

UltraVideo Software

*Video Store & Rental Management
for Windows95, 98 & WindowsNT*

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Installation

Note: This demonstration program is intended to allow for a general overview of how Ultravideo operates on your computer, give a “feel” for the ease of operation, features and benefits of UltraVideo for Windows. If there is any topic not discussed in this manual, or seen in the demo program, please call **(800) 726-7727** for more information.

While this demo is a fully functional program, it has been disabled in certain ways to prevent illegal copying. Several crucial reports and other options are intentionally disabled.

The UltraVideo Demo will operate for 60 days from the time it is installed.

INSTALLATION:

1. Insert the CD-ROM in your computer .
2. Open “**My Computer**” on your Windows desktop.
3. Open the CD-ROM drive.
4. Run the program “**UVINSTxxx**” on the CD-ROM.
(xxx stands for the version number)
5. During setup, just press “**Next**” at each prompt.
6. Restart the computer when prompted.
7. UltraVideo may now be started by pressing “**Start-Programs-UltraVideo**”

UNINSTALLATION

1. Select “**Start-Settings-Control Panel**” from your Windows Desktop.
2. Select “**Add/Remove Software**”
3. Locate the UltraVideo program in the list box and highlight it.
4. Press the “**Remove**” button.
5. If the Uninstall program asks to remove “Shared Files”, choose “**NO**”.

Please feel free to call UltraVideo at **800-726-7727**, or e-mail **sales@ultravideo.com** if there are any remaining issues regarding this demo.

Using UltraVideo

The demo comes loaded with active data files that contain fictional customer and film records. Feel free to check films out, check films in, print some reports, post late fees, add some new customers, add some new films, or close the day. Get a feel for how the software anticipates the way the transaction is going to progress.

UltraVideo utilizes a unique 3-step transaction process that actually “walks” the user through to completion. The display screens are intentionally made simple and easy to read. Nothing is displayed if it doesn’t relate to the task at hand.

The Main Menu

Everything starts from here.

The most common functions are on the tool-bar at the top of the screen and can be selected



by entering the letter that is underlined on the title or by pressing the button with your mouse, touch-screen, or other pointing device.

More advanced features of UltraVideo are grouped in the sub-menus titled “Menu 2” and “Menu 3”. These selections can be password protected for added security.

Function keys are located to the right of the “Main Menu” and will be very useful during this demo.

If there is a question about how to get back to the main menu, simply hit the Escape key [ESC] until the “Main Menu” reappears.

Check It Out

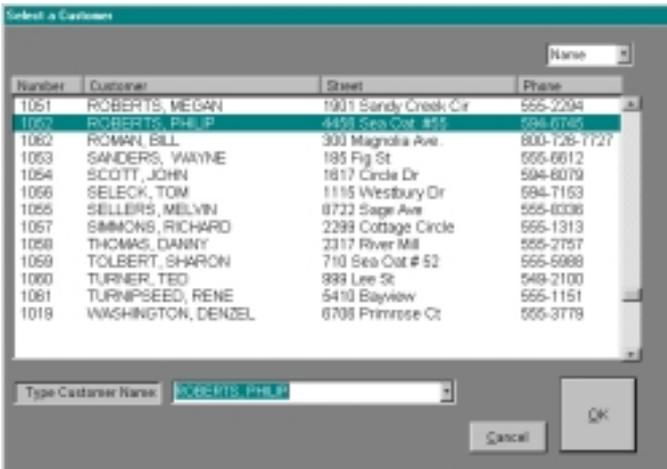
Now, let's rent some films!

To check out films we need to have two things, a customer and something to sell or rent to that customer.

There are four ways to find existing customers and UltraVideo allows rental to new customers immediately after entering just their name.

For now, we will use the customers that are in the demo.

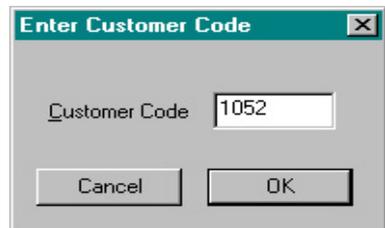
From the “Main Menu” select [Customer By Name]. **Just press [ENTER]**. Type the name “CARTER”. The display will update your name selection as you type.



Enter “ROBERTS”

Alternately, Using “C” will allow entry of a Code #.

Press the **down arrow** for **Phillip, Roberts**. Press [Enter] or click [OK] to go to the Customer Information Screen.



The **Customer Info Screen** is where you decide if you want to rent to the selected customer.



This screen is designed so that the status of a customer can be viewed at a glance. Any lookups or tasks that need to be done with the customer account may be controlled from here. We will review some of these later in this booklet.

For now, just press [ENTER] or click [Check Out] to proceed with a transaction.

Rental/Sales Screen

Both sales items and rental items can be entered here.

Rental codes can be up to 6 characters long, alpha-numeric. Sales codes can be up to 13 characters. Both rentals and sales can be entered on the same receipt, with up to 99 items.

Enter these codes, **1088 -1006 - 1065**, and press [ENTER].

| Code | Title | Type | Amrt | Days | Due | Price |
|------|----------------------|------|------|------|------|-------|
| 1088 | Alive and Kicking | RENT | 1 | Sun | 3.00 | |
| 1006 | Titanic | RENT | 1 | Sun | 3.00 | |
| 1065 | The Theory of Flight | RENT | 1 | Sun | 3.00 | |

Options: Edit Item, Credit Voucher, Film Sale, Returns Screen

Totals: Late Films \$.00, Sub Total \$ 9.00, Account \$.00, Tax \$.15, Rental \$ 9.00, Sales \$.00, Film Sales \$.00, Vouchers \$.00, Total \$ 9.15

Payment Type: CASH

Buttons: Edit Subtotal, Cancel, Finish

Once again, the design of this screen is such that the user focus is on the task of checking out a customer. While there are several options we will cover in detail later, simply pressing [ENTER] a final time, or clicking the [FINISH] button, will complete this transaction.

UltraVideo can be configured to calculate the change due based on total due versus amount tendered, and also supports electronic cash drawers.

Amount Due: 9.15

Amount Tendered: 9.15

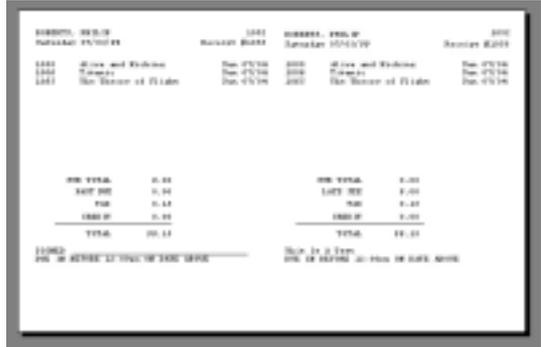
Change: .00

Buttons: Cancel, OK

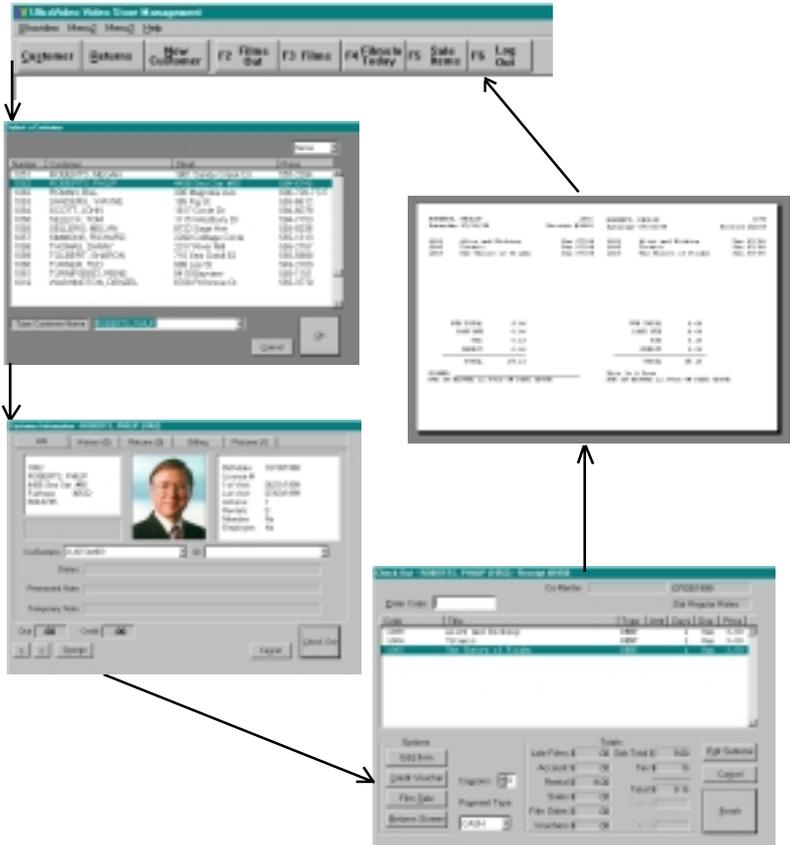
UltraVideoPrints a receipt and then returns to the “Main Menu”.

There are several ways to adjust how your receipt prints.

Printing receipts is turned off in this demo.



In review, to complete a transaction, first look up a customer, examine the “Info” screen to ID the customer, enter your film codes on the “Receipt” screen, and finish by printing a receipt.



Rental Returns

From the “Main Menu” select **Returns** by pressing [R] or clicking the button. Enter the film code: **1092**

Rental Returns

Return Film Code: 07/03/1999

| Code | Returning | Rcpt | Due | Name |
|------|--------------------|------|---------------|--------------|
| 1092 | Alien Resurrection | 1059 | 07/04 12:00AM | LEWIS, JERRY |

| Code | Other Films With Customer | Rcpt | Due | Name |
|------|---------------------------|------|---------------|--------------|
| 1087 | Alive and Kicking | 1059 | 07/04 12:00AM | LEWIS, JERRY |

| Code | Films Checked In | Rcpt | Due | Name |
|------|-----------------------------|------|---------------|----------------|
| 1092 | Alien Resurrection | 1059 | 07/04 12:00AM | LEWIS, JERRY |
| 1005 | Titanic | 1050 | 07/03 12:00AM | ROMAN, BILL |
| 1091 | Alien Resurrection | 1 | 07/02 12:00AM | ROMAN, BILL |
| 1060 | Hi-Lo Country | 1047 | 07/03 12:00AM | MEYERS, EDWARD |
| 1035 | Theres Something About Mary | 1047 | 07/03 12:00AM | MEYERS, EDWARD |
| 1116 | Franklin Goes To School | 1052 | 07/03 12:00AM | THOMAS, DANNY |
| 1127 | Lethal Weapon | 1052 | 07/03 12:00AM | THOMAS, DANNY |
| 1043 | Patch Adams | 1 | 07/06 12:00AM | BROWN, RICHARD |

Do Not Interrupt For Late Amount Owed

Undo Close

Operating the rental return screen is easy. Just type in the Film Code Number and press [ENTER]. If you are using a bar code scanner then just scan the code number.

The **top line** displays the film currently being returned. The **middle area** displays any other films that are checked out to the customer. The returns history is displayed at the **bottom of the screen, in** the order that all films were returned.

The check-in history is automatically shown so that if any rental items are laying around on the counter, the clerk can see at a glance whether they have been entered into the computer.

Returning Rental Items With Late Charges

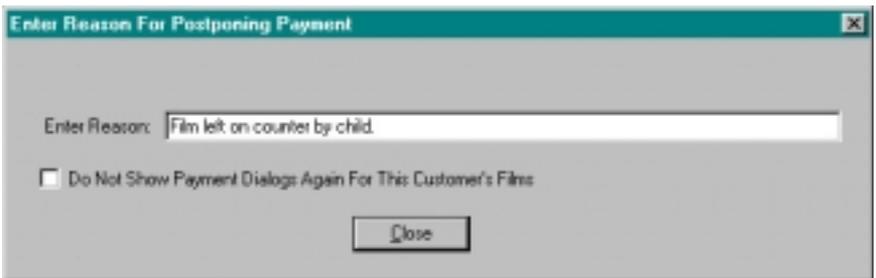


Press **R** from the main menu to go to the Returns Screen. Enter the code **1068**.

If there is an amount owed, it will show up in the box on the left.

There are two options here. The first is to continue entering films. This would be done if the customer had left the films on the counter.

If this option is selected, the following dialog will appear (*for demo purposes, do not do this yet*):



The clerk now has the option to enter a reason why the items were returned but not paid for.

If there are several movies from this customer, the clerk may check the box so that the program will not continue to ask for a reason. There is also a check box on the return screen that, if set, will not interrupt the return process for any late items. This is useful if you are clearing a drop box, and do not want to stop the return process for late items.

Lets assume for this example that the customer is at the counter and wishes to pay for the movies. Press the large **Customer Account** button or just press [ENTER].

Customer Information - RANDOLPH CLAY (1050)

Info | History (4) | Returns (4) | Billing | Pictures (0)

| Code | Titles of Films Still Out | Due | Returned | Owe |
|------|---------------------------|---------------|----------|------|
| 1058 | Hi-Lo Country | 07/07 12:00AM | | 6.00 |
| 1060 | The Theory of Flight | 07/07 12:00AM | | 6.00 |
| 1101 | Summer Rental | 07/07 12:00AM | | 4.00 |
| 1107 | Pools Rush In | 07/07 12:00AM | | 4.00 |

| Code | Titles of Returned Films | Due | Returned | Owe |
|------|--------------------------|-----|----------|-----|
|------|--------------------------|-----|----------|-----|

Movie Return

Due **20.00** Credit **.00**

Previous Next Change Cancel Check Out

The above example shows what happens if the Customer Account option is selected.

This is the portion of the **customer info screen** seen in the earlier example which allows for films *from that customer only* to be returned.

The box in the **middle** of the screen shows those films already returned. At the **top** of the screen are the films that still need to be checked in.

Editing of the late fees may be done on the **History** tab, which can be accessed by pressing the left arrow or by clicking on it. The change in price will be recorded on the Discount Report at the end of the day.

Enter the codes **1054** and **1147** to check in these movies then press [ENTER] to go to the Check Out screen. Notice that the late charge carries over to the receipt screen. Either press [ENTER] again to print the ticket, or enter more movies for rental.

Renting to a customer with late movies

From the main menu, Select the customer: **Black, Russell**. The amount due for this customer is shown in red at the lower left.



In most cases, the customer knows about the charge against their account, so the clerk could just press enter to go to the Check Out Screen. If the customer wants to know what the charges are for,

press the **Right Arrow** to move the display over to the **History** tab.

For each movie the **Details** button may be used to view all charges, dates, times, and clerk(s) associated with the transaction.



At any time, and on any tab, the [ENTER] key may be pressed to proceed to the Receipt screen. Use [CANCEL] or [ESC] to return to the main menu.

More Great Rental Features

Change Customer Information

Name DOUGLAS, SANDY
Number 1053
Street
City Fairhope
State AL ZIP 36532
Email
Birthdate 07/04/1999

License
Member Expires
ID
Co-Renters

Employee

Permanent Note
Temporary Note

Cancel
OK

Rent to new customers “on the fly...”

UltraVideo’s unique NEW CUSTOMER “on the fly” feature, saves time when entering new customers during high traffic periods.

Here’s an example:

It’s six o’clock on a miserable rainy Friday night. There are three customers standing in line at each terminal. The customer in the front of the line has a filled out new customer application.

The clerk simply presses **New Customer** at the main menu, and enters the customer’s name on the New Customer Entry Screen. Press [ENTER] to save the customer and proceed with the transaction.

The new customer is instantly added to UltraVideo’s Customer database, and may rent films immediately.

Incomplete customer information displays blank space where phone numbers or addresses are missing. Clerks may “fill in the blanks” at their convenience.

Working With Co-Renters

One of the most difficult problems at the point of sale in a video store is working with co-renters. Properly identifying co-renters is needed to avoid losses due to a customer's claim that they either "*didn't rent the movie*" or even more common, that a "friend" or acquaintance of the authorized co-renter falsely used the account to rent a movie or game, in order to avoid late charges or bypass any parental permission required of them.

In the wake of recent teen violence, local communities and governments are moving toward **requiring that closer attention be paid to who is renting violent movies and games**. Games, in particular, are unique to video rental stores in that this is the primary outlet for teens to gain access to products their parents wouldn't otherwise buy for them or allow them to have.

One thing that makes working with co-renters a difficult problem is that the store is often very busy, and a familiar face may be all that is needed for a co-renter to "**trick**" the clerk into thinking that they have been given a legitimate account number or name.

By using the UltraVideo for Windows Co-Renter picture ID system, **a clerk can tell at a glance** if the person standing right in front of them is authorized to rent on that account.

Once a co-renter gives an account name or number, all the clerk has to do is "scroll" down through the pictures on file by pressing the DOWN ARROW. When the picture of the person in front of them appears, the clerk has **instantly, effortlessly and positively identified** the person to whom they are renting.

Using this method, the **customer is protected** from fraudulent use of an account, and the **store owner and clerks are protected** from losses due to later denials and even possible litigation resulting from "negligently" failing to ID the renter of a violent or restricted movie or game.



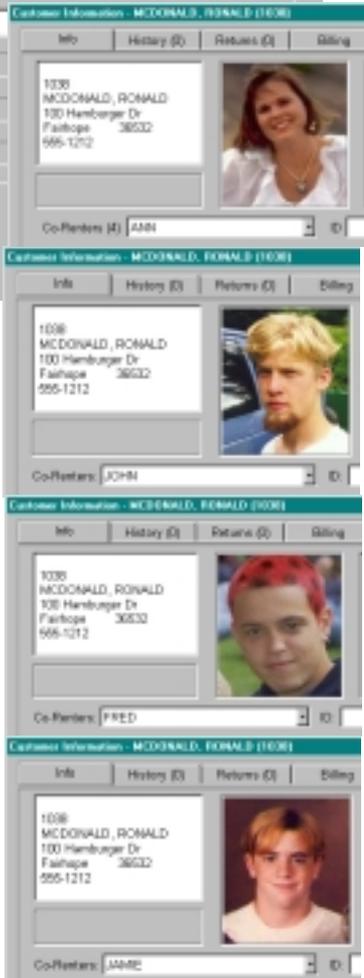
Lookup the customer:

“MCDONALD, RONALD”.

(Press S or ENTER at the main menu) Type “MCD” and ENTER to access the **Customer Info Screen**.

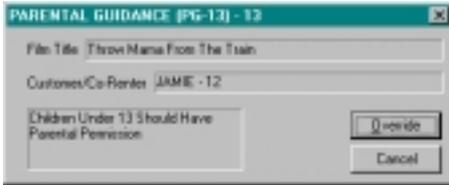
The picture of the main account holder will appear on the screen. Press the DOWN ARROW to scroll through the available co-renters until you see the co-renter JAMIE.

Press ENTER to proceed to the check out screen. Jamie’s Name will appear at the top of the receipt screen and his name will be attached to all rental information for later reference.



Comparing Co-Renters and Ratings

Now that you have selected your co-renter, UltraVideo will check the rating table and see if Jamie is old enough to rent. **Enter the number 1155.** UltraVideo will display a message that the movie being rented is a “PG-13” movie and that Jamie is only 12 years old.



We have set UltraVideo to allow the clerk to press the “Override” button or [ENTER], so the rental will be allowed to proceed.

This could be considered as just a “warning”, or store policy may require the clerk to call a parent or guardian.

Enter the number 1038.

This is an “R” rated movie and we have set UltraVideo to not allow under age rentals at all.



Notice that the Override button is not active, giving the clerk no choice but to cancel the rental of this movie. The only way to override this would be to go back to the customer info screen [Esc] and select a renter that is old enough.

Below is our sample setup screen for this feature [CTRL+8]. The rating to be matched is on the left, followed by the description, age limit, and whether or not the rating may be overridden.

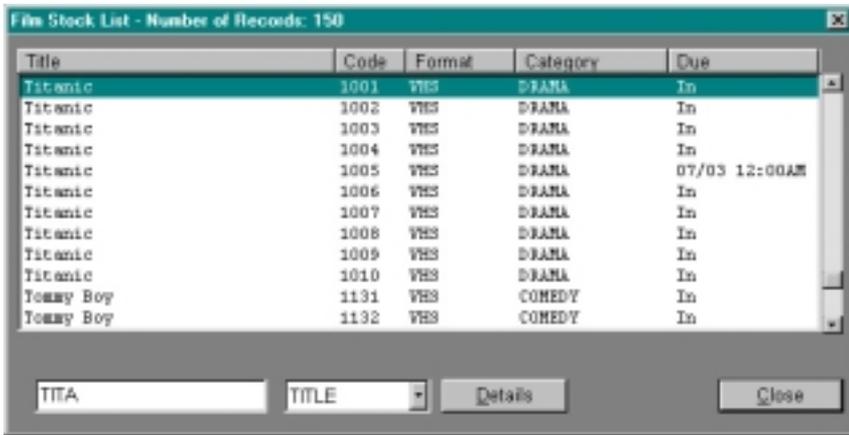


“Self-regulating” rentals of violent games and movies to children will most likely be required, if not a law, in the near future.

Function Keys & QUICK Lookup Windows

Anytime during the check-out or check-in process, the Quick Lookups can be utilized.

Simply press the desired function key (**F2**, **F3**, **F4** & **F5**) to display the desired information. When the needed information has been viewed, press [ESC] to resume previous task.



| Title | Code | Format | Category | Due |
|-----------|------|--------|----------|---------------|
| Titanic | 1001 | VHS | DRAMA | In |
| Titanic | 1002 | VHS | DRAMA | In |
| Titanic | 1003 | VHS | DRAMA | In |
| Titanic | 1004 | VHS | DRAMA | In |
| Titanic | 1005 | VHS | DRAMA | 07/03 12:00AM |
| Titanic | 1006 | VHS | DRAMA | In |
| Titanic | 1007 | VHS | DRAMA | In |
| Titanic | 1008 | VHS | DRAMA | In |
| Titanic | 1009 | VHS | DRAMA | In |
| Titanic | 1010 | VHS | DRAMA | In |
| Tommy Boy | 1131 | VHS | COMEDY | In |
| Tommy Boy | 1132 | VHS | COMEDY | In |

For Example:

You're in the middle of renting to a customer on the same rainy Friday night. The phone rings and a kid wants to know if you have "Titanic". There are thousands of films, and you've only been working there for one week.

Press the [F3] key and enter as much, or as little of the requested film's title ("TITA" will do nicely). UltraVideo will instantly display all films starting with that spelling (Titanic).

These quick lookup functions make UltraVideo a pleasure to use and allows a quick accurate response to customers' questions.

More Quick Look-ups

If a customer calls and asks when his films are due, clerks will be able to respond accurately and quickly with the quick lookup function:

“F2=View Films Out”.



| Title | Code | Customer | Due |
|-------------------------|------|----------------|--------------|
| Alive and Kicking | 1081 | ADDISON, JOE | 7/03 12:00AM |
| Alive and Kicking | 1090 | BARNES, JEFF | 7/04 12:00AM |
| Alien Resurrection | 1096 | BLACK, RUSSELL | 7/03 12:00AM |
| Under Siege | 1076 | BLACK, RUSSELL | 7/03 12:00AM |
| Alien Resurrection | 1093 | CARTER, JIMMY | 7/03 12:00AM |
| Fetch Adams | 1048 | CHANEY, SUSAN | 7/03 12:00AM |
| Hope Floats | 1143 | GIBSON, BRIAN | 7/04 12:00AM |
| Fools Rush In | 1112 | GIBSON, BRIAN | 7/04 12:00AM |
| The Horse Whisperer | 1021 | GIBSON, BRIAN | 7/04 12:00AM |
| Lethal Weapon | 1122 | GIBSON, BRIAN | 7/04 12:00AM |
| A Perfect Murder | 1015 | GIBSON, BRIAN | 7/04 12:00AM |
| Franklin Goes To School | 1118 | HARRIS, KEITH | 7/04 12:00AM |
| Alien Resurrection | 1092 | LEWIS, JERRY | 7/04 12:00AM |

This function can use film Title, Customer Name, or Film Code as its lookup method.

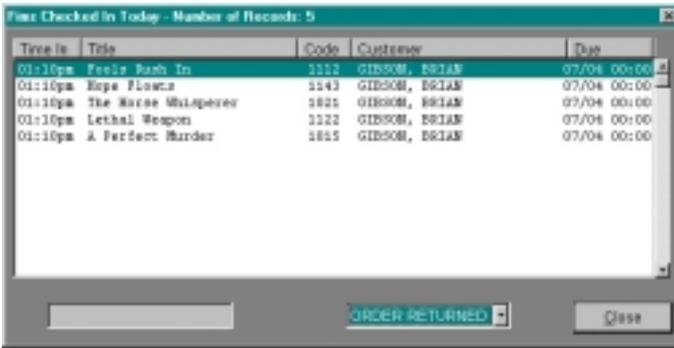
Press the [F2] function key and select a sort by customer (Use the TAB key to highlight TITLE, then press the UP ARROW) . Enter part of the customer’s last name, then press [ENTER] to start search.

The screen will display the closest matches. The more of the name that is entered the more accurate the match will be.

More titles can be viewed by using the scroll bar at the right. Press [ESC] to return to the function that was interrupted.

A history of films checked in today can be viewed by using the function:

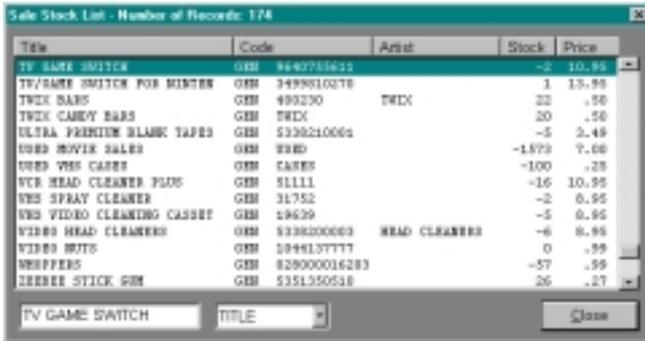
“F4 = Films Checked In”



| Time In | Title | Code | Customer | Due |
|---------|---------------------|------|---------------|-------------|
| 01:10pm | Tequila Bush In | 1112 | GIBSON, BRIAN | 07/04 00:00 |
| 01:10pm | Edge Flowcs | 1143 | GIBSON, BRIAN | 07/04 00:00 |
| 01:10pm | The Horse Whisperer | 1121 | GIBSON, BRIAN | 07/04 00:00 |
| 01:10pm | Lethal Weapon | 1122 | GIBSON, BRIAN | 07/04 00:00 |
| 01:10pm | A Perfect Murder | 1115 | GIBSON, BRIAN | 07/04 00:00 |

Checked-in films can be viewed by the order in which they were checked in, title, customer name, or film code.

“F5 = Sale Stock List”



| Title | Code | Artist | Stock | Price |
|-----------------------------|------------------|---------------|-------|-------|
| TV GAME SWITCH | GSM 868753632 | | -2 | 10.95 |
| TV/SARE SWITCH FOR MINTER | GSM 3499810078 | | 1 | 13.95 |
| TWIX BARS | GSM 493230 | TWIX | 22 | .50 |
| TWIX CANDY BARS | GSM TWIX | | 20 | .50 |
| ULTRA PREMIUM SLAMM TAPES | GSM 5336210061 | | -5 | 2.49 |
| USED MOVIE SALES | GSM 8880 | | -1873 | 7.00 |
| USED VHS CASES | GSM CASES | | -100 | .25 |
| VCR HEAD CLEANER FLUO | GSM 51111 | | -16 | 10.95 |
| VHS SPRAY CLEANER | GSM 31752 | | -2 | 8.95 |
| VHS VIDEO CLEANING CASSETTE | GSM 19629 | | -5 | 8.95 |
| VHS90 HEAD CLEANERS | GSM 5336200063 | HEAD CLEANERS | -6 | 8.95 |
| VHS90 MITS | GSM 1944137777 | | 0 | .99 |
| WHIPPERS | GSM 828000016283 | | -57 | .99 |
| ZEEBEE STICK GUM | GSM 5351350516 | | 26 | .27 |

Look up sale items by title, author or code. For example, if you’re selling CD’s, then you could instantly get a listing of everything you have by “The Beatles” and all the inventory on hand.

Late Fees and Late Charge Collection

To most video store owners, late fees represent over one- third of all revenues. UltraVideo makes it easy to track who has what films, and when they are due.

Whatever your late fee policy is, UltraVideo is ready to accommodate. Just tell UltraVideo what time of the day to make films “Late” and it does the rest.

Print a late list at any time during the day, as many times per day as needed, to see an accurate, up to the minute, listing of all overdue films.

| Late List | | | | | | | |
|----------------|-------|---------|------|------------------|-----------|----------|--------|
| STOCK#000 | | | | | | | |
| NAME | PHONE | CODE | DATE | TITLE | DUPLICATE | DATE DUE | AMOUNT |
| HODGSON, JOE | 1000 | 2401010 | 1081 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| BLAKE, RUSSELL | 1000 | 2401010 | 1076 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| JARVIS, GARY | 1000 | 2401010 | 1082 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| WILSON, WALTER | 1000 | 2401010 | 1083 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| PEARL, MATTHEW | 1000 | 2401010 | 1084 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| PERKINS, BILL | 1000 | 2401010 | 1085 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| SCOTT, JOHN | 1000 | 2401010 | 1086 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| BLACK, TOM | 1000 | 2401010 | 1087 | Alfred Hitchcock | 10000 | 1000 | 2.00 |

| Late List By Code | | | | | | | |
|-------------------|----------------|-------|------|------------------|-----------|----------|--------|
| STOCK#000 | | | | | | | |
| CODE | NAME | PHONE | DATE | TITLE | DUPLICATE | DATE DUE | AMOUNT |
| 1000 | HODGSON, JOE | 1000 | 1081 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | BLAKE, RUSSELL | 1000 | 1076 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | JARVIS, GARY | 1000 | 1082 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | WILSON, WALTER | 1000 | 1083 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | PEARL, MATTHEW | 1000 | 1084 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | PERKINS, BILL | 1000 | 1085 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | SCOTT, JOHN | 1000 | 1086 | Alfred Hitchcock | 10000 | 1000 | 2.00 |
| 1000 | BLACK, TOM | 1000 | 1087 | Alfred Hitchcock | 10000 | 1000 | 2.00 |

The “late List” (menu selection [3L]) provides the customer name, telephone number, what films are still out and when they were due. Use the “Late List” to stay on top of inventory, keep late fees low, keep films renting, keep customers happy, and keep making money.

Keep Late Fees Low!

Use the late list this way:

Once per day, after late fees have been posted, print the late list. The cross-reference at the bottom can be sorted by the customer **code** or by the **category** of the film. Use the Code Sort if you store your movies behind the counter. Use the category sort if your inventory is live.

Use the cross reference to verify that the films on the list are not actually in the store. Put a check mark on the film code if the film is NOT there, circle it if it is. A computer cannot practically prevent a clerk from shelving a film without checking it in, but doing this minor inventory is quick, easy, and will verify clerk and computer accuracy on a daily basis. Cross checking the late list will also prevent embarrassing phone calls to customers who have already returned their films.

Call the customers on the list early, and your chances of being paid will be greater if the late fee is low. You'll keep an otherwise good customer by providing this valuable service to your customers.

If you institute a standard procedure of having clerks initial or sign the cross checked list, then noting in the right margin any efforts to contact the customer daily, the late list is no longer a mere "computer printout". The late list is now considered to be "Personal Notes", which can be considered as PROOF that your records have been accurate on a daily basis. You get PROOF that a customer has rented a particular film when they sign the receipt. The checked late list offers PROOF that the charges made every day for fees were accurate, checked, and justified.

Remember that computer printouts may not be admissible in court, where a listing verified daily by a human could be considered to be "personal notes" and thus be your proof of when the film was returned. Collection agents will also find this useful as "probable cause" to collect high late charges. Check with your attorney for how these laws apply in your state.

Reports, Reports, Reports

UltraVideo comes with a rich variety of reporting options. It uses a product called “Seagate Crystal Reports” as its report generator, and new reporting options will be posted on our Web Page as they are made available. If you are able to use report generators, you may even purchase your own copy of Seagate Crystal Reports and make your own customized output.



UltraVideo reports can contain bar and pie charts, logos, and any font installed in Windows. Because UltraVideo uses your Windows printer, any laser printer (including color laser printers), or color ink jet printer may be used for report or receipt output.

Receipts may be customized to fit a particular form or printing style you may wish to use. Basic receipts may be printed on dot matrix printers, or thermal receipt printers connected to a serial port or network connection if desired.

Unless your printer is an ink jet or laser printer, most of these advanced report features will not be available.

Return On Investment

EA899



| Title | Code | Received | Cost | Rentals | Sold @Price | Revenue | R/OI | |
|---------------------------|------|----------|------|---------|-------------|---------|---------|------|
| ALIEN RESURRECTION | | | | | | | | |
| ALIEN RESURRECTION | 1091 | 4299 | 5495 | 34 | N 0.00 | 18.00 | 0.33 | |
| ALIEN RESURRECTION | 1092 | 4299 | 5495 | 16 | N 0.00 | 14.00 | 0.25 | |
| ALIEN RESURRECTION | 1093 | 4299 | 5495 | 4 | N 0.00 | 4.00 | 0.07 | |
| ALIEN RESURRECTION | 1094 | 4299 | 5495 | 10 | N 0.00 | 10.00 | 0.18 | |
| ALIEN RESURRECTION | 1095 | 4299 | 5495 | 10 | N 0.00 | 10.00 | 0.18 | |
| ALIEN RESURRECTION | 1096 | 4299 | 5495 | 4 | N 0.00 | 4.00 | 0.07 | |
| ALIEN RESURRECTION | 1097 | 4299 | 5495 | 10 | N 0.00 | 10.00 | 0.18 | |
| ALIEN RESURRECTION | 1098 | 4299 | 5495 | 4 | N 0.00 | 4.00 | 0.07 | |
| ALIEN RESURRECTION | 1099 | 4299 | 5495 | 10 | N 0.00 | 10.00 | 0.18 | |
| ALIEN RESURRECTION | 1100 | 4299 | 5495 | 10 | N 0.00 | 10.00 | 0.18 | |
| | | | | | \$349.50 | 0.00 | \$94.00 | 0.13 |

These are a few examples of UltraVideo Reports. We can even customize your reports to include store logos, math calculations, output to Excell Spreadsheets, and much more!

34499

Rental Item Listing



34499

| Code | Type | Title | Received | From | Format | Rating |
|------|------|--------------------|----------|------|--------|--------|
| 1001 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1002 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1003 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1004 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1005 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1006 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1007 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1008 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1009 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1010 | 0 | Titanic | 5/27/99 | MVC | 0 | PG-13 |
| 1011 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1012 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1013 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1014 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1015 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1016 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1017 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1018 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1019 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1020 | 0 | A Perfect Murder | 5/27/99 | MVC | 0 | R |
| 1021 | 0 | The House Whipcord | 5/27/99 | SS | 0 | PG-13 |
| 1022 | 0 | The House Whipcord | 5/27/99 | SS | 0 | PG-13 |

UltraVideo 800-726-7727

 Titanic 1001 A 5/27/99

UltraVideo 800-726-7727

 A Perfect Murder 1011 B 5/27/99

UltraVideo 800-726-7727

 Titanic 1002 A 5/27/99

UltraVideo 800-726-7727

 A Perfect Murder 1012 B 5/27/99

UltraVideo 800-726-7727

 Titanic 1003 A 5/27/99

UltraVideo 800-726-7727

 A Perfect Murder 1013 B 5/27/99

UltraVideo 800-726-7727

 Titanic 1004 A 5/27/99

UltraVideo 800-726-7727

 A Perfect Murder 1014 B 5/27/99

Daily Statistics

01/01/1990 to 01/01/2001

| Date | Day | Rentals | Late Fees | Sales (F+S) | Credit Vouchers | Debit Vouchers | Applied Credit | Tax | Grand Total |
|----------|-----|-----------------|----------------|----------------|--------------------|-------------------|-------------------|---------------|-----------------|
| 07/02/99 | Fri | 34.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.05 | 0.70 | 32.65 |
| 07/03/99 | Sat | 54.00 | 52.00 | 5.74 | 0.00 | 0.00 | 0.00 | 1.25 | 112.99 |
| 07/04/99 | Sun | 77.00 | 15.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.75 | 94.75 |
| 07/05/99 | Mon | 56.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.15 | 57.15 |
| 07/06/99 | Tue | 51.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.05 | 52.05 |
| 07/07/99 | Wed | 14.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.25 | 14.25 |
| 07/07/99 | Wed | 51.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.15 | 52.15 |
| 07/08/99 | Thu | 83.00 | 6.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.70 | 90.70 |
| | | \$428.00 | \$74.00 | \$5.74 | \$0.00 | \$0.00 | \$2.85 | \$9.80 | \$505.89 |
| 06/30/99 | Wed | 0.00 | 0.00 | 0.00 | 100.00 | 0.00 | 0.00 | 0.00 | 100.00 |
| | | \$0.00 | \$0.00 | \$0.00 | \$100.00 | \$0.00 | \$0.00 | \$0.00 | \$100.00 |

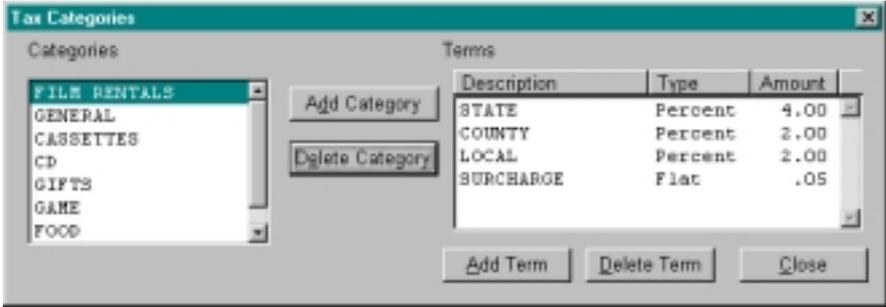
Hourly Dollar Volume Report

01/01/1990 to 01/01/2001

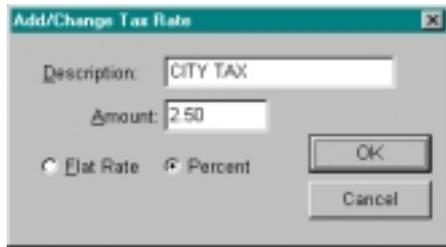
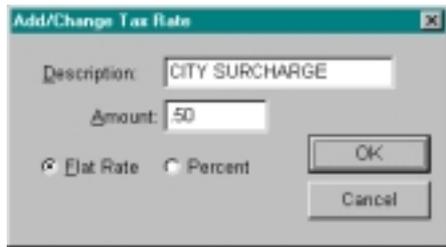
| Date | Day | 8-9 AM | 9-10 AM | 10-11 AM | 11-12 AM | 12-1 PM | 1-2 PM | 2-3 PM | 3-4 PM | 4-5 PM |
|----------|-----|---------------|----------------|----------------|----------------|-----------------|---------------|---------------|---------------|---------------|
| 06/30/99 | Wed | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/02/99 | Fri | 0.00 | 0.00 | 0.00 | 12.20 | 13.25 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/03/99 | Sat | 0.00 | 0.00 | 0.00 | 0.00 | 86.80 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/04/99 | Sun | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/05/99 | Mon | 0.00 | 0.00 | 0.00 | 0.00 | 57.15 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/06/99 | Tue | 0.00 | 4.10 | 0.00 | 0.00 | 47.95 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/07/99 | Wed | 0.00 | 18.35 | 0.00 | 0.00 | 47.95 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/07/99 | Wed | 0.00 | 0.00 | 34.85 | 17.30 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 07/08/99 | Thu | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | \$0.00 | \$22.45 | \$34.85 | \$29.50 | \$253.10 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

Sales Tax Handling

UltraVideo allows for multiple tax categories that can each have any combination of tax terms assigned to the category.



For example, a “rental” tax category could include *state*, *county* and *local* tax terms. Each term can either be a percentage (such as 4.00, which would equal 4%), or a tax term can alternately be defined as a “flat” dollar amount (a rental surcharge imposed by a city government would be a good example of a flat tax).



While the receipt shows only the total tax to be collected, UltraVideo can report on each individual tax term if needed. For example, a custom report could be produced that would calculate and fill out your sales tax form every month for you.

Each rental pricing class and each sale inventory item can be assigned to any one of up to 99 categories, which are made up of any combination of up to 99 individual terms.

Rental Pricing

UltraVideo may have over 800 different pricing classes that rental items could be assigned to. These classes hold the price information that will appear on the receipt when a film code is entered. Pricing may be overridden at checkout, but the difference will be reported on an end of day discounts report.

Each price class is made up of six elements. The description; the default price; the number of days the price is good for; the late charge to be added to the customer account if the number of days is exceeded; the amount to be added if the operator increases the number of days at check-out.



A pricing class can be different depending on if the customer is a “regular” or “member” type account. The prices can also be different each day of the week. Utilities are provided to copy the main table to



all others, or to “paste” a certain table to another day of the week, such as copying Tuesdays pricing setup to be used by Thursdays table.

System Requirements

In general, any new computer will work just fine.

- **Any IBM or Compatible** computer running **Windows98** or **WindowsNT** (*version 4 or better*).
- **32 Megabytes RAM.** (*64 MB is recommended*)
- **2 GB Hard drive.** (*We highly recommend as large a hard disk drive as practical, especially if pictures are to be used. Pictures take up disk space, but fortunately very large capacity hard disk drives are quite affordable.*)
- **SVGA video display.** (*Pictures look best if your video display is set to more than 256 colors.*)
- **Any Windows Printer.** (*For receipts, we recommend either a POS receipt printer or an OKIDATA ML-320. UltraVideo can be set to print receipts and reports of different printers automatically. For reports we recommend a good quality color ink jet printer or a laser printer. UltraVideo will use the Windows Default Printer if none is otherwise specified and this demo will send all output to the screen preview first.*)
- **Modem and Internet connection.** UltraVideo Software will be offering more and more Internet related features such as on line updates and free custom report downloads.
- **Symantic PCAnywhere Software.** Available on line at www.symantic.com or at any Office Depot, PCAnywhere allows our support to install and train by taking control of your computer over the Internet! Save time and energy by letting us do it all for you! Technical issues are resolved as easy as if we visit your store!