

✓VIDEOMINDER

THE INTELLIGENT VIDEO RETAIL COMPUTER SYSTEM



WHEN YOU'RE
SERIOUS
ABOUT YOUR
VIDEO
BUSINESS...

W

hen you're serious about running a video or home entertainment business for maximum profit there's only one choice in computer systems. **VIDEOMINDER**. The choice of major video/home entertainment chains and hundreds of successful independent stores throughout Australia and New Zealand, and in Canada, Singapore, Malaysia, the UK and the Pacific. The choice of serious business professionals who've investigated the alternatives and seen the difference!

Fast & efficient operation

Video/home entertainment stores are busy places; fast handling of customers and rental items equals profitability. **VIDEOMINDER's** innovative feature of having all transaction systems, including rentals/returns, bulk returns and merchandise sales, driven from the one screen means faster and easier processing, and greater operator accuracy.

Transaction entries allow you, quickly and on the spot, to make reservations, automatically accept or refund deposits, search for titles and members, look up a member's history, and check if they've seen their selected hirings before. It also automatically gives full details of overdue title names and amounts.

And there are some other nice touches: on-line intelligent inquiry facilities at every data point; wildcard inquiries which let you find members, rental items or merchandise items by using just a portion of their name, address or description; intelligent automatic detection of duplicate memberships; and mid-transaction you can search on any rental item, member, phone number, catalogue item, address, ID, reminder line or merchandise item.

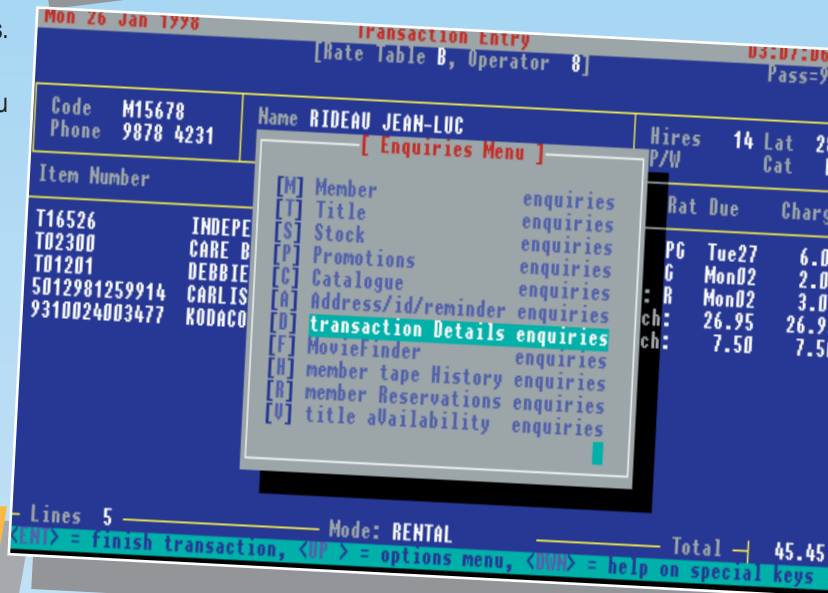
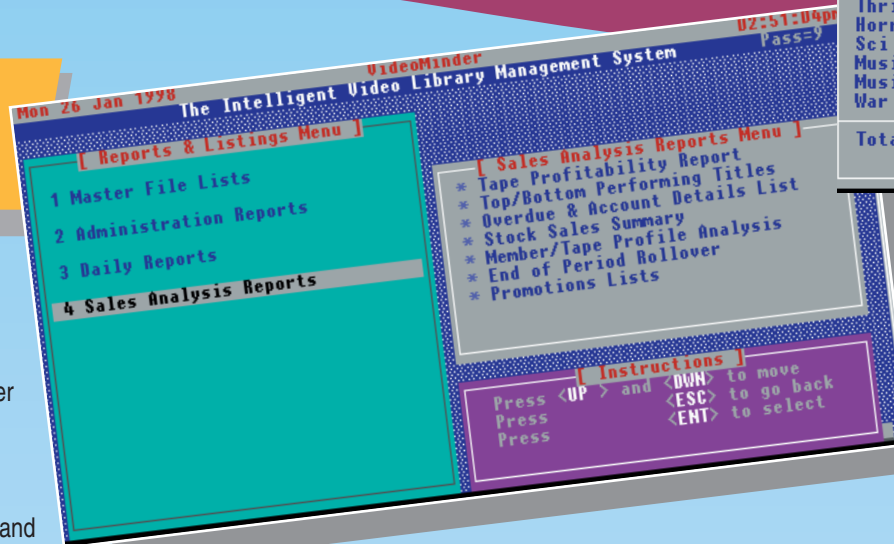
Innovation and incentive are essential to the successful marketing of your home entertainment business - promotional pricing, bulk rentals, early return rebates, etc. **VIDEOMINDER** plays its part with a totally flexible pricing structure. It gives you 16 different member categories, 9 separate rate tables, and 26 different tape price codes. Any combination, all you do is choose!

More hires, more often

Every retailer knows that service is what keeps the customers coming through the door. **VIDEOMINDER** has a rich set of features that make it a powerful customer service and promotional tool.

Facilities such as Seen Before, Unlimited Hiring History, *Recommended Viewing*, Frequent Renter system and Promotions Tracking give you updated and accurate information about each customer's hiring patterns and viewing preferences, which you can use to actively promote increased rentals and on-selling.

The Frequent Renters feature allows you to operate loyalty programs, to keep your customers coming back. **VIDEOMINDER** automatically allocates points and automatically prompts when a redemption is available. *Recommended Viewing* remembers every customer and their viewing preferences, compares them with your select list of promotable titles, and then recommends movies the customers will want to see. And which they haven't seen before!



Converting from your present system?

We've converted hundreds of systems like yours to the benefits of **VIDEOMINDER**, patching in to existing hardware where possible and converting details of members and titles. We have conversion routines for more than 50 different software packages, and we're always adding to the list!

And if your hardware doesn't suit or is just too old or too slow, or you need extra screens, we can provide a total solution, including accessories, barcode scanners, receipt printers, cash drawers and customer display units, all of which integrate with **VIDEOMINDER**.

26 Jan 1998 Members File Maintenance 03
 Copyright CustomSoft

Member Number: M15678 Member Name: WILSON LINDA

Membership Rental Analysis by Title Category

Western	Adult
Sport	Recreation
Spec Int	Documentary
Education	Ethnic
Mart Arts	Classics
Games	test

al Rentals Represented: 14 Press <ENT> to continue

VIDEOMINDER...
wins with every feature!
Compare it with your present system...

Mon 26 Jan 1998

Titles File Maintenance
 Copyright CustomSoft

02:59:26pm
 Pass=)

Available	3	279.00			
Unavailable	0	0.00			
Sold	1	46.00			
Damaged	0	0.00			
Lost	0	0.00			
Stolen	0	0.00			
Repair	0	0.00			
Lease Returned	0	0.00			
TOTAL	4	325.00			

Total earned all copies	1049.30
Total cost all copies	325.00
Total profit/loss	724.30
Average shelf age (days)	3023
Average cost per copy	81.25
Average earned per hire	3.49

Rentals Total	300			
Earnings Total	1049.30			
Rentals Per Copy	75.00			
Earnings Per Copy	262.32			

	Total	Current	Period-1	Period-2	Period-3
	8.00	5.00	0.00	1	
	0.50	0.25	0.00	0.25	
	2.00	1.25	0.00	1.25	

Press <ENT> to continue

- ✓ Promotions tracking module
- ✓ Frequent renter loyalty program
- ✓ Deposits management
- ✓ Unlimited message lines on members and rental items
- ✓ Minimum and optimum levels on stock file
- ✓ Auto rental return during hire, plus Extend-a-rental
- ✓ Recommended Viewing point-of-sale promotion feature
- ✓ Seen Before warning/check
- ✓ Full rental item stocktake system
- ✓ Modem-linked stores supported
- ✓ Up to two years daily transaction summary/history
- ✓ Private security log with unlimited staff passwords
- ✓ Transaction details saved to disk for later reporting (unlimited time)
- ✓ Automatic duplicate membership search and report
- ✓ Pay-at-hire or pay-on-return option
- ✓ Search on titles, members' names, addresses, phone & ID, merchandise items and catalogue - all during transactions
- ✓ Games, machines & CD hires handled, plus point-of-sale features
- ✓ Tape "due for cleaning" warning/report by category
- ✓ Rentals, returns, sales and bulk returns on one screen
- ✓ Full member check, edit and history inquiry during transactions
- ✓ High speed bulk return
- ✓ Rental hire performance analysis over 5 periods and first 12 weeks
- ✓ Individual member password option, with pin pad support
- ✓ Rental item status options - sold, damaged, lost, stolen, repair, lease return
- ✓ 48 items per transaction for merchandising requirements
- ✓ Membership reports and labels, by postcode, street name, sex and age, as well as movie preferences and merchandise preferences
- ✓ Prize draws and mystery movies
- ✓ Birthday messages, list and labels, plus top members by period
- ✓ Fully integrated reservations with overbooked warning & period
- ✓ Members hire/sales histories for unlimited period, by details, graphs & reports
- ✓ Slip printers, cash drawers and customer display units supported
- ✓ Till/shift summary with time/traffic analysis
- ✓ 26 price codes, 26 stock groups and 48 title categories
- ✓ Three million rental items, members, and merchandise lines
- ✓ Nine rate tables, 16 membership categories, 16 stock locations
- ✓ Sales/profitability reports for all items over five periods or more
- ✓ Top/bottom titles by profit/earnings/hires
- ✓ Allows partial repayment on account with debit/credit system
- ✓ Mailmerge facilities and address labels for any range of members
- ✓ Integrates with MovieFinder/Video Defaulters registered listing
- ✓ A system used and recommended by major chains in Australia, Canada, New Zealand, Malaysia, UK
- ✓ A system renowned for its 24 hrs/day, every day, backup & support
- ✓ And 100's more..!

Where does VIDEOMINDER come from?

VIDEOMINDER is an Australian designed computer system which was developed in 1981 specifically to meet the needs of the burgeoning video retail industry. We've grown with it, expanded internationally, and become recognised as the system that keeps its users ahead in a vigorous market place.

We have our own programming, technical and customer support specialists, who've spent thousands of hours supporting our customers, setting up their systems, and working alongside them.

The backup and support you need

VIDEOMINDER support is the very best there is. Experienced support staff (many of them former video store managers) are available to assist you 24 hours of the day, every day of the year. Support (which includes software upgrades) in the first 12 months after purchasing VIDEOMINDER's absolutely free, and you can renew it annually for a nominal fee.

(Specifications for Australian customers; details may vary in other territories. Check with your distributor)

VIDEOMINDER Performance Features

Main Functions

- * Rentals (pay-on-hire or -return)
- * Bulk return facility
- * Sale of merchandise/sell-thru
- * Overdue controls
- * Stocktake of rental library
- * Recommended Viewing
- * Reservations
- * Deposits
- * Frequent renter

Members

- * Age, sex, two phone numbers, date of birth
- * Unlimited reminder messages
- * Member passwords
- * Unlimited history of hires/purchases
- * Activity over seven periods
- * Shows preferences by rental and merchandise categories in graph form
- * Duplicate membership checks

Rental items

- * Top/bottom analysis, by rentals, earnings or profit
- * 48 rental categories
- * All analyses over five periods
- * "Due for cleaning" warning
- * First 12 weeks' earnings
- * Unlimited comments per rental item
- * Import/export between multiple stores
- * 16 locations and eight status codings (eg, lost, stolen, lease return)
- * Shelf placement

Pricing Methods

- * 26 price codes, nine rate tables
- * 16 membership categories
- * 26 merchandise groups
- * Bulk/edit changes mid-transaction
- * Three overdue methods by multiple days

History

- * Full daily transaction details kept for unlimited period
- * Daily totals in summary kept for up to 24 months
- * Multiple time periods kept on every member, and rental or merchandise item
- * Unlimited hire/sales history on each member
- * Overdue indications and full details on each member

Marketing

- * Demographic analyses by any postcode range
- * Mailmerge or labels by any mix/match of member type or street name and postcode
- * Prize draws, Magic Movies, birthday mailings
- * Frequent renter/promotions tracking
- * Bonus points system
- * Sorting by member activity, or viewing or purchasing preferences

Reporting

- * Complete flexibility - mix and match by multiple fields
- * Transaction details audit by date/time/transaction range and staff member
- * Traffic manager shift/till analysis by till/hourly breaks
- * Damage analysis catches "offending" members
- * Analysis by category, price codes, member age breakdown
- * Promotions tracking and measurement

Security

- * Unlimited staff passwords
- * Nine security levels, private security log
- * Every transaction can be marked by staff member who served
- * Unlimited staff messages

Other Features

- * Written in fast, efficient "C" language
- * Single-user, multi-user or network
- * Single step member, rental and merchandise item renumber
- * Inbuilt pop-up calculator and calendar
- * Scrolling inquiry/lookup tables throughout the system
- * More than three million members, rental items and merchandise items allowed on file

More video store software

* **VIDEOMINDER II** - for wholesalers, combines all of VIDEOMINDER's retail/point-of-sale features, plus full open-item debtors module and sale or lease of rental items to account customers.

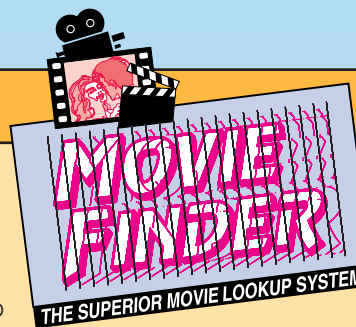
* **VIDEOMINDER Lite** - for the smaller home entertainment store, or convenience store that also has rental items. This single-user program supports a maximum of 2,500 available rental items and is upgradable to the full version.

* **VIDEOMINDER Plus** - a Windows-hosted software "toolkit" that converts your VIDEOMINDER files to dBase file format, and allows you to manipulate the data outside the program, to make spreadsheets, reports or graphs.

* **PHOTOCHK** Photo ID Database - lets you take digital photographs of every renter and store them on your hard disk alongside your membership files. A powerful deterrent against theft or fraud!

* **MovieFinder** - a complete customer lookup system of more than 31,000 movies available on video. Run as a standalone, or integrated with VIDEOMINDER. Fortnightly update service on disk.

* **Sell-Thru Catalogue** - a listing of thousands of titles available for sell-thru from Australia's major video distributors. Lets you handle sell-thru inquiries in the middle of VIDEOMINDER transactions! Update service on disk available, includes forthcoming rental items.



VIDEOMINDER
Plus

Hardware Requirements

IBM-compatible PC equipment

Minimum	Recommended
120Mb hard drive	120Mb or higher hard drive
640k RAM	8mb RAM
colour or mono screen	SVGA colour monitor
processor 386 or higher	processor Pentium or 686
DOS 4.0 or higher	100MHz or higher

* Tape or Zip backup recommended for larger volumes

- * Multi-user :
 - WIN 95
 - Windows for Workgroups
 - LANtastic
 - System Manager
 - Novell

Package Includes

- ☆ One single-site software licence
- ☆ 24 hours/day telephone software support for 12 months
- ☆ Program updates free within first 12 months, as released
- ☆ Plain English operating manual and training disk
- ☆ Options
- ☆ Data conversion from existing system
- ☆ In-house, on-site training

(Specifications for Australian customers; details may differ in other territories. Check with your distributor).

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VIDEOMINDER is designed and developed by CustomSoft Australia Pty Ltd
ACN 054 421 957

7/10 Gladstone Road Castle Hill NSW 2154 Australia
PO Box 6631 Baulkham Hills Business Centre NSW 2153 Australia
Tel (02) 9634 8900 Fax (02) 9634 8922 E-mail: vminder@videominder.com.au