

ScanLister Overview

Congratulations on purchasing ScanLister, a software utility that automates the process of adding and listing your inventory of books, CDs, music and video games on Half.Com. In combination with the USB Scanner, there is no faster, more efficient way to turn your media inventory into a new stream of income.

Half.Com is the sales channel of choice for the following reasons:

- It is owned and operated by Ebay – the world’s largest auction marketplace
- There are no upfront listing or membership fees for adding your inventory
- Half.Com specializes in books, CDs, DVDs and Video Games
- The sales and shipping processes are streamlined for speed and simplicity

Any Ebay account setup for selling can be used to list unlimited inventory on Half.Com. The videos section of the ScanLister.com website is loaded with tutorials to guide you through the setup process for creating and configuring seller accounts.

There are hundreds of thousands of books, CDs, DVDs and Video Games with ISBN or UPC barcodes stamped on the cover, box or sleeve. Scanning these codes with the USB Scanner allows ScanLister to retrieve all of the necessary listing data from the online database at Half.Com. There is no need to key in any information like titles, authors or publishers. The only data ScanLister will need from you is the condition of the item - comments and descriptions are optional. Product images are taken from a stock database, so there is no need to upload any photos.

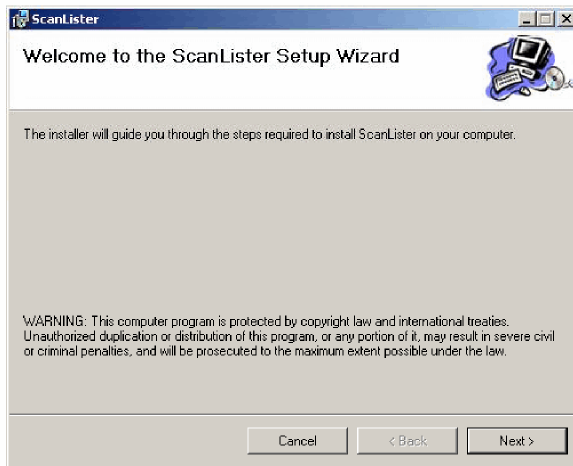
ScanLister helps take the guesswork out of pricing your items. It automatically retrieves the highest and lowest prices listed for any item you scan. By configuring a pricing rule, ScanLister can use this data to set prices “on the fly”. Tell ScanLister to price all your books 25 cents below the lowest price on Half.com, and every book you scan will be priced accordingly. This will save you hours of digging around online and you can be certain that your prices will be very competitive.

After scanning and pricing your inventory, ScanLister will send all of this inventory to Half.com with the click of a mouse. Once listed, your items will be displayed in the search results of Half.com and Ebay. Logging in to your Half.com account page will allow you to review all of your inventory while it is active in the system. When a customer purchases one of your items, you will receive an email notification and a payment. Half.com will subtract their listing fee and send you the balance. You just need to ship the item and wait for the next sale! Needless to say, the more inventory you list, the more sales you will generate. The best part is, ScanLister will be doing the bulk of the work for you!

Now that you know the basics of what ScanLister can do, let’s dive into the specifics.

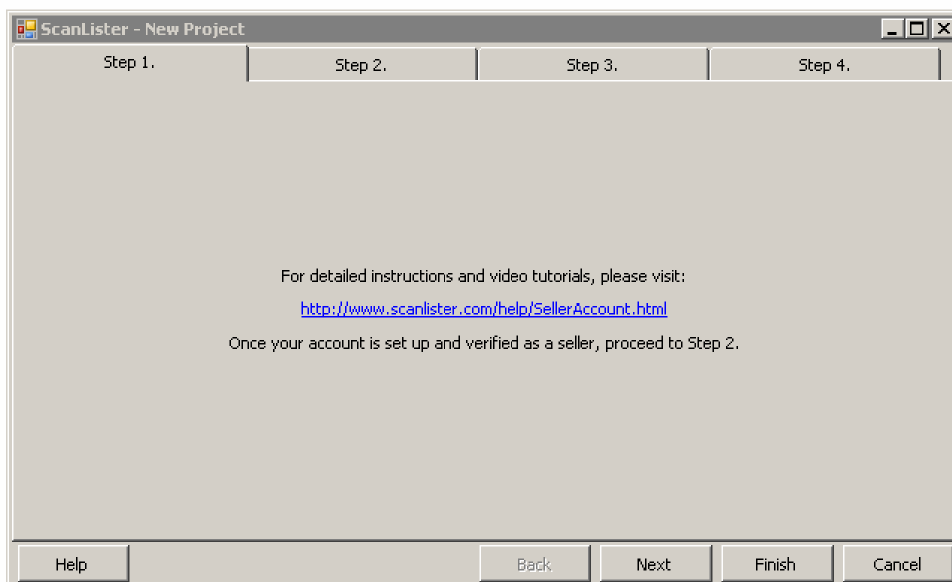
Installation and Setup

Upon completing your order online, you should receive an email with a link to download the software to your computer. Click the link and choose the option to save the file to a folder on your computer. Once the download is complete, double click the downloaded file to begin the installation.



Simply follow the onscreen instructions to complete the installation. The default options should work fine on most computers. Once the installation is complete, you can start the application by clicking on the Start button and choosing ScanLister from the list of installed programs.

The first time you run ScanLister, the setup wizard will automatically launch. This wizard will collect the information necessary to link your desktop software with your online account at Half.Com.



Step 1 of the wizard reminds the user that they must have a valid Ebay/Half.com seller account before being able to list items on Half.com. If you already have an Ebay account, simply login to Half.com with the same credentials and follow the instructions for enabling your account as a seller. Please see the videos section of the website for detailed tutorials on creating and configuring a seller account. Once your account has been setup, proceed to step 2.

ScanLister - New Project

Step 1. Step 2. Step 3. Step 4.

Project Specifics

Location [] ...

Database File Name []

Postal Code [] (where all of your items will be shipped from)

Speed Scan [What's this?](#)

Condition: Brand New

Ref. Price: Highest or Lowest Price on Half.com

Function: Add or Subtract

Amount: Fixed Price [] Percentage [1] %

Help Back Next Finish Cancel

Step 2 prompts for the location to store the data files. Choose any valid location on your computer, generally a subfolder of the My Documents folder. Next, choose a name for the project file. This should be something descriptive to identify the inventory you will be saving in this particular project. Keep in mind that you can store all your inventory items in a single project file or multiple files if you so choose. Next, enter the zip/postal code from which you will be sending all of your items.

The bottom section called *Speed Scan* allows you to configure a default pricing rule to be used when SpeedScan is enabled. SpeedScan can be turned on to allow for the fastest inventory entry possible. When enabled, ScanLister will not stop to prompt for confirmation of the item details after a barcode scan. It will simply scan the item, lookup the details and use the default condition and pricing rule to populate all the listing data automatically. This process is completely automated so that inventory items can be entered rapidly one after another.

To use SpeedScan, enter a default condition from the list. All Half.com inventory items are listed with one of the following conditions:

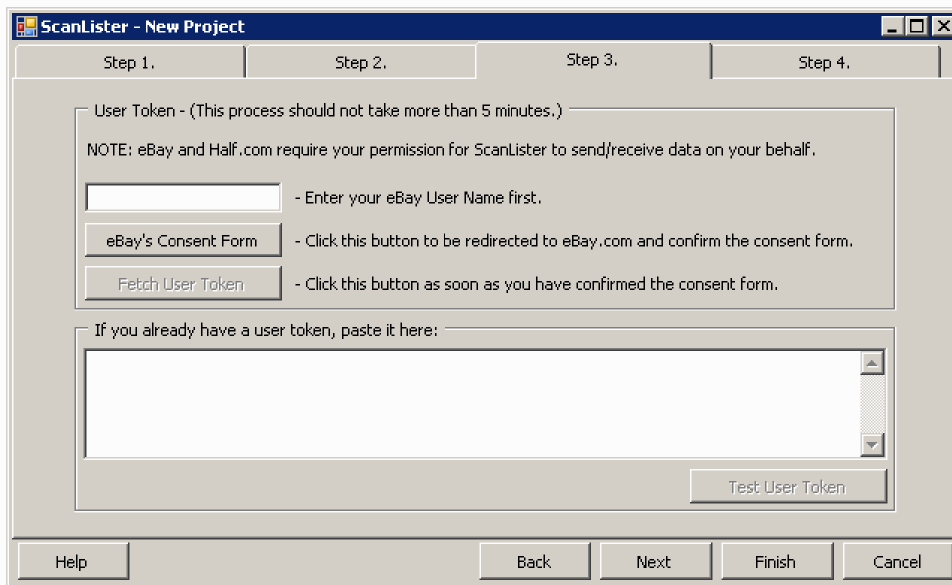
- Brand New
- Like New
- Very Good
- Good

- Acceptable
- Unacceptable

For detailed explanations of these conditions, please visit the following page:
<http://pages.half.ebay.com/help/policy/pricing.html>

Next are the settings for the default pricing rule. Simply choose the highest or lowest price for the scanned item as a reference price (prices are automatically retrieved on Half.com), and then choose whether you would like to Add or Subtract a fixed dollar amount, or a percentage of the reference price.

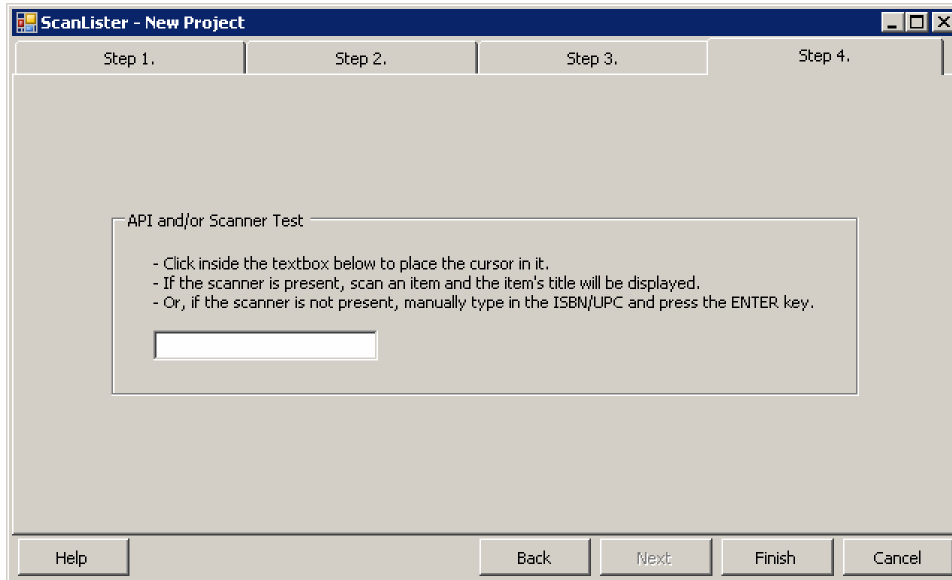
For example, you can always beat the lowest price on Half.Com by choosing “Lowest” as the Reference Price, “Subtract” for the Function and 1% as the Percentage Amount. If the lowest price on Half.Com for an item you scan is \$10, then Speed Scan will automatically apply this rule and set the price at \$9.99 automatically. These settings can be modified later so you are free to experiment with all types of pricing strategies.



Step 3 is essential for establishing communication between ScanLISTER and Half.com. Ebay and Half.com require that all desktop applications be granted approval by the user before being allowed to list items on his or her behalf. To accomplish this, the user must login to Ebay and approve the user consent form. Clicking on the ebay Consent Form button will launch the login page and take you through the consent form. Once you accept the terms, return to the wizard and click the *Fetch User Token* button. This will populate the User Token text box with a very long string of alphanumeric characters.

Next, click the *Test User Token* button to send the token data to Ebay for verification. Once the token is verified, you will receive a success response from the server. If there are any problems, an error message will be displayed. Most errors can be resolved by closing out any active web browsers and resubmitting the Ebay user consent form.

Please be sure that your Internet connection is active or it can cause a variety of strange errors. If you continue to receive errors during this process, please visit the support section of the site for possible solutions and contact information.



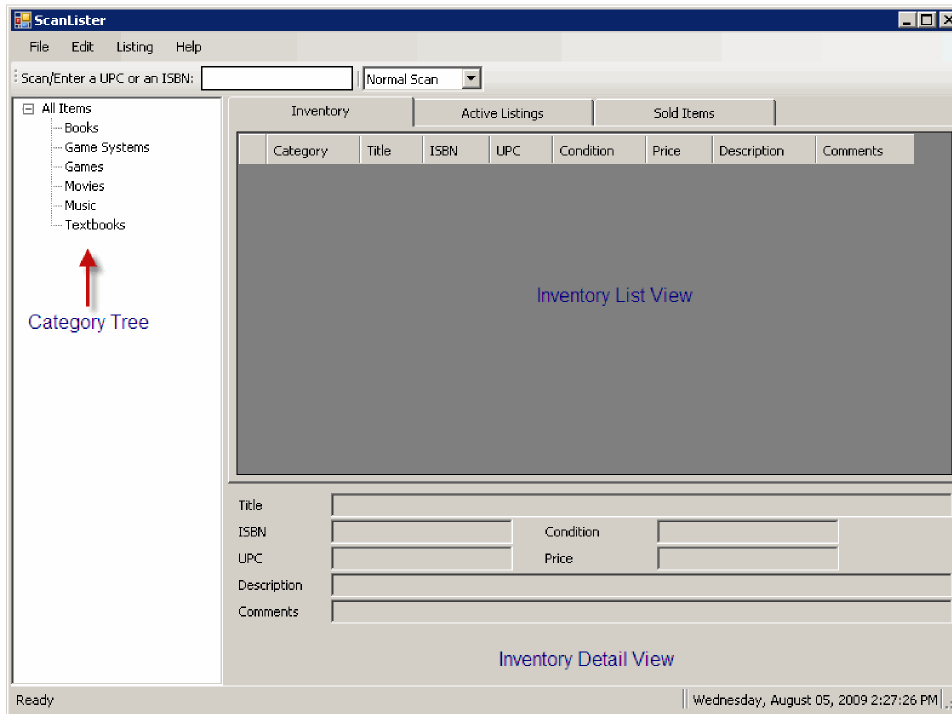
Step 4 allows you to test the USB Scanner and the communication link between ScanLister and Half.com. To test the scanner, simply click in the text field and use the scanner to swipe the barcode of any book, movie or video game. After swiping the barcode, you should see the number appear in the text field. If you do not have a scanner, you can just type the numbers manually and press Enter on the keyboard.

The ISBN or UPC number will be sent to Half.com for decoding. A message should appear displaying the name or title of the item. This step will confirm the settings entered in the wizard and that ScanLister is ready for inventory.

If you receive any error messages, once again, please verify that your Internet connection is active. The support section of the website will have answers to the most common error messages generated by the configuration wizard.

Adding Inventory

After completing the setup wizard, the main inventory interface will appear:



The interface has three main sections:

- Category Tree
- Inventory List View
- Inventory Detail View

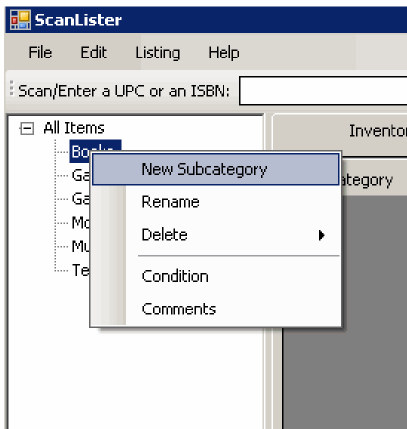
Category Tree

The *Category Tree* is a simple hierarchy allowing you to create containers for storing all of your inventory. The root of the entire tree is *All Items*, and under that you will find the following subcategories:

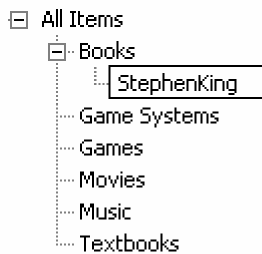
- Books
- Game Systems
- Games
- Movies
- Music
- Textbooks

These represent the base categories of all the items listed on Half.com. You can add or remove any category you wish, at any location on the tree. You cannot alter *All Items* however, as this is the parent of all other categories. The category tree helps you to organize your inventory, similar to the folder structure on your computer's hard drive.

To create a new subcategory, simply click on any of the existing categories on the tree. After selecting a parent, right click on it and choose *New Subcategory*.



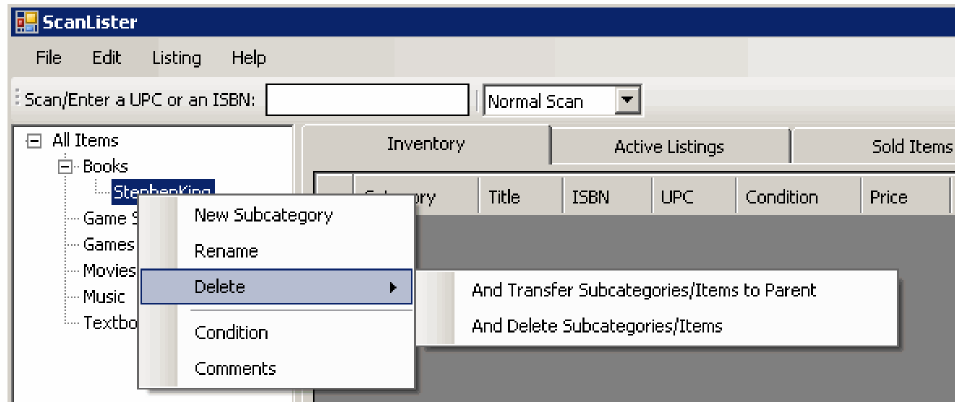
You will be prompted for a name. Type in the name you would like to use and click OK. The new subcategory will appear under the parent category you selected.



You can also rename an existing category by right clicking on it and choosing Rename from the menu. Enter a new name and click OK. Deleting categories is a bit more involved. By choosing to delete a category from the tree, it will also delete all of the inventory items and subcategories it contains. Breaking off a branch close to the root of the tree can result in the loss of a lot of inventory, so please use the Delete function carefully.

There are two Delete options:

- Delete and transfer subcategories/items to parent
- Delete all subcategories and items



The first delete option will retain all the inventory items and subcategories and move it up one level on the tree. The deleted item's parent will become the new parent of all its subcategories and items. The nested hierarchy will be retained after the transfer. The second delete option will remove the category, its items and all of its subcategories down to the leaf of the tree. *Use with caution!*

The remaining two functions available in the Category Tree submenu are *Condition* and *Comments*.

Selecting *Comments* will prompt you to enter a comment that will be applied to all items in this category. The *Condition* function works the same way. This is a shortcut that allows you to make multiple edits with one simple form.

As an example, let's say you decide to sell your entire collection of Stephen King novels using ScanLister. You may have 10 hardcover novels in your collection, so you could create a subcategory called *Hardcovers* under *Books* and then another subcategory called *StephenKing* under *Hardcovers*.

The hierarchy serves two purposes. It allows you to effectively organize your media collection for easy searching and retrieval. It also allows you to streamline the data entry for item specific information like the condition and comments.

In the above example, it is very likely that your entire collection of Stephen King hardcover novels have the same condition. You probably could also enter the same comment for all of them - "*Read once, no writing or bent pages.*" Instead of having to enter this data individually for each of the 10 books, the category hierarchy allows you to use its submenu to enter this data once for all 10 books in that subcategory. You can always edit a single item afterward if it doesn't match the others exactly.

Next we'll take a closer look at the next section of the interface – the inventory list.

Inventory List View (Adding Inventory)

Clicking on any of the categories in the tree will display its contents in the inventory list on the upper right section of the interface.

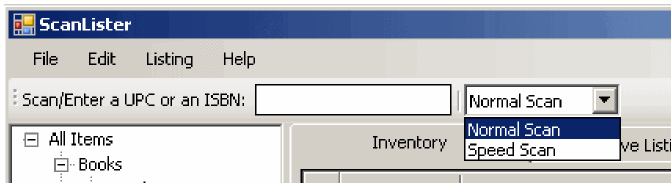
When starting a new project, all categories will be empty. To add an inventory item, first choose a category from the tree by clicking on it and add a new item in one of two ways:

- Swipe the barcode using the USB Scanner
- Key in the ISBN or UPC number manually

The fastest and most efficient way to add inventory is using the USB Scanner. With the category selected, simply click in the ISBN/UPC data field above the category tree and swipe the barcode located on the cover, box or sleeve of the item you would like to add.

If you do not have a scanner, the ISBN or UPC number can be entered manually in this field. Simply type in the number located below the barcode and hit the Enter key.

In both cases, the item will be added to the list immediately or after confirmation depending on what entry mode is selected. To the right of the ISBN/UPC entry field is the entry mode selection menu. You can either choose *Speed Scan* or *Normal* mode.



Speed Scan allows you to enter your inventory very rapidly, as ScanLister will not stop to ask you to confirm each item's lookup results. In this mode, you can enter a stack of books, movies and/or video games, one after another either using the scanner or the keyboard. The Speed Scan configuration settings will determine the default condition and price for all items entered so that you won't have to stop on each item to enter this data.

In *Normal* mode, after scanning or keying in an item, you will be presented with a confirmation form. This form will present the results of the lookup for all matching items currently listed on Half.com. This form allows you to verify the item data and to key in item specific information like the condition, comments and price.

ScanLister - Get Item

PRODUCT

Title: Jerry Seinfeld: I'm Telling You For the Last Time (DVD, 1999)

DetailsURL: http://syicatalogs.ebay.com/ws/eBayISAPI.dll?PageSyProductDetails&IncludeAttributes=

StockPhotoURL: http://i9.ebayimg.com/04/c/06/b4/06/0c_6.JPG

Reference: 3291657 ISBN:

UPC: 026359166723 ISBN:

Description:

Condition: [v] Price: 0.00

Comments:

ITEM SPECIFICS

xName	Values
[Format]	[DVD]
[Rating]	[NR]
[Leading Role]	[Jerry Seinfeld]

LISTED ITEMS

HalfItemCondition	CurrentPrice_Value	CurrentPrice
BrandNew	3.0	USD
BrandNew	3.0	USD
BrandNew	3.0	USD
BrandNew	3.36	USD

Save Cancel

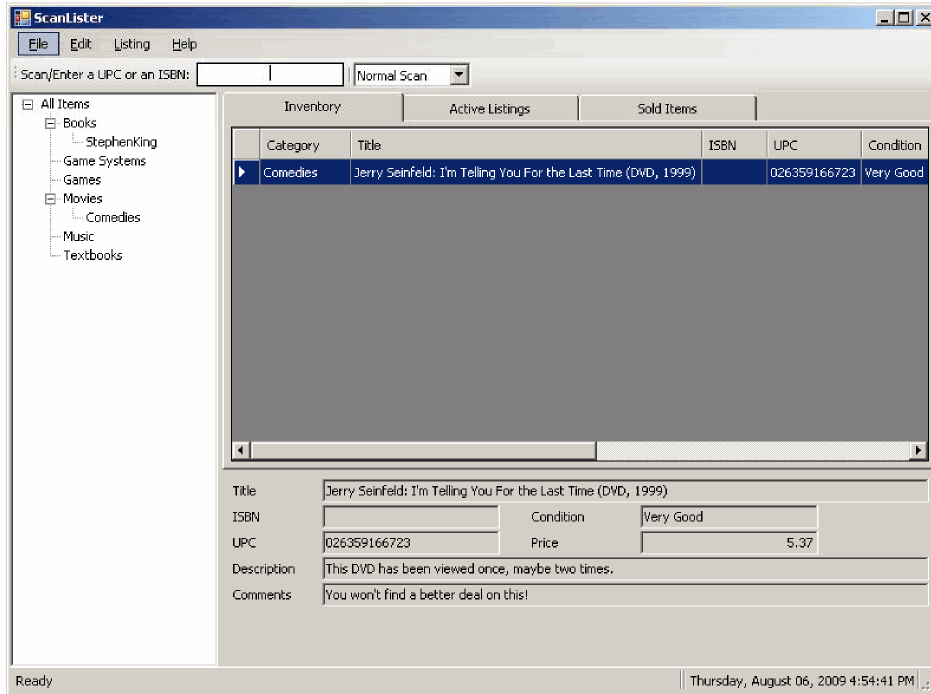
The confirmation form presented in Normal mode contains three sections. The Product section displays all of the details returned by Half.com. It also has four fields that you can use to enter item specific data like description, condition, price and comments. The price and condition are required fields, while description and comments are optional. Use the description and comment fields to add item specific data that will differentiate your item from all of the competing products on Half.com.

The Item Specifics section is for information only purposes. This is attribute data returned by Half.com that gives additional details about the product. This serves as a confirmation that the product found on Half.com is a match.

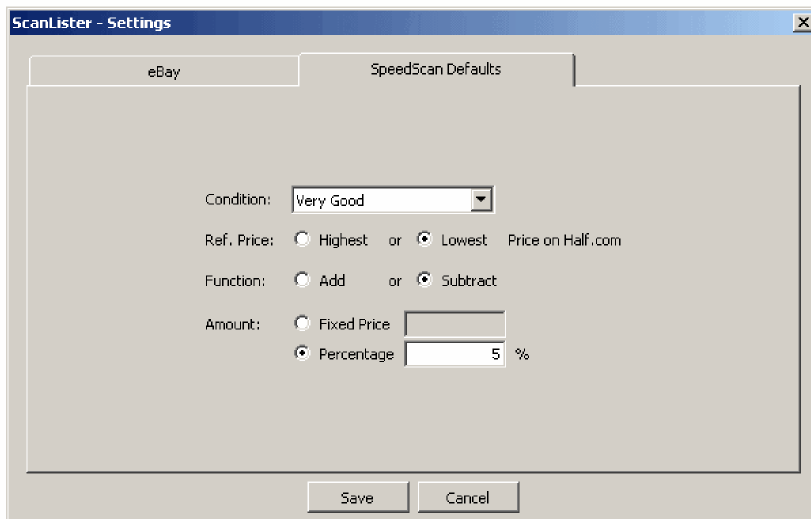
The Listed Items section displays a table containing the high and low prices for matching items in a variety of conditions. This table can help you to determine the best price to use to be a competitive seller on Half.com. If you would like to sell the item quickly, simply set your price lower than the lowest current price of an item in the same condition as yours. If time is not an issue, and you would like to get more money for the item, choose a price somewhere between the highest and lowest.

Once you have verified all the information and set the condition, price and description, click the *Save* button to add the item to the inventory list. If for any reason you do not wish to add the item, simply click *Cancel* and you will return to the inventory list.

Here is what the inventory list looks like after adding the first item:



Speed Scan eliminates the guess work by using a predetermined pricing rule to set the price for all items automatically. The default rule was entered during the initial setup wizard. You can modify this rule in the *Speed Scan Defaults* tab under the *Settings* option of the *Edit* Menu.



Simply choose the highest or lowest price for the scanned item as a reference price, and then choose whether you would like to Add or Subtract a fixed dollar amount, or a percentage of the reference price.

For example, you can always beat the lowest price on Half.Com by choosing “Lowest” as the Reference Price, “Subtract” for the Function and 1% as the Percentage Amount. If the lowest price on Half.Com for an item you scan is \$10, then Speed Scan will automatically apply this rule and set the price at \$9.99 automatically.

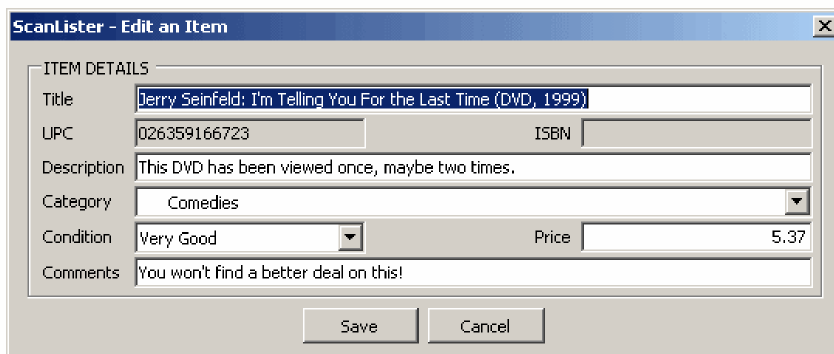
Whichever mode you choose to enter your inventory items, they will appear in the inventory list view on the top right side of the interface as they are added. The data grid displays all of the inventory items in tabular form, which you can sort by clicking on the column headers. The columns available in the data grid are the category, title, ISBN, UPC, condition, price, description and comments. In most cases you will need to scroll to the right to view all the data for each item in the grid. A better way to view the item details would be by selecting an inventory item and viewing these items in the Inventory Detail View, discussed in the next section.

Inventory Detail View

After selecting any item in the inventory list, the details will show in the bottom right section called the inventory detail view.

Title	Jerry Seinfeld: I'm Telling You For the Last Time (DVD, 1999)		
ISBN		Condition	Very Good
UPC	026359166723	Price	5.37
Description	This DVD has been viewed once, maybe two times.		
Comments	You won't find a better deal on this!		

It will display all of the inventory details in a simple, easy to read format. Since the description and comment fields are optional, these could be blank. These fields are read-only for display purposes. To edit any of the information, choose *Modify* from the *Edit* menu. This will bring up the item edit form:



ScanLister - Edit an Item

ITEM DETAILS

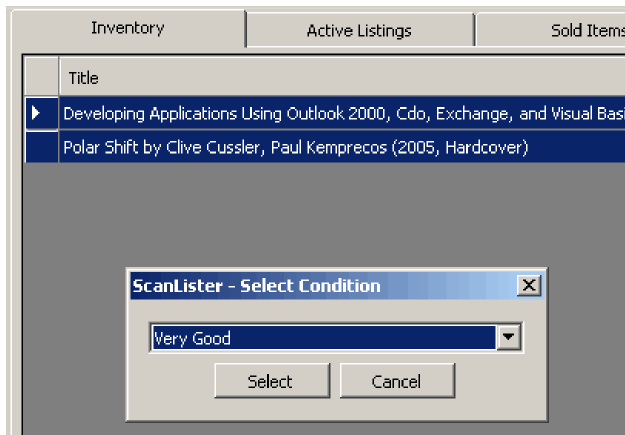
Title	Jerry Seinfeld: I'm Telling You For the Last Time (DVD, 1999)		
UPC	026359166723	ISBN	
Description	This DVD has been viewed once, maybe two times.		
Category	Comedies		
Condition	Very Good	Price	5.37
Comments	You won't find a better deal on this!		

Save Cancel

The UPC/ISBN numbers cannot be edited as they are unique to this item. All other fields can be changed. Click Save to apply the changes or cancel to discard.

Bulk Editing

As detailed previously in the Category Tree section, you can edit the condition or comments of several items at once. Performing the edits in the category tree involved using the right-click menu to make changes for all items in that category. In the inventory list, you can select multiple items by using the left mouse button while holding down the CTRL or ALT keys. After selecting multiple items, choose *Condition* or *Comments* from the *Edit* menu to perform the necessary changes. You can also use the *Select All* option to select every item in the inventory list.

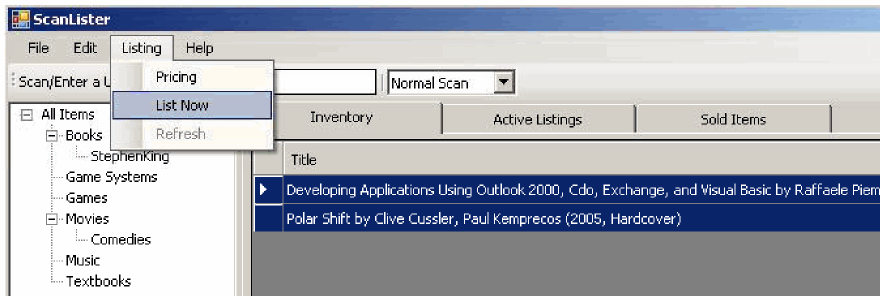


Keep in mind that the inventory list view will only display items within the category selected in the category tree. Be sure to choose *All Items* in the category tree if you would like to perform bulk edits to items across all categories.

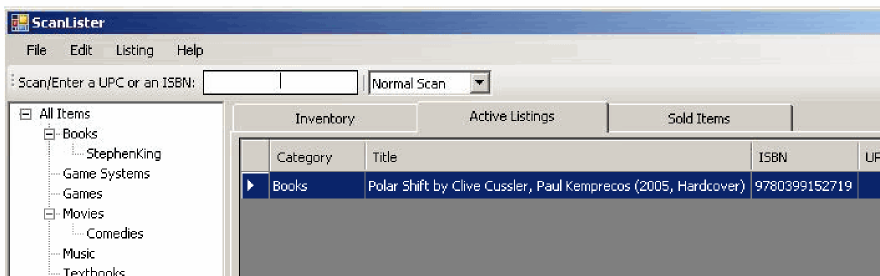
Listing Inventory on Half.com

You probably noticed the other two tabs along the top of the inventory list view – Active Listings and Sold Items. These tabs will be used once your inventory is listed on Half.com.

Listing your inventory is as easy as selecting the items and choosing *List Now* from the *Listing* menu. You can list multiple items the same way you do for bulk edits, by clicking on the items in the inventory list while holding down the CTRL or ALT keys.



All of the selected items will be sent to your online inventory on Half.com instantly. It may take a few minutes before your inventory will appear on the site. If ScanLister has any problems sending the data, you will see an error message appear describing the problem. In most cases you can simply resubmit the items. Please see the support section of the web site if you continue to receive errors during the listing process. ScanLister will move your inventory items from the *Inventory* tab to the *Active Listings* tab once the listing process is complete.



The views are nearly identical from one tab to another. The only difference is that the Active Listings and Sold Items display Half.com specific fields like Item Number and the Date Listed. Once your inventory is on Half.com, you can view and manage your inventory through your account inventory control panel. It looks something like this:

