

StarLite on the Web Description Document By The Software Clinic Date: 28th of January 2018

The StarLite online web application allows your Internet customers to interact dynamically with your in-store retail or rental catalogues. There are no other systems that allow this type of flexibility. What this means is that your brick and mortar store continues to operate as a normal point-of-sale countertop operation as well as serving as a platform for your Internet customers.

For a demonstration of the Internet StarLite Web application

Visit www.starlightdemo.com

For more information about our point-of-sale and rental software (RAPS)

Visit www.softwareclinic.co.za

And download a copy



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About StarLite

StarLite is retail and rentals automated website building process that reads the in-stores stock database records. The information from these records is then used to produce and update your website content without the need of a web-master or web-designer.

Stock records can also have associations to many types of Meta data that will be displayed on StarLite. For example video footage showing how simple it is to switch on a power generator; and if required the relevant specifications can also be display in a PDF document. Other types of Meta data supported are pictures, galleries, iframe links to other websites and transparent annotations showing pricing details and on sale tags etc. StarLite can run on a home or office i5 type computer (Windows 7,8 or 10).

Add a variety of Meta data to your online stock records:

- YouTube or Vimeo video footage
- Gallery of pictures with titles and description for each
- Customer May Also Like stock card links
- Assign GPS Google map coordinates to stock records and display their locations on the web
- Add meaningful Icons to stock records from your icon tray with popup descriptions of their meaning

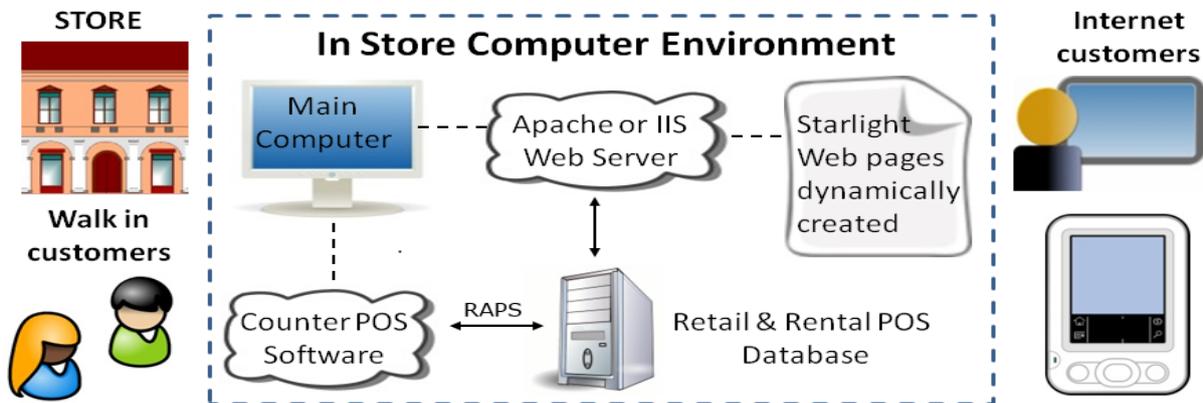
StarLite provides a professional eCommerce Internet solution that also creates a transaction channel to the in-stores counter-top point-of-sale (POS) system. This dynamic channel communicates business generated transactions between potential Internet customers and the in-stores point-of-sales (pos) RAPS database.

StarLite keeps the in-store stock quantity levels up to date as the in-store and Internet transactions are processed. Also orders are easily managed and customers are automatically emailed on the progress of their online purchases.

With StarLite customers can purchase or rent merchandise from your brick and mortar store or do these transactions from the comfort of their computers or hand held mobile devices. As an entrepreneur your business models can take on many diversified dimensions, catering for the modern world trends.

This retail rental web app is perfect for **costume, tool, photographic, movie, games, boat, hardware, home industry, real-estate agents** and other types of rentals and retail sales.

----- PRE-AMBLE -----



RAPS counter software serving a walk-in customer (customer pictures optional)

The screenshot shows the 'Rental and Retail Checkout' window for '2102, Mr. Aaron, Bill'. It includes a 'Customer Picture' gallery, a 'Stock Catalogue' with item details, and an 'Account Balances' section. The item list is as follows:

#	Item Label	Title Description	Age Group	P	Return Dte	QTY	Units	Price: \$
1	600965	Head Phones	NONE	A		1		45.00
2	7002	Compact Driver/Drill Cordl (X)		V	03/11/2014			20.00
3								0.00
4								0.00
5								0.00
6								0.00

Account Balances:
 Owing: \$65.00
 Units: 30
 Deposit: \$105.00
 Sub Totals: \$65.00
 Sales Tax: \$9.10
 Deposit Required: \$105.00
 Total Due: \$179.10

Amending a RAPS retail stock card with Internet attributes (info visit www.softwareclinic.co.za)

The screenshot shows the 'Amend Retail Stock Card' window for 'Head Phones'. It includes fields for 'Item identification', 'Retail attributes', 'Current purchase details', and 'Last purchase details'. The 'Retail attributes' section includes:

- Selling price: 45.00
- Status: O
- Previous price: 183.00
- Current qty: -8
- Age group: (empty)
- Run time: 0
- Min qty: 0
- Released: 24/09/2014
- Max qty: 0
- Genre: *None
- Floor location: *Manufactured
- Revenue share: T/O
- Stock card class: X

Current purchase details:
 Purchase date: 02/07/2015
 Qty: 0
 Cost/item: 0.00

Last purchase details:
 Date: 30/04/2015
 Qty: 3
 Cost/item: 65.00

Extra retail genres: SA
 Video url: www.youtube.com/watch?v=GePkRZc77PA
 Description: Asus Vulcan Pro - Active-Noise-Cancelling pro gaming headset, ROG Spitfire USB DSP with headphone amplifier - black + red republic of gamers design - 7.1 virtual surround, detachable mic, scratch-resistant carbon shield, 40mm neodymium magnet drivers, breathable Japanese protein leather with memory foam, detachable braided cable

Amending a RAPS rental stock card with internet attributes

*Notice that the following stock card is classed as "Manufactured" and will be shown on the Internet with its Manufacturer name (Milwaukee) and model number (DRX56SX5) Visit demo web: www.starlightdemo.com

Label: TO3, Description: Compact Driver/Drill Cordle, Amend Mode:

Amend Rental Entry

Item identification:

Category code: TO (Tools All)
 Label No.: 3
 Description: Compact Driver/Drill Cordle
 Reference no: DRX56SX5

Item attributes:

Type: F (Feature) Run time: 0 Rating: 0
 Price group: A (Latest Release) Age group:
 Vendor code: MAKR View Released: 17/04/2014
 Ownership: B Picture Annotation: PR (Show Price)
 Online show Online
 Day rate: 20.00
 Extra day rate: 15.00 Dep
 Stock card class: X
 Video url: <http://www.youtube.com/watch?v=F07y7NduHPs>
 More info url:
 Processed by synchronize catalogue Apply Daily/Weekly/4xWeek Rates
 Synchronize catalogue genres: D1, . . .
 D1

Milwaukee 2601-22 M18 18V Cordless Lithium-Ion Compact Driver/Drill. Offers a high torque of 425 in-lbs. With a heavy-duty 2-speed metal gear box
 Not only durable, but also offers speeds of 0 - 500 RPM in low and 0 - 1,500 RPM in high
 Fuel gauge lets you easily see how much battery life is left
 Built-in LED light illuminates the work area

Milwaukee

Accept Synopsis Associate Also like Gallery Icon footer Google M. Help Cancel

*Notice that the following stock card is classed as "BOOK" and will be shown on the Internet with its Author (Francois Ferreria) and ISBN number (9780799368437). The stock cards Synopsis/description can contain html tags that are processed and the result displayed by StarLite. Visit our demo web site www.starlightdemo.com

Label: P415, Description: Cupboard Cuisine (Book), Amend Mode:

Amend Retail Stock Card

Item identification:

Category code: P4 (Plascon Range)
 Label No.: 15 Shelf: 27/04/2015
 Description: Cupboard Cuisine (Book)
 Vendor code: BOOK View
 Bin/cabinet: B01 B 21
 Barcode/Ext no.: 9780799368437
 Reference no: 9780799368437

Retail attributes:

Selling price: 189.00 Status: 0 Previous price: 220.00
 Current qty: 3 Age group: ALL Run time: 0
 Min qty: 0 Released: 10/03/2015
 Max qty: 0 Pi
 Floor location:
 Revenue share: T/O
 Stock card class: B

Current purchase details:

Purchase date: 02/07/2015
 Qty.: 0
 Cost/item: 0.00

Last purchase details:

Date: 30/04/2015
 Qty: 3
 Cost/item: 110.00

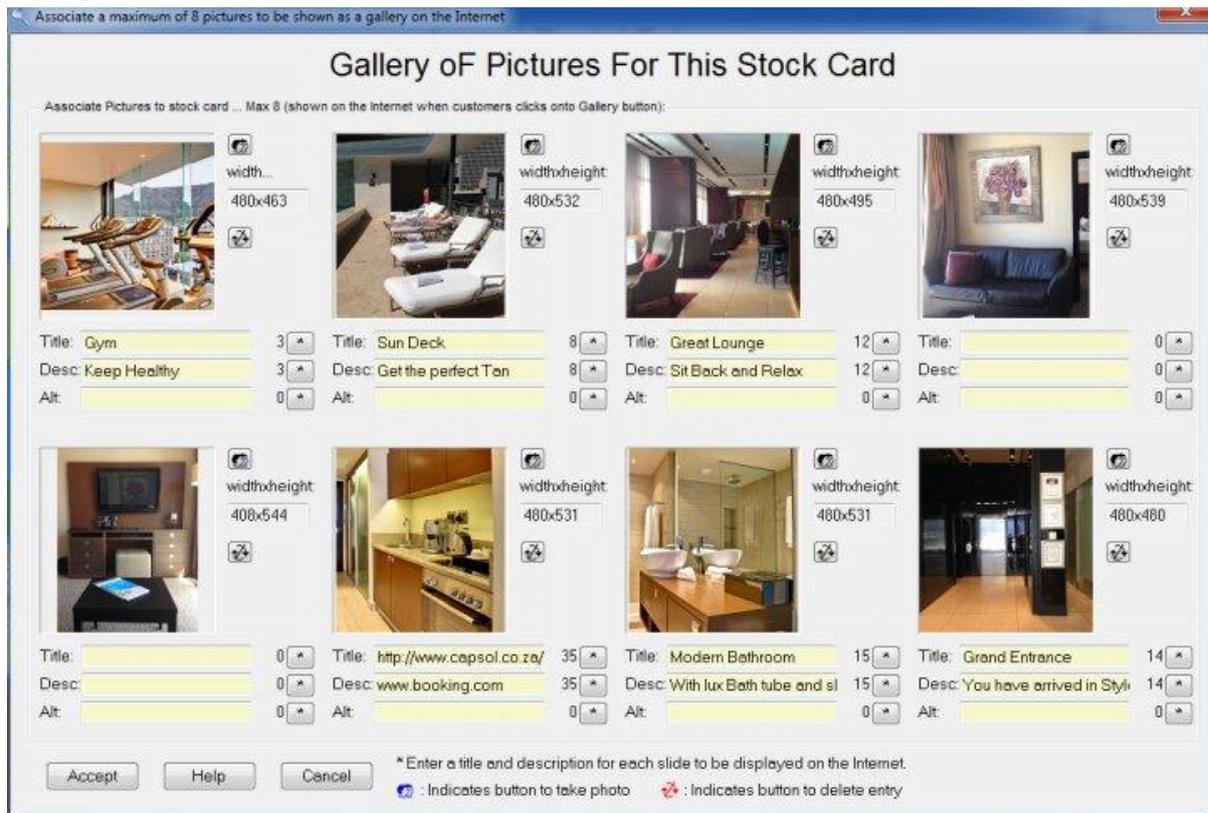
Extra retail genres: CK, . . . Processed by synch. cat.
 CK
 Video url: <http://youtu.be/dzvuH9mlj5o>
 Cupboard Cuisine is not only a book that dispenses invaluable advice about vital herbs, spices and food items that need to be in your food cupboard, but the recipes use these in innovative ways, allowing everyday ingredients and dishes to be transformed into extra-ordinary cuisine.

The book also includes fundamentals and
 More info url:

Francois Ferreria

Accept Synopsis Associate Also like Gallery Icon footer Google M. Help Cancel

Assigning a photo gallery to any RAPS stock card record can be accomplished by clicking onto the Gallery button (refer above for button):



Now you can copy and paste or even use your web cam to place pictures into your Gallery.

*Note that you can even add a Title and Description per photo to emphasize the quality of the product. Photos can be accessed on the local web server computer or you can choose to access your pictures from another Internet Web server by entering the url address in the Alt field ...example: <http://softwareclinic/test-pic/> (The Software Clinic will be happy to walk you through the process of exporting your photos to another web server....It's easy)

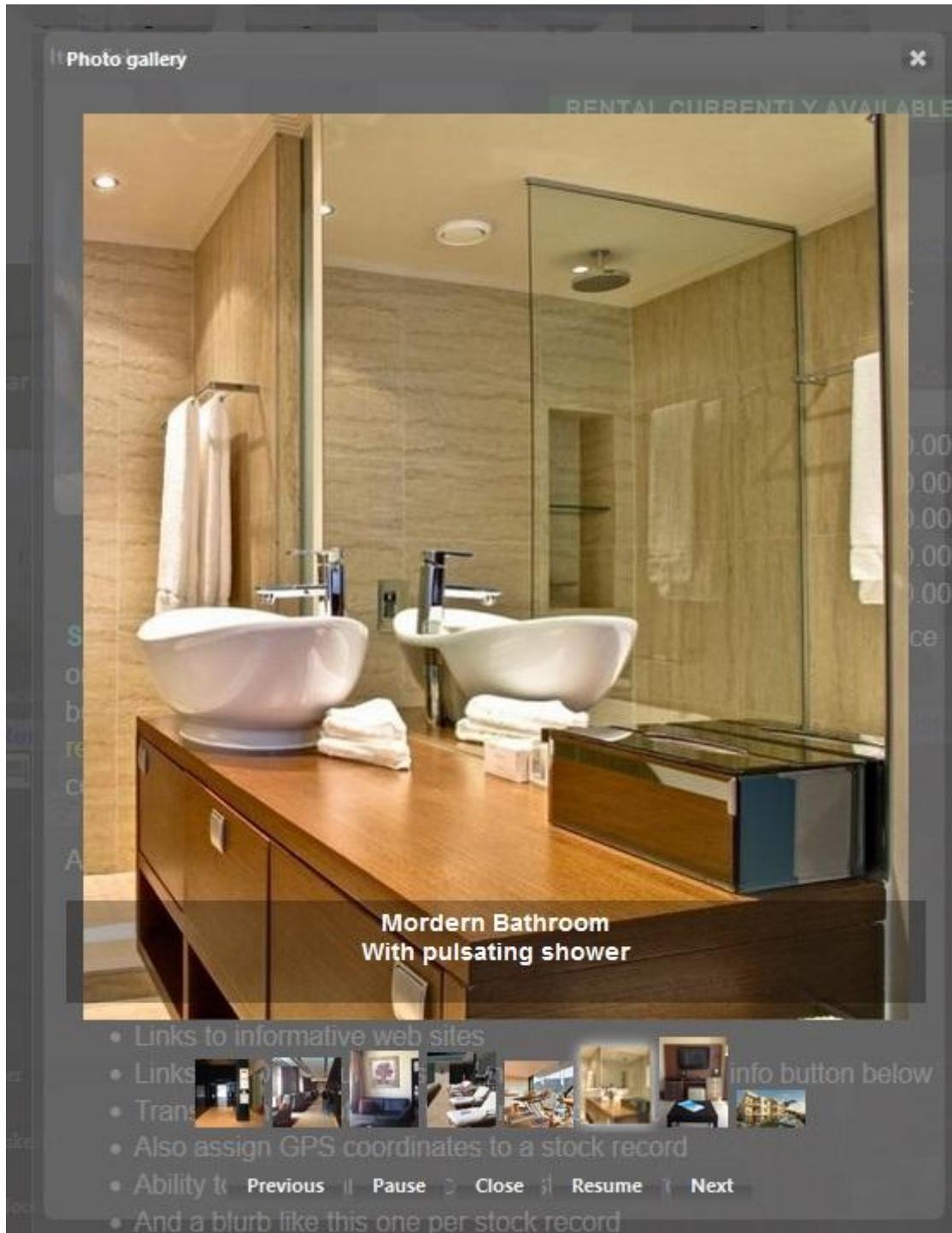
The Gallery can be demonstrated by clicking onto a product picture on our StarLite demo (www.starlightdemo.com)

The screenshot shows a mobile application interface with a modal window open. The modal has a dark background and contains the following elements:

- Item Selected** header with a close button (X).
- WHAT IS STARLITE ?** title above a photo of a squirrel with a camera. Below the photo is a yellow button that says "Click On Me To Find Out".
- RENTAL CURRENTLY AVAILABLE** status bar.
- Name:** What Is Starlite
- Category:** Tools All
- Released:** 27/04/2015
- Model No:** StarLite 3.0a
- Manufacturer:** Software Clinic
- Stock Number:** TO11
- Rental Rates** table:

Day rate:	\$150.00
Extra day rate:	\$150.00
Weekly rate:	\$700.00
Monthly rate:	\$2500.00
Refundable deposit:	\$250.00
- Summary:** StarLite is an Internet solution that can be run from your office or home computer. It is used by home based small to medium sized businesses. Starlight allows your customers to interact with your stores retail and rental catalog. It is an add on component to RAPS which is a counter POS system.
- Add a variety of meta data to your online stock records:**
 - YouTube or Vimeo video footage
 - Gallery of pictures with titles and description for each
 - Customer May Also Like stock card links
 - Links to informative web sites
 - Links to PDF documents like the one on the more info button below
 - Transparent annotations to your catalog pictures
 - Also assign GPS coordinates to a stock record
 - Ability to add meaningful icons to stock record
 - And a blurb like this one per stock record
- Note:** This is a demo; currency symbol, pictures and descriptions can be changed easily to meet your requirements. This can be done by you within the RAPS counter POS software application that runs on the stores desktop computer. refer to www.softwareclinic.co.za or visit another StarLite site www.magdasugarart.co.za or click onto the More Info. button below for more information.
- Bottom navigation bar with buttons: More Info., Reserve, Demo Video, Gallery, Map, and Close.

Clicking onto the StarLite Gallery button and your pictures with relevant descriptions will appear in the StarLite Gallery Window:



*Notice the description “*Modern Bathroom - With pulsating shower*”, gallery pictures can be annotated with titles and descriptions. Also a list of gallery icons is displayed at the bottom that can be moused-over to bring pictures of interest into the display area.

Hovering the mouse over a picture will also zoom into the relevant image area.

Item Selected ✕

RENTAL CURRENTLY AVAILABLE
Name: **What Is Starlite**



WHAT IS STARLITE ?

Click On Me To Find Out



WHAT IS S

Summary: StarLite is an Internet solution for home based businesses. Starlight allows your customers to view your **retail** and **rental** catalog. It is an add on to your counter POS system.

Add a variety of meta data to your online stock records.

- YouTube or Vimeo video footage
- Gallery of pictures with titles and description for each

Rent \$20.00/Day Rent \$15.00/Day Rent \$95.00/Day

Refundable deposit: \$250.00

Summary: StarLite is an Internet solution that can be run from your office or home computer. It is used by home based, small to medium sized businesses.





- Also assign GPS coordinates to a stock record
- Ability to add meaningful icons to stock record
- And a blurb like this one per stock record

The Place
Grand style be noticed

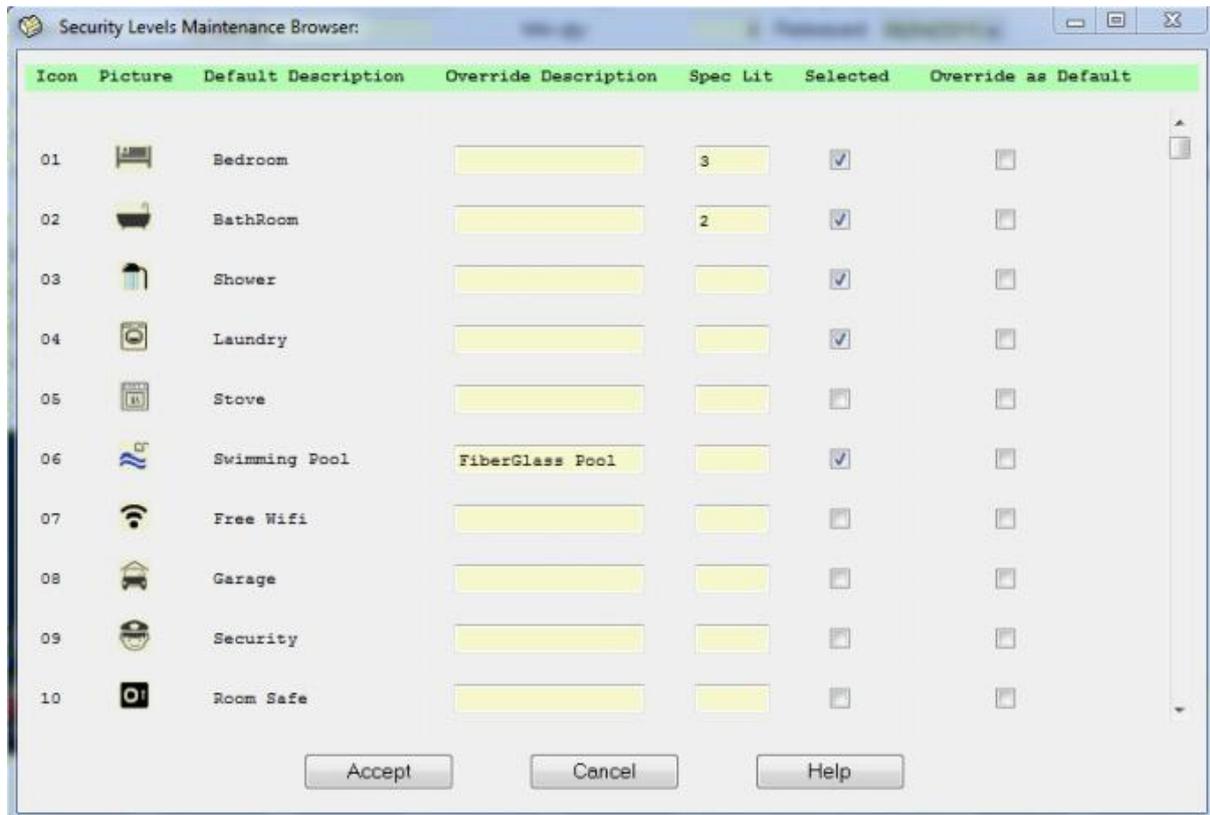
Note: This is a demo; customer names and descriptions can be changed easily to meet your requirements. This can be done by you within the RAPS counter POS software application that runs on the stores desktop computer. For more information, visit another StarLite site.



More Info Reserve Demo Video Gallery

Previous Pause Close Resume Next

Assigning Icons to any RAPS stock card record can be accomplished by clicking onto the Icon Footer button (refer above for button):



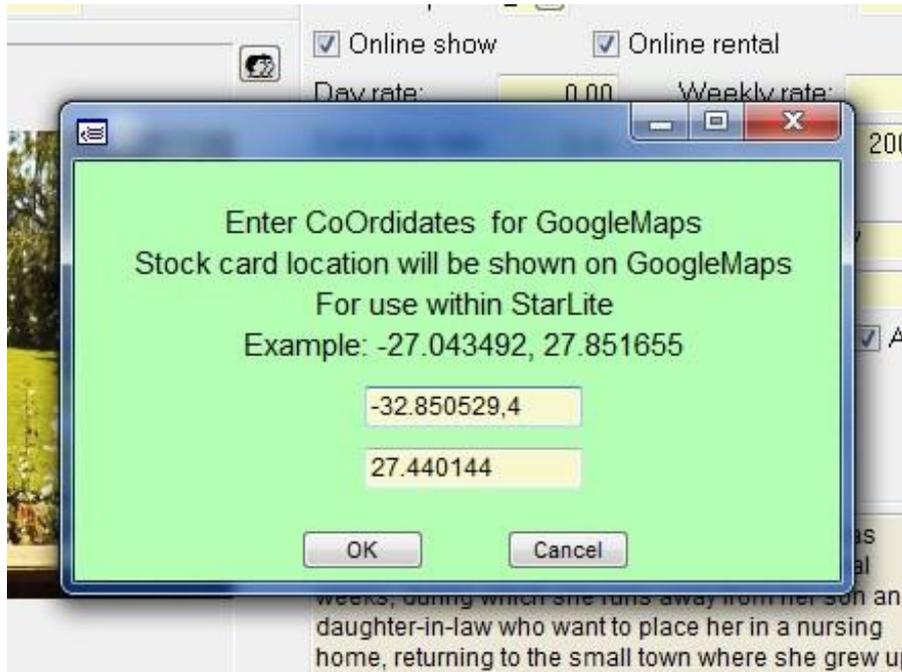
* Note Icons can be loaded for your Industry

Example of results on StarLite when viewing the catalog on the Internet:

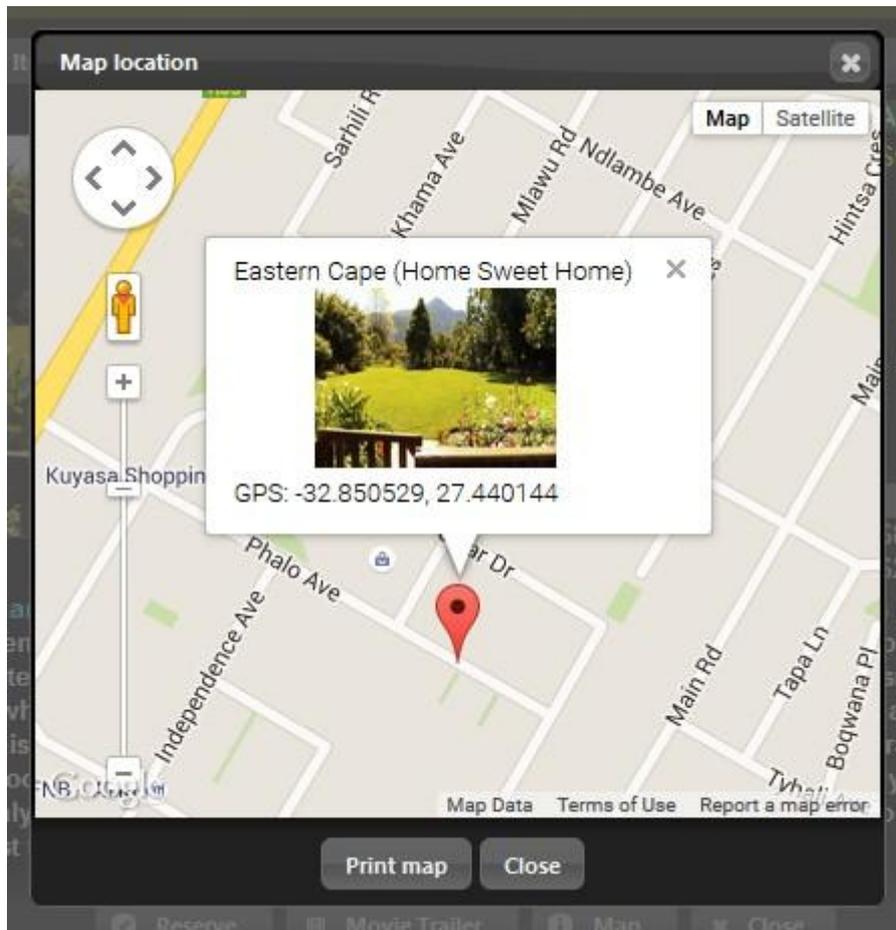


*Notice the way the Icon lifts and displays the **Swimming Pool** description when the mouse is hovered over the icon. Also when clicking onto a catalog picture; the result will produce a magnified image with a host of available options. For example Rent, Purchase, view additional specifications, watch a video demo, view a gallery of pictures, map location of item, make a reservation.

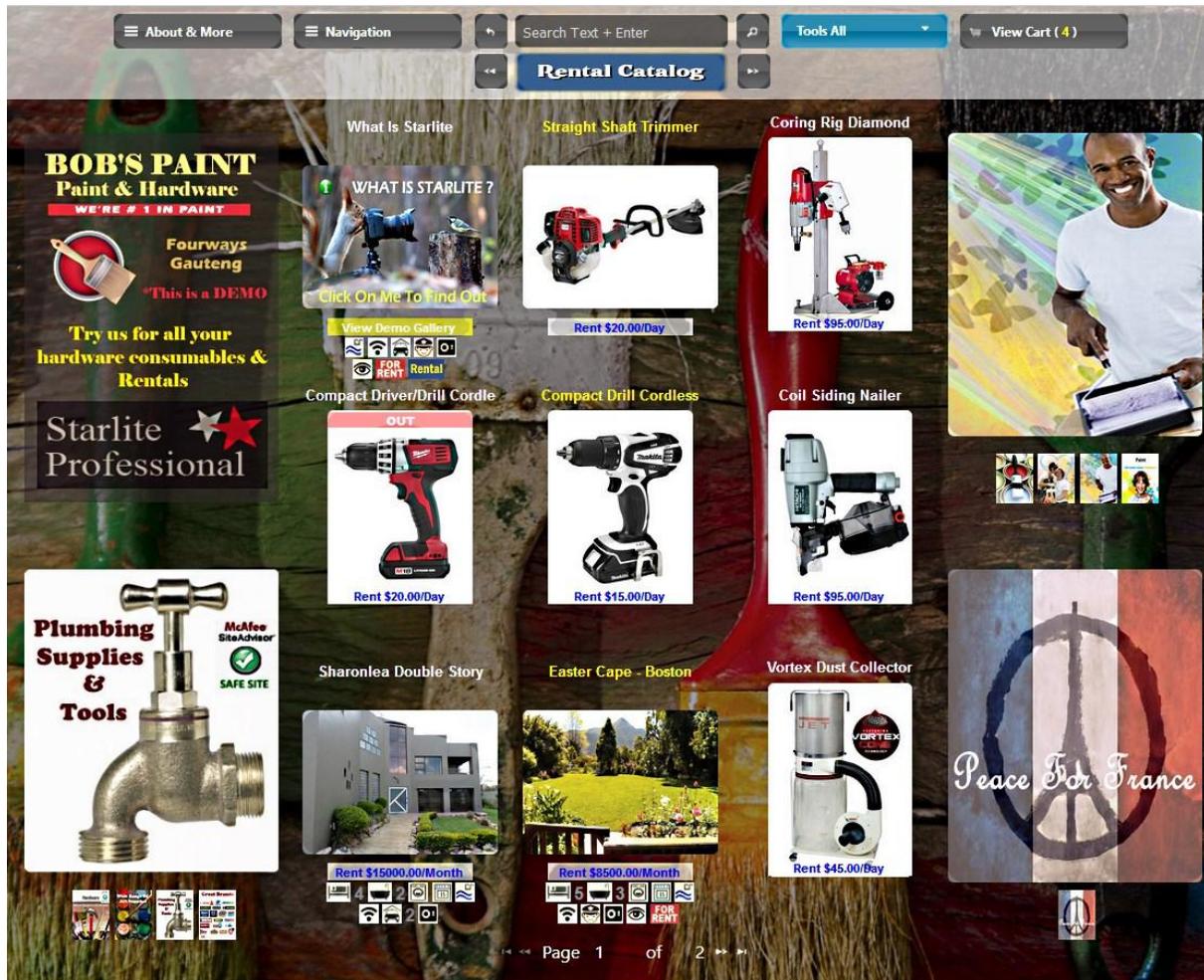
Assigning Google Map GPS coordinates to any RAPS stock card record can be accomplished by clicking onto the Google M. button (refer above for button):



Example of results on StarLite when viewing the catalog on the online web (A Map button will appear as an option when clicking onto a StarLite catalog picture. Click onto the Map button):



StarLite on the Web after adding the pictures and other data and links within the RAPS stock cards (POS software by the Software Clinic) ([RENTALS TOOLS](#)) www.starlightdemo.com



Note that the logo is replaced with your own logo requirements. Customers can also click onto the Store location button and see a Google map of your stores location and have the option to print. Any orders made by customers can be viewed and reprinted by clicking onto the View Orders & Status button.

***Note the currency symbol can be changed for the country of business**

Clicking onto a product will action a dialogue box to appear with a larger picture and rental information as well as giving an online customer the opportunity to interact: read the description of the product, view more information, view a demo YouTube/Vimeo video link, or reserve.

Item Selected

RENTAL TAKEN - TRY RESERVING

Name: Compact Driver/Drill Cordless
Category: Tools All, Drills
Released: 17/04/2014
Model No: DRX56SX5
Manufacturer: Milwaukee
Stock Number: TO3

Rental Rates

Day rate:	\$20.00
Extra day rate:	\$15.00
Weekly rate:	\$85.00
Monthly rate:	\$350.00
Refundable deposit:	\$150.00

Summary: Milwaukee 2601-22 M18 18V Cordless Lithium-Ion Compact Driver/Drill. Offers a high torque of 425 in-lbs. With a heavy-duty 2-speed metal gear box

- Not only durable, but also offers speeds of 0 - 500 RPM in low and 0 - 1,500 RPM in high
- Fuel gauge lets you easily see how much battery life is left
- Built-in LED light illuminates the work area and makes it easier to see in dark, tight spots
- 30-minute charger keeps you working with little to no downtime
- Compact size weighs only 4 lbs. for less user fatigue

Note: This is a demo; currency symbol, pictures and descriptions can be changed easily to meet your requirements. This can be done by you within the RAPS application counter POS software that runs on the stores desktop computer. refer to www.softwareclinic.co.za for more information.

You May Also Like These Stock Items

<p>Compact Drill Cordless</p>  <p>Rent \$15.00/Day</p>	<p>Coil Siding Nailer</p>  <p>Rent \$95.00/Day</p>
--	--

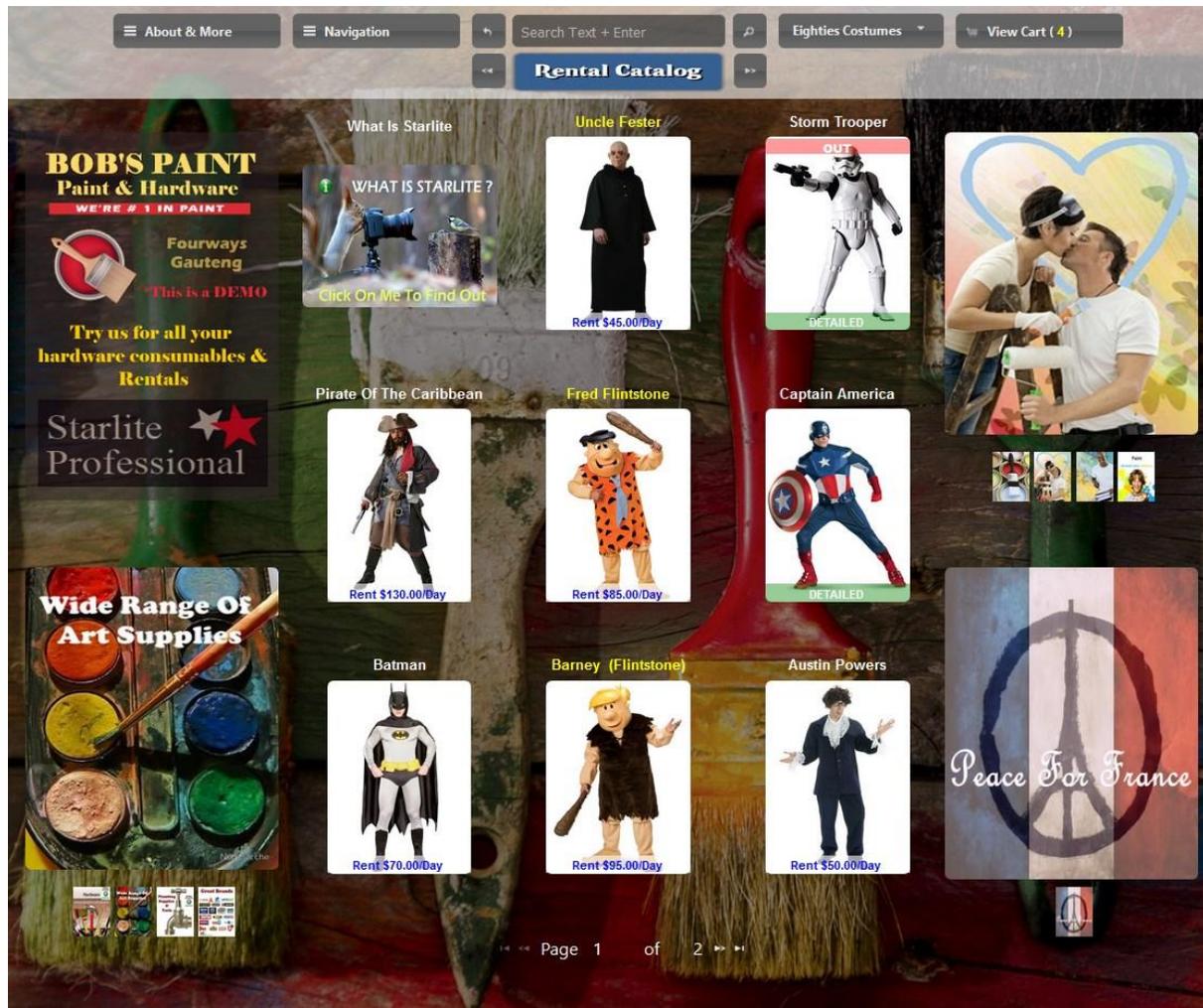
Social media links: Twitter, LinkedIn, Facebook, Google+, YouTube.

By inserting a small amount of html tags into the RAPS stock cards synopsis/description will result in the above bullet points and color within the summary above. Refer stock cards being of this doc.

The “You May Also Like” contains active links to other products.

***Note the currency symbol can be changed for the country of business**

StarLite on the Web after adding the pictures and other data and links within the RAPS stock cards (POS software by the Software Clinic) ([RENTALS COSTUMES](#)) www.starlightdemo.com



*Note the currency symbol can be changed for the country of business

Clicking onto a product will action a dialogue box to appear with a larger picture and rental information as well as giving an online customer the opportunity to interact: read the description of the product, view more information, view a demo YouTube/Vimeo video link, or reserve.

Catalog Item Selected



RENTAL TAKEN - TRY RESERVING
Name: Storm Trooper
Category: Eighties Costumes
Shelf: 15/10/2014
Stock Number: C19

Rental Rates	
Day rate:	R150.00
Extra day rate:	R50.00
Refundable deposit:	R250.00

Summary: The Imperial Stormtroopers are fictional soldiers from George Lucas' Star Wars universe. They are the main ground-force of the Galactic Empire, under the leadership of Emperor Palpatine and his commanders, most notably Darth Vader and Grand Moff Tarkin. The order of battle of the Stormtrooper Corps is unspecified in the Star Wars universe, but its numbers are far fewer than those of the Imperial Army's regular troopers. Despite this, the apparently high combat effectiveness of the Stormtroopers as well as their harsh reputation serve as the main reasons for deploying them almost exclusively in most of the military engagements of the Galactic Empire.

[Reserve](#) [Demo Video](#) [Close](#)

You May Also Like These Stock Items

Captain America



DETAILED

Batman



Rental R70.00

The "You May Also Like" contains active links to other products.

*Note the currency symbol can be changed for the country of business

StarLite on the Web after adding the pictures and other data and links within the RAPS stock cards (POS software by the Software Clinic) ([RETAIL Home Industry](#)) www.magdasugarart.co.za

The screenshot displays the 'Sugar Art By Magda' website interface. At the top, there is a header with the South African flag, the brand name 'Sugar Art By Magda', and a 'Retail Catalogue' button. Below the header, there are navigation links for 'Store location', 'Contact us', 'About Magda', and 'View cart'. A 'Retail Search Criteria' section includes a search bar and filters for 'Sections' (Sugar Art) and 'Categories' (All Sugar For Sale). The main content area features a grid of product cards, each labeled 'HAND CRAFTED' and showing an item with its price in South African Rand (R). The items include Micky Mouse Girl (R40.00), Micky Mouse Boy 01 (R40.00), Horse Baby 01 (R40.00), Flowers X 9 Bouquet (R250.00), Dragon 01 (R40.00), Dog Happy 01 (R40.00), Bunny Single (R40.00), Bunny Large 01 (R95.00), and Bunnies Pair (R65.00). There are also sections for 'Cartoon Cake Decorations' and 'Christening Cake Decorations'. A 'Chocolate Egg Center' is featured in a large image on the left. The footer includes a 'Page 2 of 6' indicator and a social media link for Nestor Guido.

*Notice the different theme background. StarLite is very flexible in regards to backgrounds and colors that would compliment your stores color scheme.

***Note the currency symbol can be changed for the country of business**

Clicking onto a product will action a dialogue box to appear with a larger picture and retail information as well as giving an online customer the opportunity to interact: read the description of the product, view more information, view a demo YouTube/Vimeo video link, or purchase.

The screenshot shows a dialog box titled "Catalog Item Selected" with a close button (X) in the top right corner. On the left is a large image of a bouquet of hand-crafted flowers in shades of pink, orange, and white. To the right of the image, the text reads: "HAND CRAFTED", "Name: Flowers X 9 Bouquet", "Category: Weddings", "Shelf: 19/03/2015", "Price: R250.00", and "Stock Number: WD7". Below this is a "Summary" section: "Hand crafted 9 flower bouquet of sugar art cake decoration." A "Note" section follows: "Orders take +-2 weeks to complete depending on work loads. Also end products are similar to picture because of being hand made." An "Ingredients" section lists: "Sucrose, Glucose, Vegetable Fat, Thickeners, Glycerine, Modified Starch, Colourant, Acidifying agent and Potassium Sorbate(Preservative), Coloured Crystals, Water coloured paints." At the bottom of the dialog are three buttons: "Add to Cart", "View Cart", and "Close". Below the buttons is a section titled "You May Also Like These Stock Items" which features two product cards. The first card is for "Flowers Pink 01", labeled "HAND CRAFTED", with an image of a pink bouquet and a price tag of "R95.00". The second card is for "Flowers Green 01", also labeled "HAND CRAFTED", with an image of a green bouquet and a price tag of "R95.00".

By inserting a small amount of html tags into the RAPS stock cards synopsis/description will result in the color and font size changes within the summary above. Refer RAPS stock cards at the beginning of this document.

The "You May Also Like" contains active links to other products.

***Note the currency symbol can be changed for the country of business**

Also notice the twitter blog at the end of the web page that a customer can scroll through. The store could make a workstation available on the floor to allow customers to browse the store inventory.

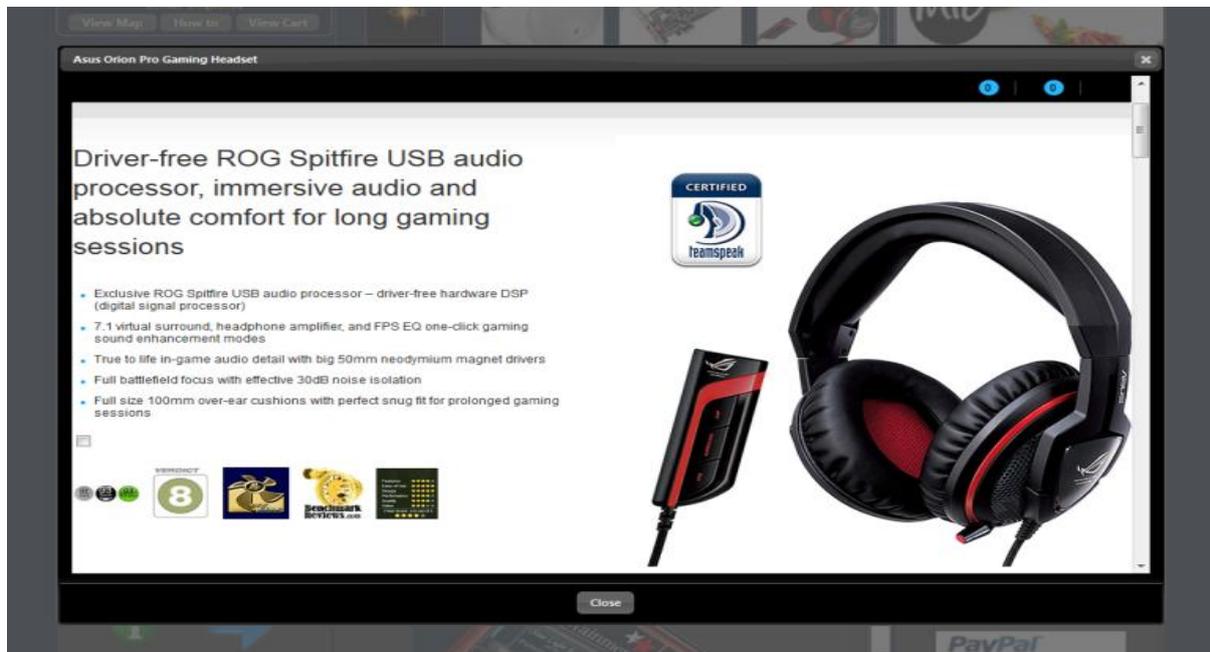
Another noticeable is the transparent annotations that are dynamically attached as the status of the stock levels change or these annotations can be placed by Management to describe an item as HOT HOT!!! Etc.

After or before reading visit: (www.starlightdemo.com) to take StarLite for a realistic drive and to have some fun.

The next few pages illustrate clicking onto the exposed buttons for the product chosen.

Asus Orion pro Gaming Headset:

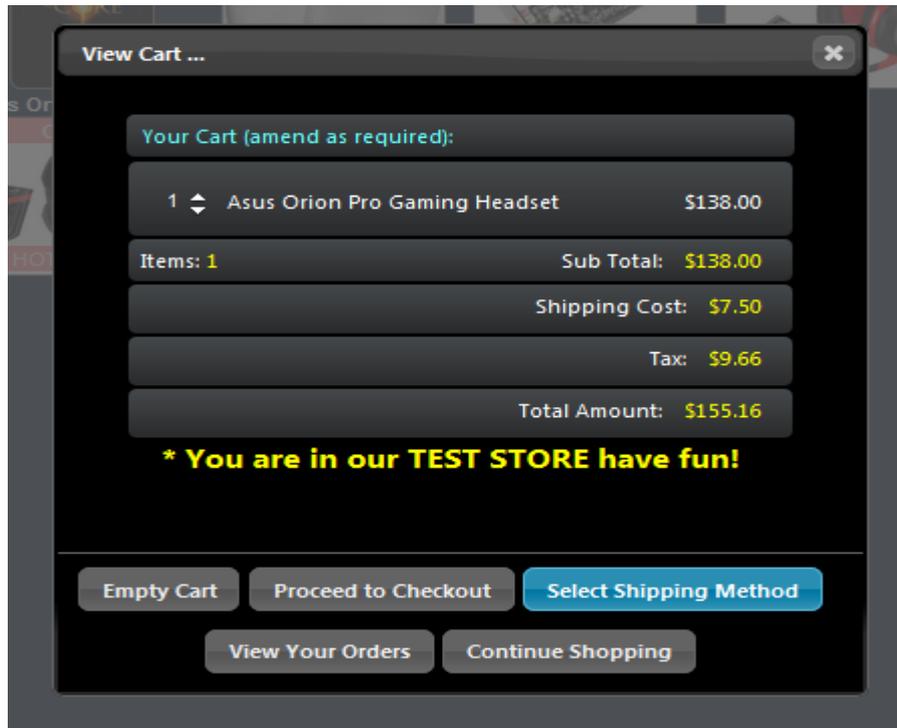
More Info button depressed: opens a light-box Window that's linked to the manufactures web-page for this product. A customer can then view further specifications and art work on the product. This link is managed and maintained within the stock card record in the RAPS database. Refer to www.softwareclinic.co.za for more information about RAPS. Notice the close button at the bottom of this illustration, by clicking onto it, this Window will be closed and the customer will still be in StarLite; meaning no hopping between web pages.



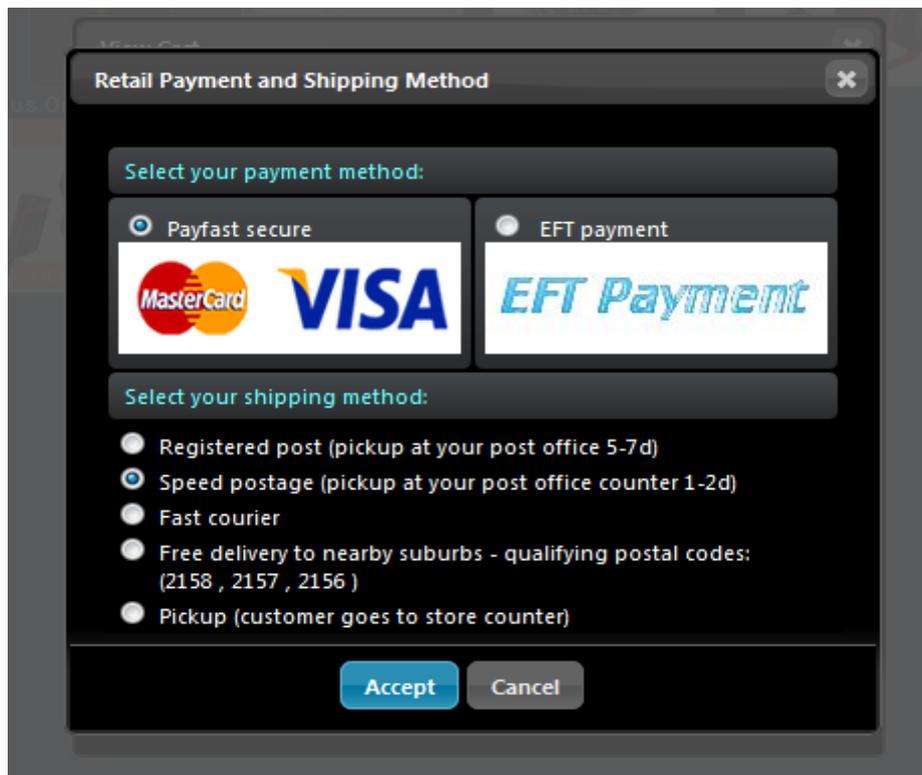
Demo button depressed: opens a light-box Window that's linked to a YouTube/Vimeo video demonstration of the product where the customer can view the product in action. Note store management could make their own YouTube demonstration video and link them into the relevant stock record within the RAPS database.



Add to Cart button depressed: opens a light-box Window showing that this item has been added to the shopping cart allowing the customer to continue shopping or to start the *Checkout process*.



Select Shipping Method button depressed: opens a light-box Window showing the customer a selection of payment and shipping methods that are available. A selection is then made by the customer.



Proceed to Checkout button depressed: opens a light-box Window showing the customer the input form where they must type in their delivery address and contact detail for the order. Once completed clicking onto the *Proceed to Checkout* button below will take them to the payment service provider's web page. The payment service provider could be PayPal /Payfast/EFT depending on which payment method was selected. Note if the customer confirms payment at the payment service provider that an email containing the INVOICE/ORDER document will be emailed to them.

Retail Customer Shipping Details [Close]

Enter logon details for tracking your order:

* Email: nestor@softwareclinic.co.za

* Password: [] Confirm: []

Auto-complete form if purchased at this store in the past

Enter your shipping address

* First name: Bob

* Last name: Smith

* Address: 30 Ebbehout Str

Address: []

County/Suburb: Sharonlea

* City/Town: Randburg

* Province/State: Gauteng

* Area/Zip code: 2158

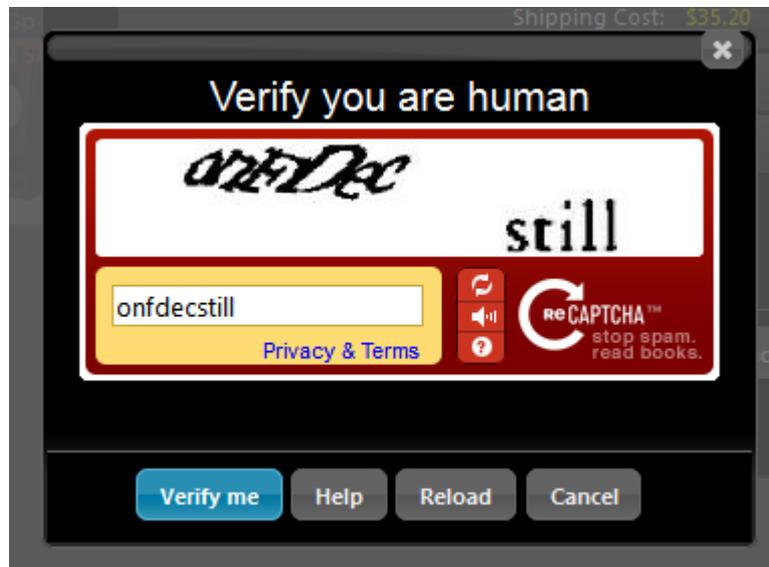
* Mobile: 0832620886 Tel: []

*** You are in our TEST STORE have fun!**
Email: test@test.com
Password: testtest
or if you have created a test account then use those credentials

Proceed to Checkout **Forgot Password?** Clear Form < Back

Forgot Password? If a customer has forgotten their password then it is an easy task for them to get a new one automatically emailed to them by StarLite. Just click onto the **Forgot Password** button and follow the prompt to confirm the request. Once the request has been confirmed StarLite will immediately email the new password to the customer. It's that simple.

View You Are Human Test: If this option is enabled within the StarLite configuration options, then the customers visiting your StarLite web page will be asked to verify that they are human before being allowed to enter the final stages of the Checkout procedure. This is done to protect the web site from Internet robot and other malicious attacks.

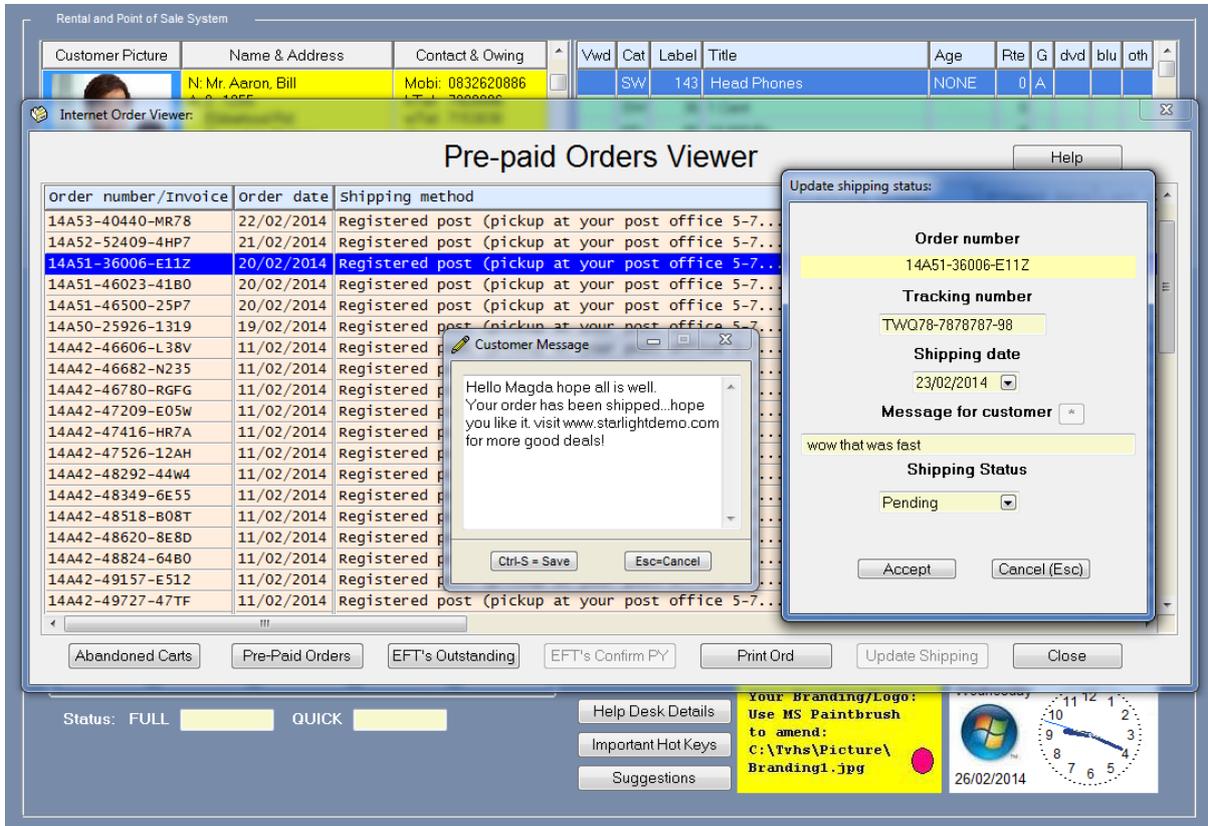


Once the customer enters the humanly readable text displayed above, and if answered correctly, they will be allowed into the Checkout procedure. Note if the customer cannot make out what text is being displayed then they have the option to reload another text template to decipher.

*Remember this option can be switched off if it proves to be a hindrance.

Managing the incoming StarLite retail orders from within RAPS (point-of-sale software refer www.softwareclinic.co.za)

Screen image of RAPS online order viewer.



From within the RAPS Point-of-sale software, incoming orders are selected and their statuses updated. A tracking number and customer communication can be added. Once an order has been updated and the update accepted an automatic email is posted to the customer with the latest Invoice/Order information.

StarLite summary

StarLite is a new web application that allows customers to interact with a brick and mortar stores retail and rental catalogue. This new web application works together with the RAPS (pos software) to provide a combined counter point-of-sale, with a complimentary Internet solution for their customers. StarLite provides a categorized reflection of the stores retail and rental inventory for online customers to interact with and at the same time have some fun using it. StarLite can be used from the comfort of homes, offices and or phone/tablets to do online purchases using their credit cards or EFT's; and if the rental component is activated customers can browse what rentals are available at the store and perform rental transactions.

Another powerful feature linked into StarLite is the ability to blog on Twitter and not be contaminated by other foreign tweets. Your pristine blog will be dynamically shown at the bottom of your StarLite Window. You can blog about any new happening or upcoming sales at your store.

Put the following Internet address into your web browser and come visit and test drive StarLite: <http://www.starlightdemo.com> and read our twitter StarLite blog.

How does StarLite work

- 1) StarLite requires an ADSL line with a router that has access to the Internet; we can assist your technician in setting this up if required. Also require will be a URL/DNS ...example: *www.YourUrl.com* purchased from www.dyn.com (or a similar service provider). *We can assist in the purchase of a URL if required.*
- 2) StarLite works with Microsoft Windows 7/Windows 8 and future versions of Microsoft Windows which already comes installed with a local Internet web server called IIS. It just needs to be switched on. It is not difficult to do and we will be there to help.
- 3) The StarLite package will need to be installed by the Software Clinic. This will be done through the Internet application (www.TEAMVIEWER.com)and with the permission of the store owner.
- 4) Once StarLite is installed the store's inventory catalogue will immediately become visible on the Internet and can be visited by your customers whom have your URL DNS address to StarLite ...example: www.YourUrl.com .