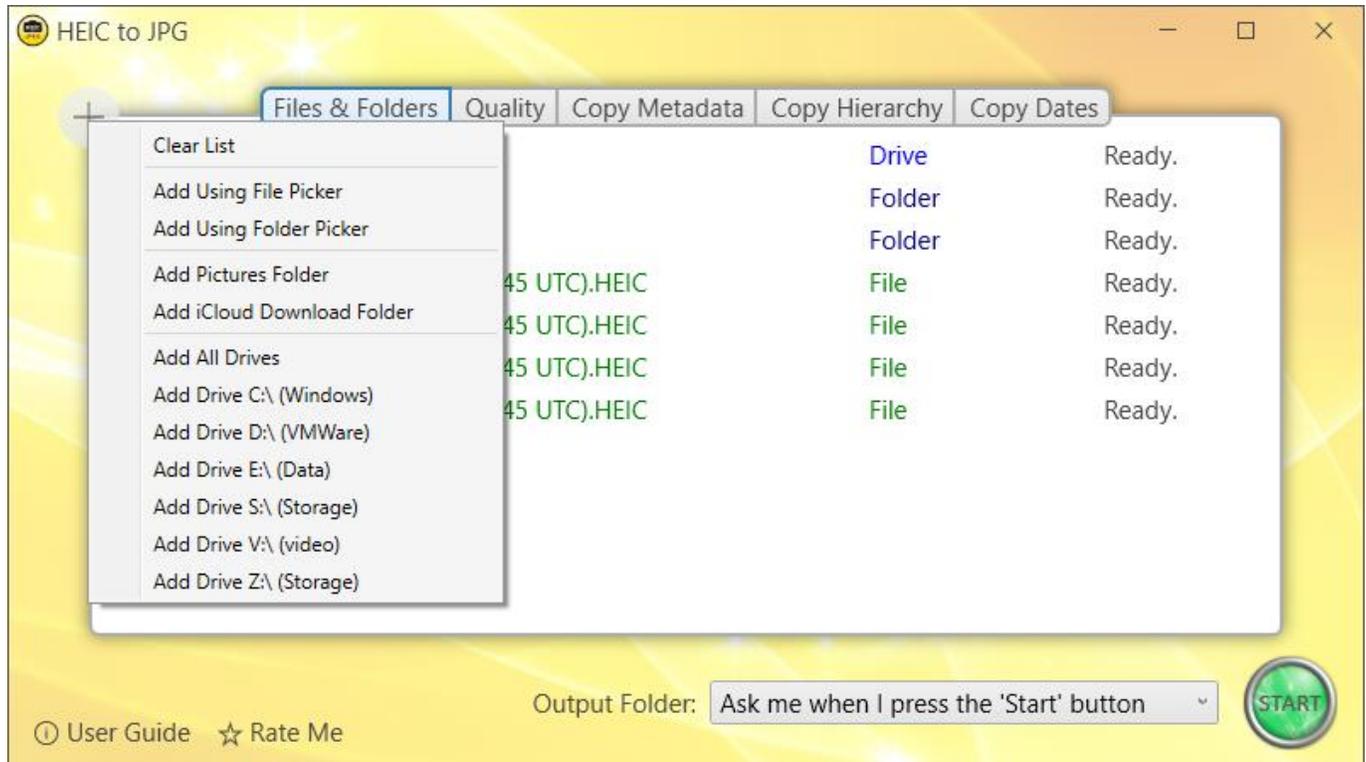
As you can see, they're color coded, drives in **blue**, folders in **dark blue**, and files in **green**. This is to provide visual cues and help prevent mistakes (don't worry, there's nothing you can do to harm your files), for example, if you see blue, you know the conversion will need to find all the heic files first, then it may take some time to complete.

Each row has:

- A small 'x' button, which will remove that row from the list.
- The name of the file, folder, or drive.
- Information telling you the row type
- Status text indicating it's ready to be converted.

## QUICK LINK

In the top left is a quick link '+' button (number 2 in the overview), this brings up a list of common items to add to the drag and drop area. This can be very useful for tablet owners where drag and drop is not as easy as a mouse driven windows desktop, and for quick access to USB drives.



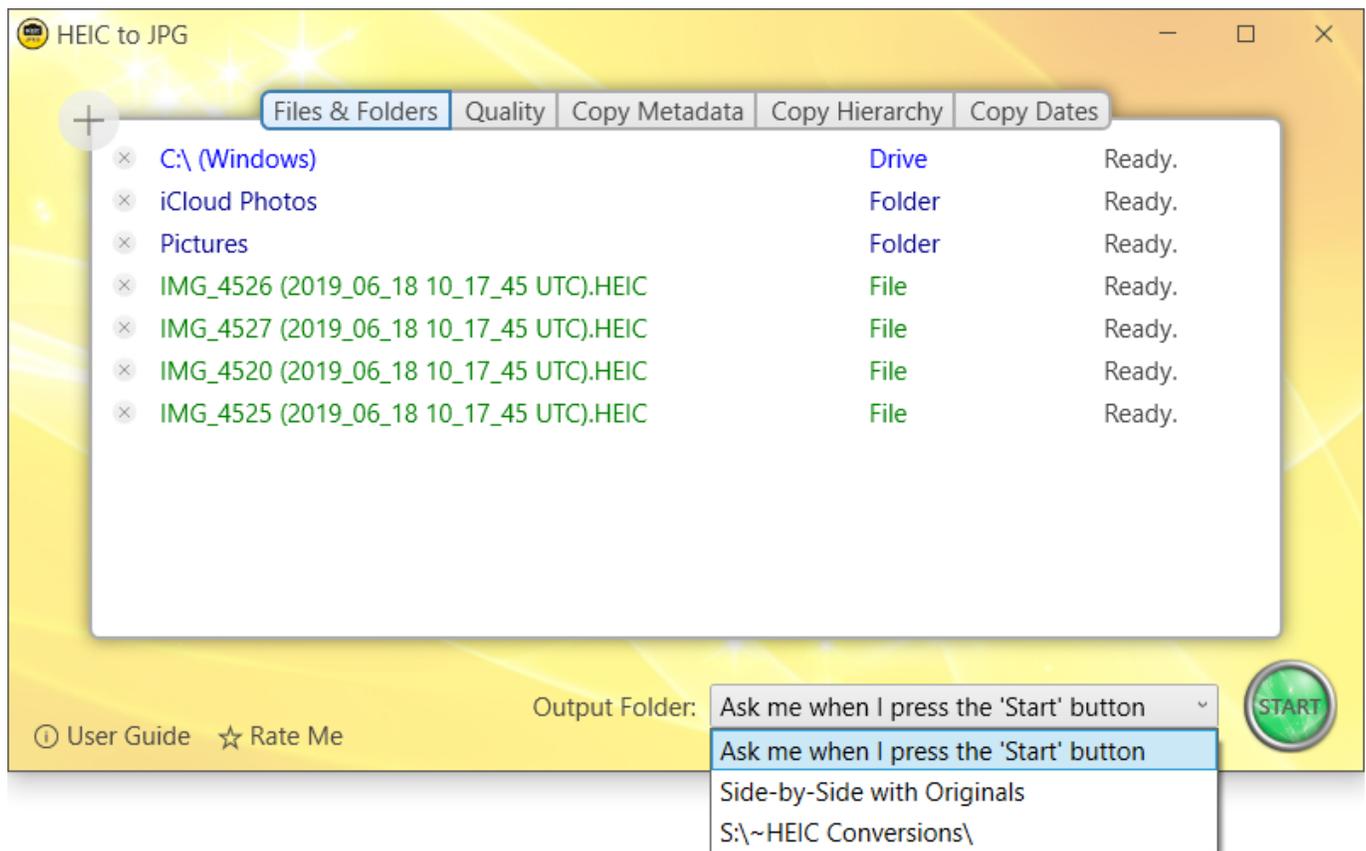
The quick link menu has several options:

- **Clear List.** This option will remove all the items in the drag and drop list.
- **Add Using File Picker.** Opens the Windows Explorer file picker and allows you to select files without the need for drag and drop.
- **Add Using Folder Picker.** Opens the Windows Explorer folder picker and allows you to select folders without the need for drag and drop.
- **Add Pictures Folder.** Automatically finds and adds your Windows Pictures Folder.
- **Add iCloud Download Folder.** Automatically finds and adds your iCloud photos download folder. This menu item will only exist if you have Apple's iCloud downloader installed and are automatically downloading your photos.
- **Add All Drives.** Will add all the mapped drives you have on your computer, this will include USB drives, Network drives, and of course, your local drives.
- **Add Drive (n).** Adds specific drives. There may only be one item in this list depending on your computer configuration.

# CONVERTING

Once you have some files, folders, or drives to convert, you can start the conversion process.

Clicking the 'START' button (number 3 in the overview) will start the conversion but let's look at where the converted (jpeg) files are going to end up. The 'Output Folder' (number 4 in the overview) provides some quick suggestions.



Converted files use the same name as their heic file but with a jpg or jpeg file extension.

## OUTPUT FOLDER

The Output Folder is where the converted jpeg files are created. HEIC to JPG always remembers your choice to make it as quick as possible each time you run, but you can change it every time if you need.

There are two options to start with:

1. Ask me when I press the 'Start' button.
2. Side-by-Side with Originals.

### **Ask me when I press the 'Start' button.**

This is the default option. When you click the 'Start' button, a Windows Folder selector will open and ask you for a folder to place the converted files.

Folders you select here are remembered and added to this drop down list for quick re-selection at a later date. They are also auto-selected for you next time you run HEIC to JPG, ensuring as fast a process as possible.

### **Side-by-Side with Originals**

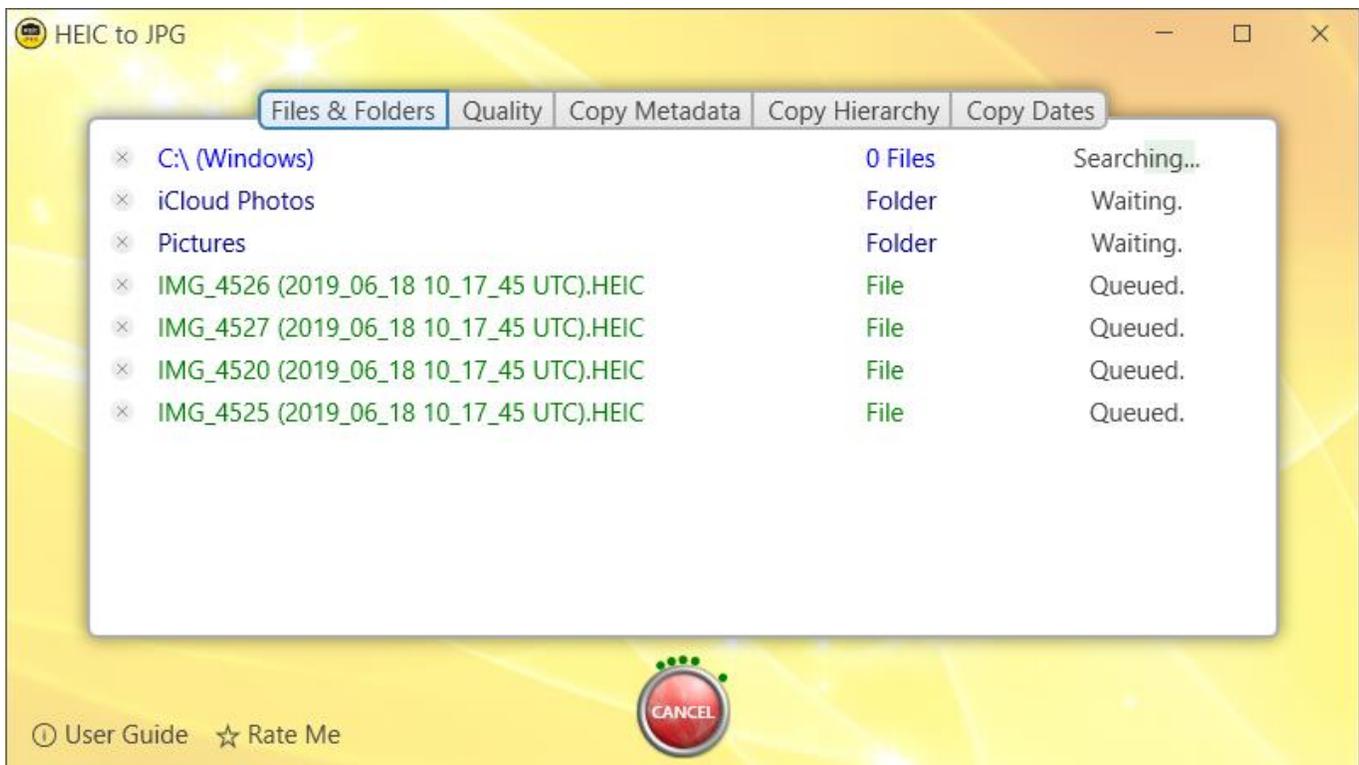
When this is selected, each jpeg file is created next to the heic file that's converted. The original heic file is not deleted, we may add this option in a later version should demand be great enough – feel free to email us at [support@duckheadsoftware.com](mailto:support@duckheadsoftware.com).

## THE CONVERSION PROCESS

Once you click/press the 'Start' button, the conversion process will start. You can still view the tabs and their optional settings, but you can no longer edit the list of items, i.e. you can't drag and drop new files, folders, or drives, and you can't remove any rows. The quick link button will also be unavailable during the conversion.

The Output Folder and Start button are replaced with a big red 'CANCEL' button that allows you to cancel the conversion and return to an editable list of items.

The big red cancel button is encircled by a progress indicator in **green**, this provides the overall progress, whereas each row contains a progress indicator of its individual progress.



There are several steps to converting the heic files to JPG.

**Step 1.** Files have their status changed to 'queued' to indicate they're yet to be converted, and Folders/Drives have their status changed to 'waiting' to indicate they're yet to be searched.

**Step 2.** Each Folder and Drive are searched to find their heic files. The entire hierarchy of sub-folders is searched, so, for example, if you add a USB drive, all its folders are searched for heic files. The search will find files and hidden files in hidden folders; however, it will not search folders where your login account does not have authorization, this could be a system windows folder reserved by windows, or part of a network drive on a NAS server.

In addition, the Windows Recycle Bin is excluded from the search, however, the File History folder is not (if you're using Windows built-in backup system).

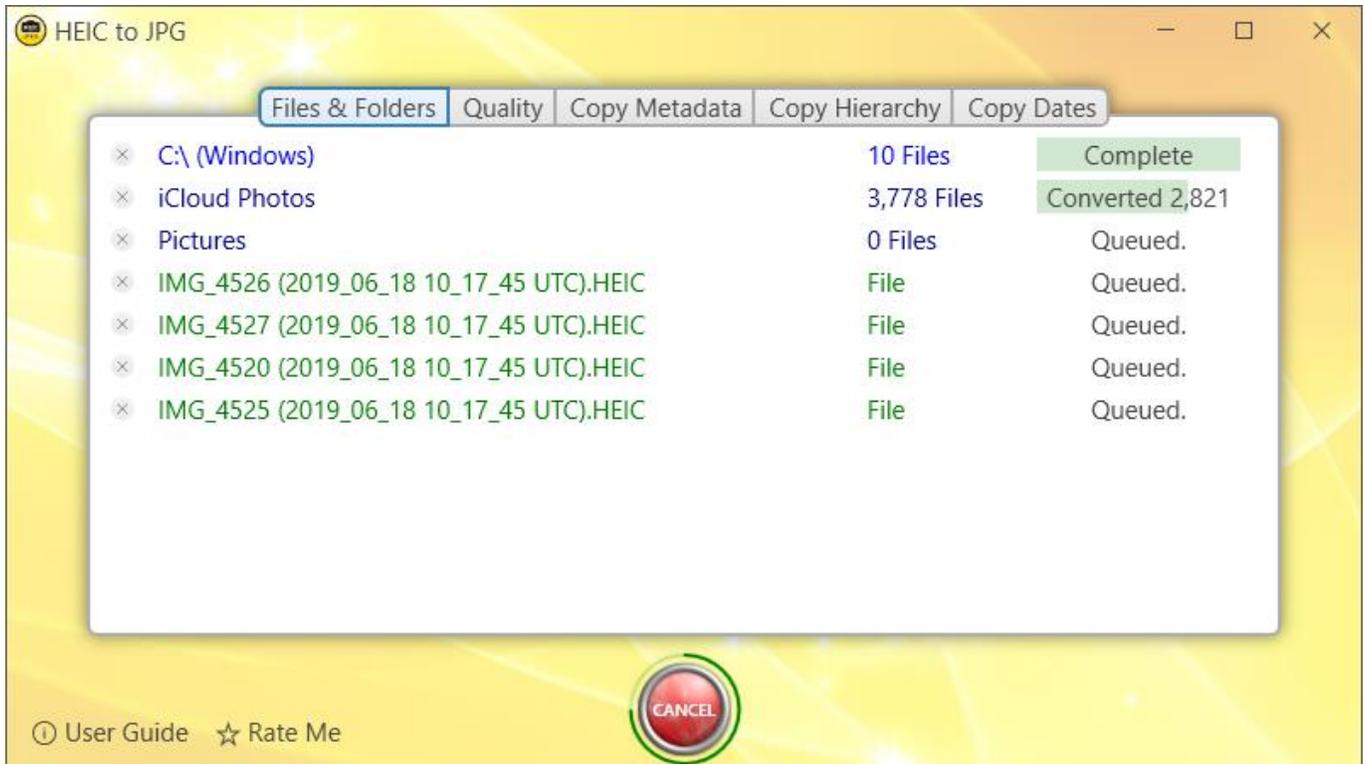
The number of heic files discovered are displayed in each row as the search progresses. Please note that this is the number of heic files, not the number of files found. There may only be a few heic files on a drive with millions of files.

The 'Searching' status of each row also has a moving progress indicator so you know things are happening. It's common when searching large or slow disks/folders for the number of heic files to stay static while HEIC to JPG trawls through millions of files and only finds a few heic files here and there.

As each folder or drive has been searched, its status is changed to 'Queued'

If there are no folders or drives in the list, **Step 2** is skipped.

**Step 3.** Once all the folders and drives have been searched, the conversion process starts.



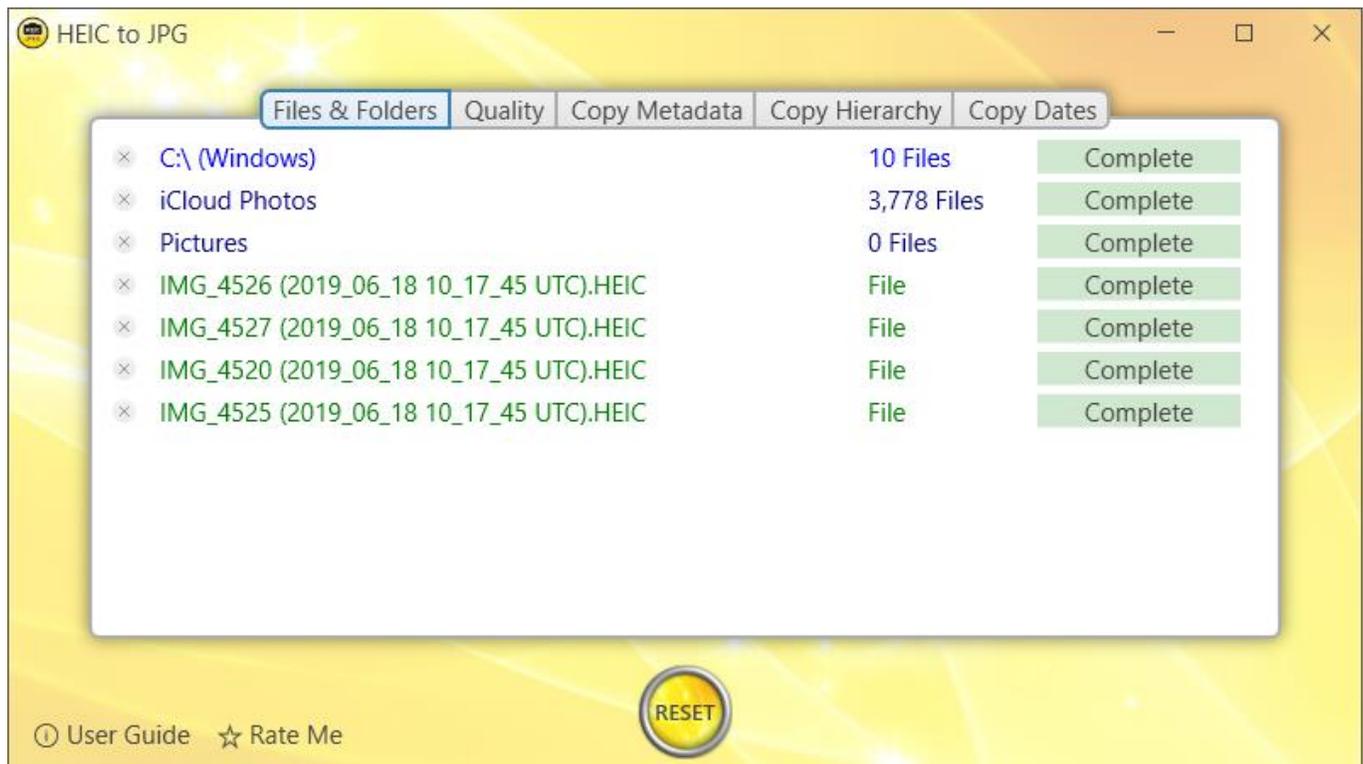
Each row indicates its progress as it converts the file, or the files found within a folder or drive. The overall progress is tracked around the big red cancel button so it's visible always should you view any of the optional tabs.

In the screenshot above, you can see that while there may be thousands of photos in the Pictures folder, none of them are heic files.

## COMPLETE

Once complete, the window will continue to show the status of each row, however, the big red Cancel button is replaced with a big yellow 'Reset' button.

Clicking the reset button will clear the list and start again as if you'd just launched HEIC to JPG, remembering all your settings from the conversion.



You can close the window if you have no more files to convert, all your settings are remembered for next time.

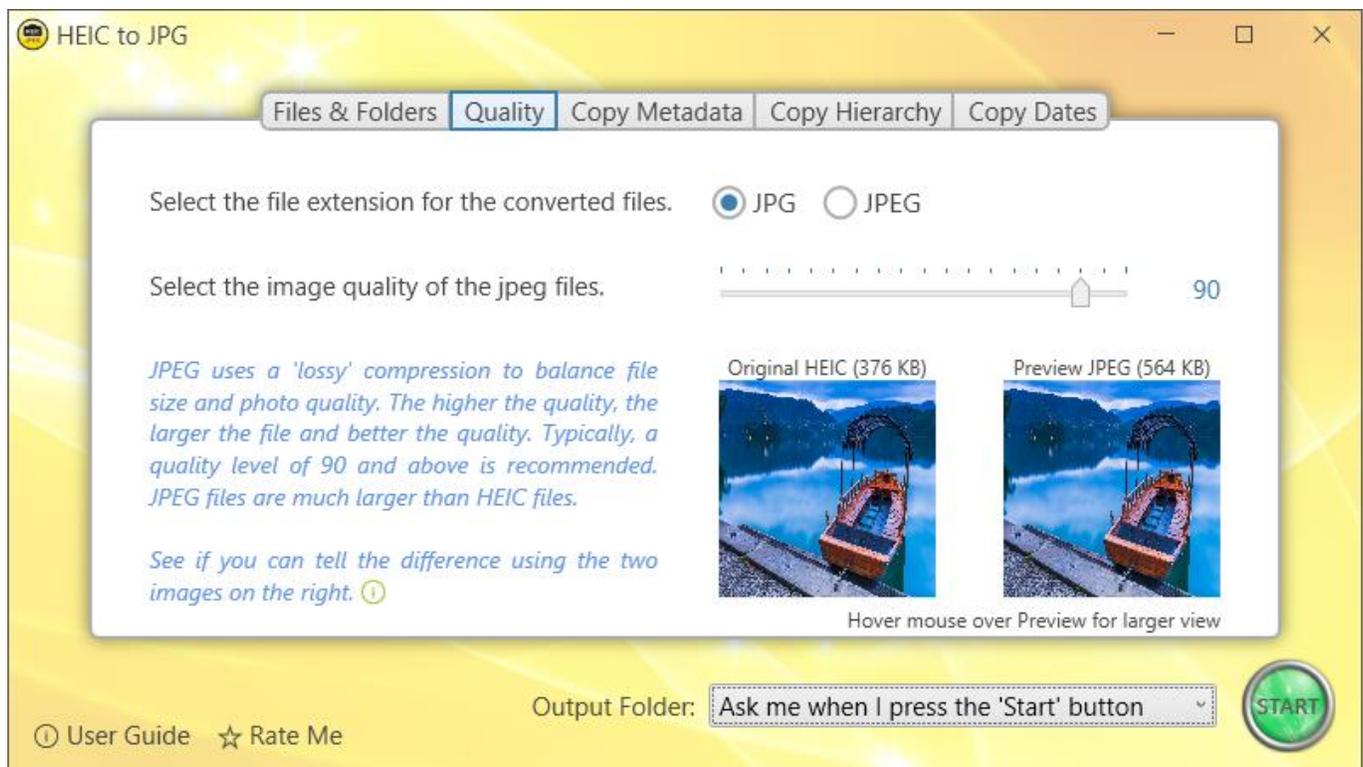
Your converted files are located either in the Output Folder you chose, or side-by-side with the heic files that were converted.

# SETTINGS

There are several tabs of optional settings that you can use to customize the way heic files are converted.

## QUALITY

The quality tab enables the customization of the jpeg compression and the jpg file extension. Jpeg uses a lossy compression to balance file size with image quality, the higher the quality, the larger the file size. Typically, a quality level above 75 produces a jpeg file without loss of image quality for most people, however, professional photographer or people who want almost perfect conversion should use a setting of 90 and above.



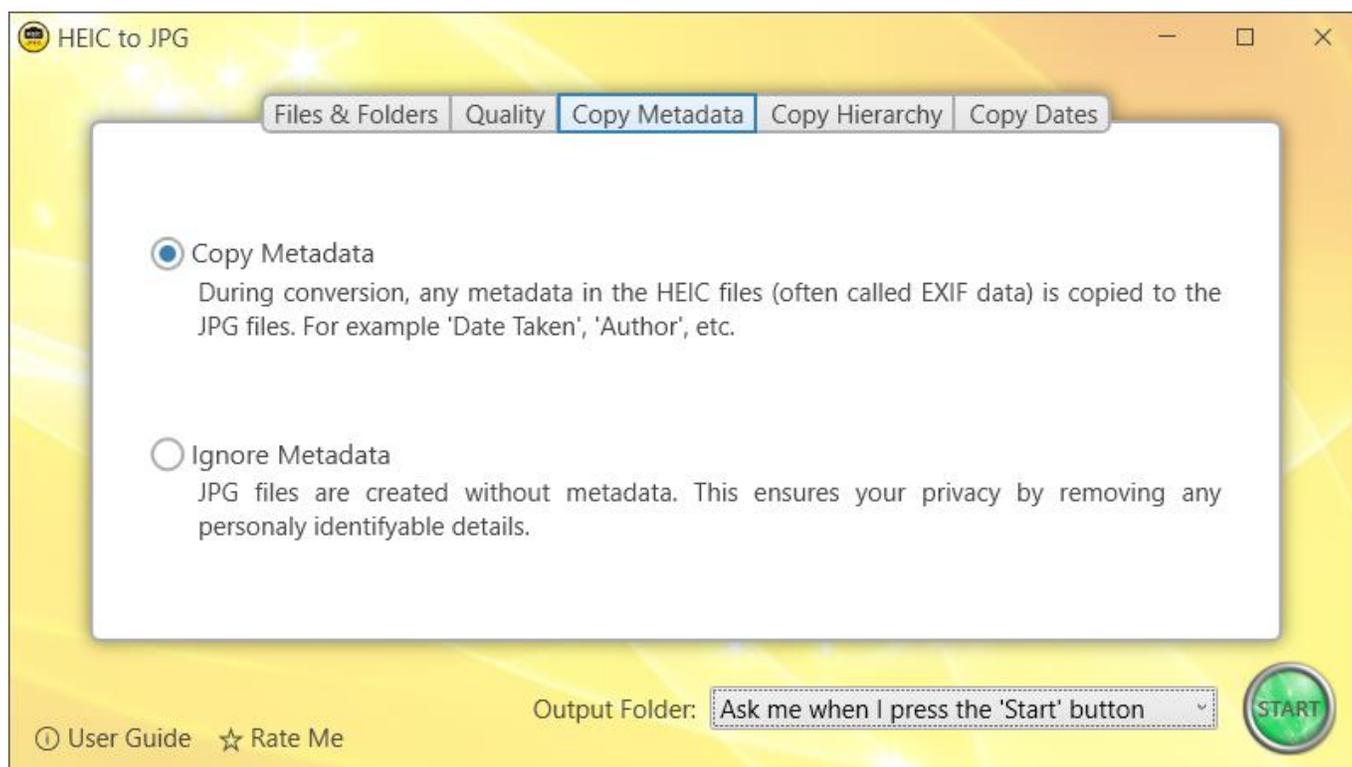
If you want to view the impact changing the quality might have on an image and the file size, there are two thumbnail images of a boat on water to compare. The left one is an original heic file, and the right one is a converted jpeg of that file. This is a live preview, so changes to the quality slider will change the preview image and the size (shown above the thumbnail). Hovering your mouse pointer over the right preview thumbnail will show a larger version of the files side-by-side.

The official file extension for jpeg files is 'jpeg', the use of 'jpg' is a legacy requirement from when windows did not support file extensions longer than 3 letters. 'jpg' is the most common extension used in windows because of this and therefore the default extension used in HEIC to JPG.

## METADATA

Metadata, commonly known as EXIF data, is information held inside the photo file. Typically, this is information recorded by the camera or phone at the time it was taken, however, it can be added by photo editing programs and windows explorer, a common example is the star rating, date taken, and camera manufacturer/model.

When converting heic files, by default, this information is copied to the jpeg file. Changing this option from 'Copy Metadata' to 'Ignore Metadata' will prevent that information being copied. This is commonly used as a way of protecting privacy data and reducing the size of the jpeg file.



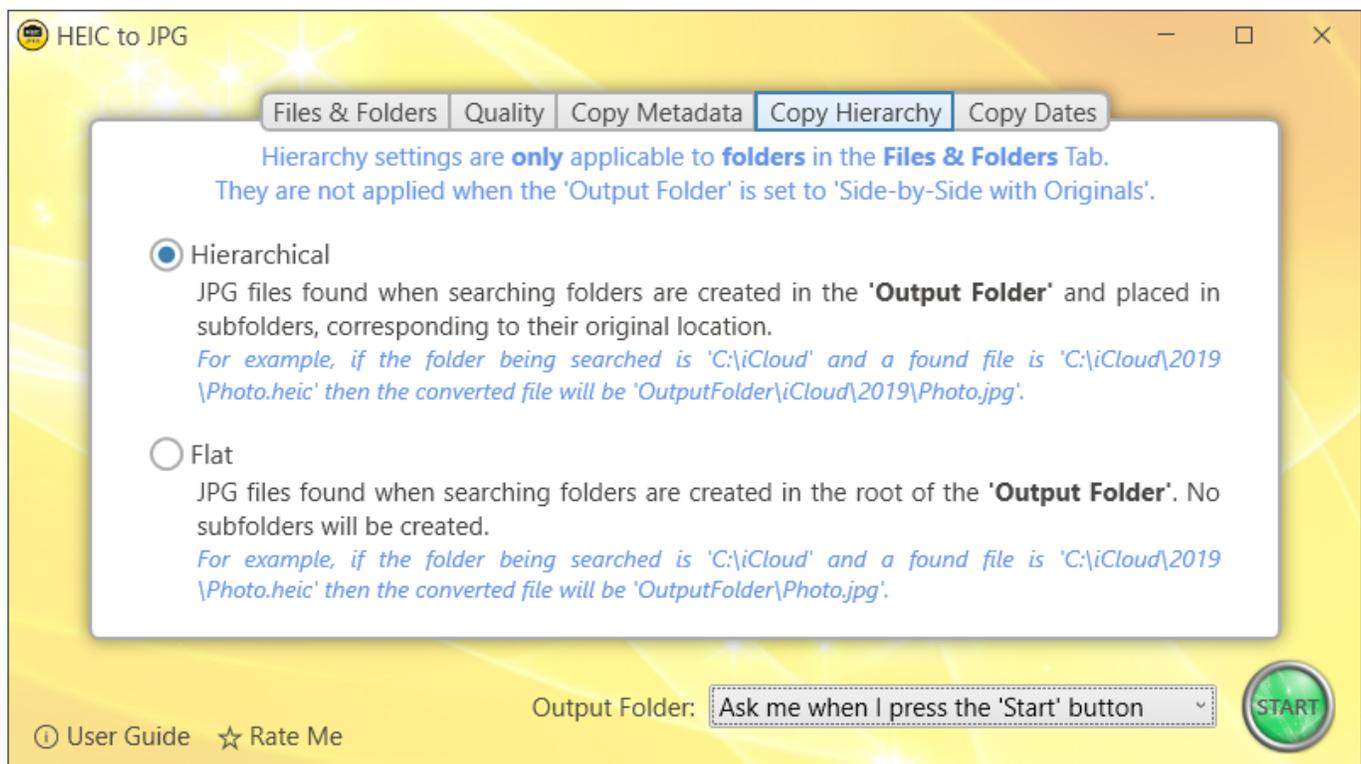
The tab's title is changed to show the currently selected option so you can see 'at a glance' what options are set without having to click on the tab.

## HIERARCHY

This option is only applicable when converting folders or drives, it has no impact on the conversion of single files (green rows in the drag and drop area).

When converting a complete drive or folder, it may contain several layers of sub-folders, known as the folder hierarchy, this structure can be copied to the Output Folder so that each jpeg file can be created in an identical structure, separate from the heic files. This is commonly used for creating replicas of folders for projects, marketing teams, or just to retain any collection folders you might be using, for example “Jessica’s Birthday 2019”

If this option is set to ‘Flat’ all the jpeg files are created in the ‘Output Folder’ in the same (root) folder without the creation or organizing of sub-folders.

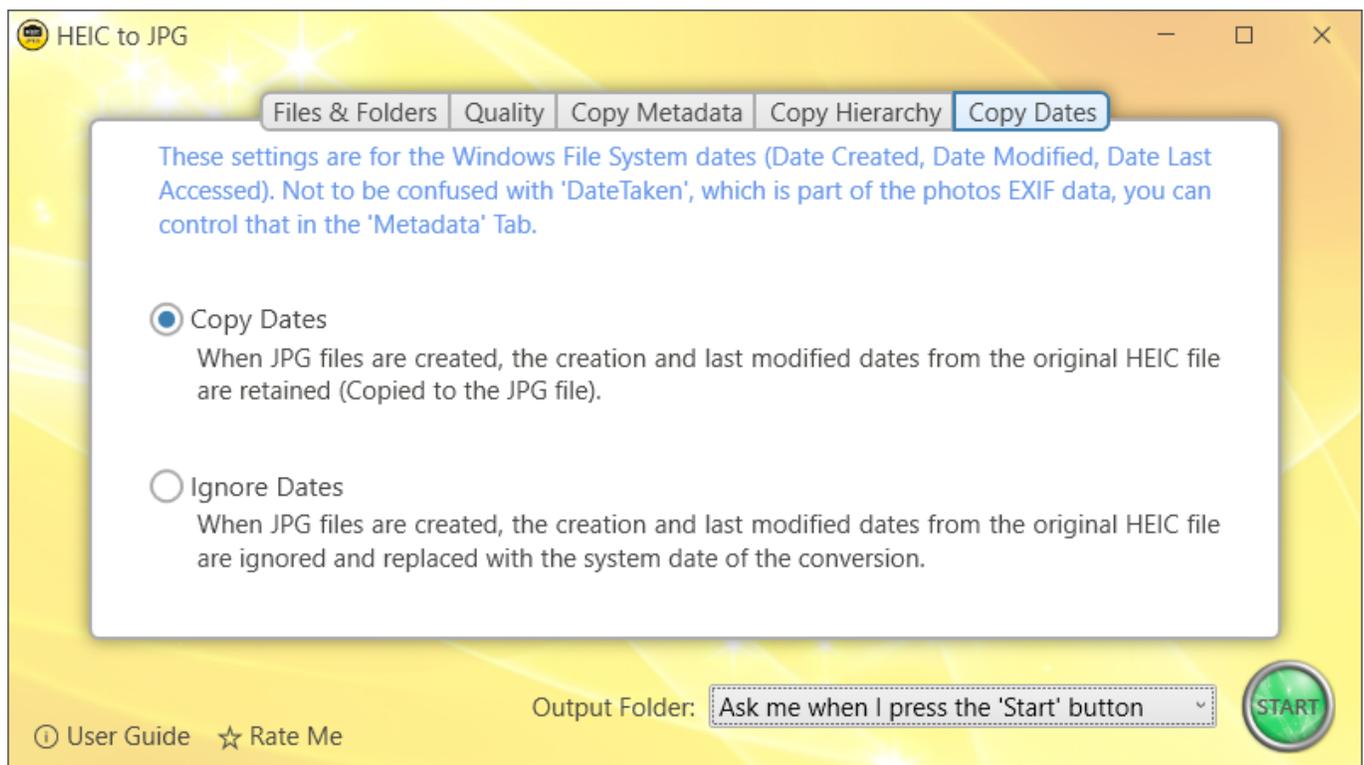


It should also be noted that if the Output Folder is set to Side-by-Side, then this option is ignored as the output location of each file is determined by the location of each heic file being converted.

## DATES

When jpeg files are created, windows automatically stamps them with a creation and last modified date, which correspond to the time HEIC to JPG creates them. While this is expected behavior, it does mean that all converted files will have a similar creation date.

Views, Searches, and File Sorting in Windows Explorer uses the creation date as it is very performant and often cached. If you want those capabilities to use the original, heic file creation and last modified date, you can set this option to “Copy Dates”; this overrides the Windows date and time stamping for the jpeg files.



The creation and last modified dates are not to be confused with metadata, which is untouched by this process, therefore, for example, the date taken of a photo is not related to these dates.

## FINAL THOUGHTS

Our aim at Duckhead Software is to make our software as easy as possible to use but allow customization for those people who are more experienced. We constantly develop our software and our priorities go to the feedback we receive.

To that end, we would be grateful if you'd rate our app using the in-app 'rate me' button or feedback to us any issues or new features you'd like via the same button.

Thank you for purchasing HEIC to JPG

Team Duckheads.