

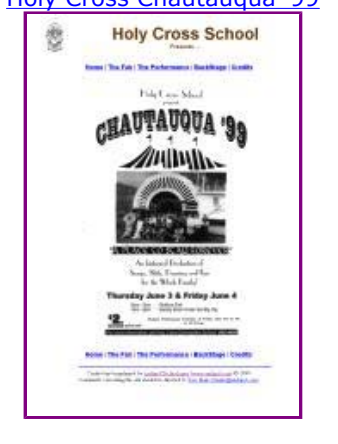










Some Basic Web Sites I have built:

<p>Cindy's Place Hair Salon</p> 	<p>Alexanders Home Page</p> 	<p>www.bcautmall.net</p> 
<p>Canadian Thoroughbred Horse Society of BC</p> 	<p>Holy Cross Chautauqua '99</p> 	<p>Tutt Street Antiques</p> 
<p>www.pentictonhomes.com</p> 	<p>The Bowmont Motel</p> 	<p>Lyned Enterprises</p> 

Active Content (Flash / JAVA):

<p>Aasland Flash Intoduction</p> 	<p>Flash Front-End Sample</p> 	<p>Olympic Flash</p> 
<p>OKWIS.COM</p> 		

Communication in Advertising

Tom Mairs - April 2003

Communication in marketing is all about repetition and emotion. The world of marketing is quite complex and deals more with affecting the emotions of the masses than any personal communication. Unlike a business letter, or position paper, a piece of marketing is transient. A television ad has only 30 seconds to deliver a message and may never be seen again. A web page has only 15 seconds to grab your attention and newspaper pages can fly past your eyes in less than 5 seconds. In order to command the attention of an audience, marketing and promotional materials have to grab a viewer's attention and deliver an important message as quickly as possible. There are many known and proven ways to accomplish this, and all of them involve preying on human emotion.

So-called 'shock' ads are dramatic examples of this. Quite often these are used by police or security services for public advisories like the drinking and driving awareness campaign, also used by M.A.D.D. (Mothers against Drunk Drivers). These usually open with a twisted sports car surrounded by police cruisers and EMS vehicles. In the background you can hear the chatter of police radios and the scene is backlit by flashing emergency lights. In the foreground you can see a half empty bottle of alcohol, obviously knocked from the car in what must have been a horrific collision. You hardly need to see the words that follow on the screen to know what the message is all about. In 30 seconds you have been given a terrifying look into how your Friday night may end up.

In the above example, no words were needed to convey the message. In other forms of marketing, words and repetition are everything. There is a very effective ad from the Lottery Corporation that simply repeats the word BIG about 10 thousand times. Lottery ticket sale skyrocket shortly after this ad is played partly because people know the lottery prize will be large, but also because the repetition of the ad keeps ringing in your head, reminding you to buy that ticket. Repetition is a very common tool in marketing communication. The general rule is to repeat the message 3 times if you want to leave an impression.

Marketing professionals know that in order to deliver the most effective message, they need to appeal to our most basic emotions. This means they will hit you with guilt, pride, and sex as many times as they can in their flashing moment of exposure. Thirty-second television ads will show you a successful businessperson using a new cell phone, or PDA implying that you will need one too, if you want to be that successful. Your pride takes over and before you know it, you are wearing an Armani suit and holding the latest in cell phone technology.

Guilt is also on the top of the marketing favorites list. Have you seen the organ donor ad with 'Katie' and the pile of teddy bears that were meant to cheer her up? If someone had given her the kidney she needed, she might be alive today to enjoy them. This technique is used heavily in fundraising as well. Think of the last time you flipped past a World Vision or Unicef sponsored infomercial trying to raise money for yet another hungry South African country. There is a reason why they pick the sickest, weakest looking children for their profiles.

What about sex? Let's face it, sex sells and it sells well. Imagery and innuendo are all that is needed to fire the imagination long after the 30 seconds of advertising are history. Look at the television ad for a popular shampoo that sounds much like an orgasmic explosion, or the current print ad for Chanel perfume that shows a model wrapped in nothing but cellophane. Then there is the radio ad for a local nightclub that jokingly mentions it is 'clothing-optional'. All of these capture your attention, and then leave you with a lingering message attached to a sexual image.

Perception is everything. The truth is really irrelevant in the marketing world if you can manage to leave an impression without actually saying anything. There is a very fine legal line that marketing companies tread lightly on and it runs between the delivered perception, and the actual words in the message. A typical children's ad for Barbie shows the doll doing cartwheels, and running, but the very small fine print at the bottom of the screen will tell you that Barbie does not actually move like that on her own. I find it very unlikely that any child will take the time to read the fine print.

Comparative imagery is also used extensively in marketing. This is where a product is placed in a situation that makes you feel differently about it. There is a television ad for a jeep that shows it driving

through some very unlikely terrain, but you get the message – it will go anywhere. Another example of this has an astronaut looking at a wristwatch floating in open space. Most people know how harsh the conditions are in space, so the imagery conveys the message – it's tough enough for any environment.

Marketing is definitely a whole area of communication on its own and one that advertising professionals revel in. I have to wonder what part ethics have to play in that world. Earlier I touched on the fine legal line advertisers have to walk when marketing a product and then they tend to justify unfair marketing practices with legal loopholes. Effective marketing balanced with ethics can be a very powerful tool, but the lure of profit can turn marketing into a vicious one-sided game played at the cost of the public trust.

Gomi no sensei des

(5 April 2003)

Loosely translated from Japanese, it means "I am the master of junk" and was an e-mail tag line used by Mark Tilden, the originator of [BEAM](#) robotics for quite some time. A similar line was also used by William Gibson in "Winter Market", a futuristic story based in the streets of Vancouver, BC (Canada) in a future where recycling technology is a way of survival. Today, Gibson's vision of the future may be edging closer to reality thanks to creative roboticists like Mark Tilden and his followers.

Many, many moons (about 8 years) ago Mark Tilden, a researcher at the Los Alamos National Laboratory (LANL) co-authored a paper with colleague Brosl Hasslacher entitled "Living Machines" that threw a wrinkle into commonly held beliefs about intelligence, complexity, and robotics. The result has been a new branch of robotics known as BEAM for **B**iology **E**lectronics **A**esthetics and **M**echanics. It stresses the use of reactive electronic neuron clusters as opposed to the more common computational model. In other words, you don't need a \$50,000 computer to do a \$5 process... or, don't use an entire brain if a single neuron will do.

It is a concept that is gaining steam and some growing respect from even the traditional 'high-end' robotics groups. When I joined the primary mailing list in 1998, there were less than a hundred people that were even interested in the subject. Today, the list members number into the thousands, and at least 2 other subgroups have started from the main stream.

So how does this BEAM thing tie into the title I chose? One of the hallmarks of the BEAM movement is recycling of technology. The most obvious example is Mark Tilden's famous "Walkman", a walking robot that appears to display intelligent behavior and learning skills, built completely from an old Walkman portable stereo. The mailing list is peppered with nifty tricks about how to reclaim good parts from old VCR's and computers, or where to find the best junk sources for your recycling effort. We have turned "dumpster diving" into a new high-tech art form.

I never thought of myself as an innovation leader, but my sister likes to relate stories of my youth when I had been ordered to reassemble something I had taken apart. WHAT??!! I was just curious. Besides, things always worked again when I put them back together (sometimes better). Perhaps this is why I was drawn to BEAM and robotics in general. I take great pleasure in creating something from nothing, and it is even more rewarding when you can recycle some old dead computer or VCR that was headed for the junk pile, into something that works and may actually be useful.

I often feel a bit like the character Rubin, in Gibson's Winter Market, sifting through the junk looking for the gems that others ignore because they can't tell the difference between salvage scrap and garbage. Then, once you find the piece that you have been searching for, artfully integrating it into the rest of the collection until it can be brought to life. This is tech-art. This is intelli-life.

Gomi no sensei Des - I am master of junk.

Happy Surfing...

Please Rate this article, your opinion counts.

1 2 3 4 5 6 7 8 9 10

POOR

OK

GREAT

Other Feedback:

The following are all **OPTIONAL**, but filling the fields will help us with demographics. This information is for our own internal purposes and

Cool Robot! ... What does it do ?

(18 October 2003)

I build robots.

I build big ones and small ones, some are made of circuits and wheels, others live completely in software. Yet others never leave the drawing board, existing only as paper and calculation and a glint in my eye. Many of my friends build them too - they dream about robots, they play with robots, they talk about them like they were children.

When people ask me about my robots, the typical question is "cool - what does it do?". Sometimes it is very hard to supply a satisfying answer to that question because, while I think it's function is quite obvious, others always seem to look for something much deeper. Quite often, the function of a robot is not to actually DO anything except force the humans around it to THINK more.

I occasionally have the opportunity to teach a class in robotics to groups of 10 to 12 year old children and in that class we build very simple robots called SYMETS. These SYMETS have only one function - consume (and store) power, then move until the power is all gone, and do it again. One observer to a class commented to me that the robots didn't do anything useful, and from that point of view, they were correct. But from my perspective, I was watching children learn basic electronics with a very hands-on approach. They were creating an electronic circuit that closely approximates many insect-like life forms on this planet, and they had to work together to figure out some of the more complicated aspects of the project.

This tiny robot helped them learn some electronics, biology, physics, math, chemistry and group cooperation. Go ahead - ask me again what this little robot does. The most satisfying part of the entire project is when the robot moves for the first time and it's 10 year old creator squeals "OH COOL! - IT MOVED!" - that just makes my day.

Right now (2003), the robotics world is at about the same place that computers were at in 1979. There are tones of experimenters and hobbyists around the world playing with gears and wheels and circuits, sharing ideas and challenging each other at competitions and robot club meetings. If you were to have appeared at a meeting of the "[Home Brew Computer Club](#)" (arguably the birthplace of the modern PC) around 1979 you would have heard many versions of the future of computers, but I am sure that few would have predicted the technology explosion we have seen in recent years. You would have also been introduced to some very young experimenters who when on to become captains of this industry.

If you are interested in learning more, there are some great resources out on the web. The first one I would point to is the Western Canada Robotics Society ([WCRS](#)) based in Calgary, Alberta. The WCRS hosts the [Western Canadian Robot Games](#) annually which attracts competitors from all over the North West quarter of the continent. The WCRS also is hosting a [First Lego League competition](#) this year which will prove to be a huge event in Canada. They hold monthly meetings, build-fests, occasional casual competitions, and seminars for members throughout the year and all are welcome.

Similar to the WCRS is the [Seattle Robotics Society](#), [Portland Area Robotics Society](#), [Vancouver Robotics Club](#), and [Winnipeg Area Robotics Society](#). All are great clubs and are dedicated to advancing the general interest in robotics.

For more information about robotics, browse on over to the [MAIRS](#) site.

Happy Surfing...

Please Rate this article, your opinion counts.

1 2 3 4 5 6 7 8 9 10

POOR

OK

GREAT

Linear Control Systems Demonstration

WCRS Meeting 9 October 2002

By Tom Mairs, Aasland Technologies (and S.A.I.T. student)

For the October 9th WCRS meeting, Russ Hersberger was asked to demonstrate *Linear System Analysis* using a piece of equipment from the linear control systems lab here at SAIT. The point was to show the group some analytical tools for building better robots. Russ enjoys explaining motors much more, and since I was experimenting with the other equipment tools anyway, he asked me to do the linear systems presentation so he could present an equally exciting motor analysis. This way, we had the opportunity to show much more than we expected to. What a great experience, and what a great turnout. Thank you to everyone who showed such interest in our presentations. For all those who did not have to opportunity to see it, here is an overview of what it was all about.

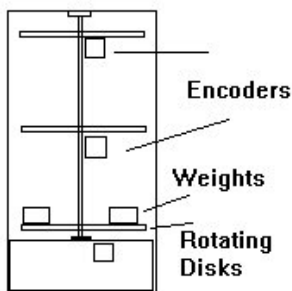


Figure 1 - Torsion Plant

Linear Control Systems Analysis is all about understanding physical systems and how they interact. Ideally we should be able to model any system in terms of math, and most non-linear systems can be linearized, or simplified to make them a little easier to work with. The bottom line is that we can get a pretty good idea of how just about any physical system will work with this kind of analysis. The equipment we demonstrated can give us a physical representation, or test-bed for those linear equations. Specifically, I presented the Torsion Plant, which is a vertically oriented rotational system of 3 disks connected by a thin steel shaft, which acts as a rotational spring. The disks can each accept a series of weights and a high precision motor drives the center shaft. The whole assembly is connected to a computerized feedback control system with data acquisition through 3 very sensitive encoders. (See figure 1)

If you were there, you had the opportunity to 'feel the math' so to speak. Using the software and feedback control system, we were able to give people a hands-on sample of the effects of integration and differentiation. To relate this to the robot world, this means, "What happens when my walker's leg presses up against an obstacle", and "why does my line-tracker fly off the track so easily". I was particularly interested to see seasoned engineers, who understand the math and physics implicitly, finally get a chance to feel the effects of an integrating force pressing back against their hands. And then say "Wow, that's cool."

By changing a few numbers in the feedback loop in software we could show what happens to a robot's axel when the tires lock on an obstacle. Change a few other numbers and we can show you how to build a more precise line follower though differentiation. Another change, and we are looking at a motor circuit on the verge of instability. Even though the demonstration was on a rotational mechanical system, we can use the math to simulate virtually any physical system. Input the right numbers, and you can tweak your infrared edge detector to perfection, or calculate the ideal wheelbase for your platform.

The point was to show the power of linear systems analysis and how you can benefit from the use of this technique. You don't need \$20,000 worth of hardware to do it, but it sure makes a fun presentation.

If you found this interesting and want more information about linear control analysis, I have started a short tutorial at <http://www.mairs.ca/tom/lcs.php> where you can also find links to other references.

Tom Mairs (tmairs@aaasland.com)

Aasland Technologies (<http://www.aasland.com/>) – IT Services, Network Support, Computer Service

M.A.I.R.S. (<http://www.mairs.ca/>) – Machines, Artificial Intelligence, and Robotic Systems

Beyond the Tanglewood
a collection of poetry and short stories
by Tom Mairs

Self-Published in 2000

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An excerpt from the short story "Clone"....

Mathew Six had always hated his last name. He was a Clone after all, not a damned android. Whenever he questioned his contempt for the Norms, that last name they gave him at birth always brought the hatred right back again. He was born at the Wilson Labs , like all the other 800 series Clones he knew of, on the 17th of August 1991, a healthy bouncing baby Clone. The biotechs there had mocked him from the start by giving him that name. They must have thought it was appropriate because it took six computer runs to perfect the DNA configuration for his series. Throughout his training at the Labs, the Tech's always pushed him to his limits, like he was some kind of machine. By 2060 He had survived two generations of biotechs and still did not look a day over 18, but the arrogant humans continued to treat the Clones as inferior beings, and they were the first ones Mathew killed when the war began.

"Commander, you are cleared for launch", the bay controller announced.

Mathew Six danced his bio-engineered hands gracefully across the flight control panel of the small Y-Plane fighter. "I guess those feeble humans didn't do such a bad job", he thought as he admired the speed and accuracy of his own hand movements....

... [[buy the book to read more](#)] (opens a new page on [lulu.com](#))
\$3.75 on-line, \$8.51 +s/h soft cover (All prices USD)

Sample excerpt from Cutter's Edge - a Novel by Tom Mairs

Cutter was a big man, a tall man, a mean man; at least that's what everyone thought, and that's exactly the way John Cutter liked it. His broad shoulders carried more than a thick neck and sharp mind; the weight of a hundred battles won sat squarely on them along with the lives he took to win them.

There was a rustle in the leaves behind him on the street, but John kept walking along the cobblestone sidewalk. It could have been the wind, or any of the twenty or so other people walking on the same sidewalk, but it wasn't, and he knew it. He knew the pattern of the footsteps and the unusual absence of sound - the sound of someone skilled in stealth approach - the sound of one of the men he may have trained in a former life.....

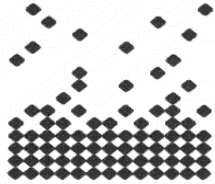
[CLOSE](#)





Looking on Fern

Tom Mair's Art



RiN News

VOLUME 17, ISSUE 2

WHAT NEWSLETTER?

INSIDE THIS ISSUE:	
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Even though Rinax has been producing a periodic newsletter for more than 6 years, an alarmingly large percentage of our customers do not seem to know they exist. This is not good news because the newsletters contain important information about product releases, usage tips, and service bulletins.

Recently we sent a customer satisfaction survey to all of our customers across the country along with the newsletter. Our goal was to gather feedback from customers to help us become more effective in our service and support. The response was a disappointing 13%.

We even offered money! In November last year, the last page of the newsletter included a quick quiz that was so easy, almost anyone could have penned a perfect score. We offered a \$25 cash reward for everyone who answered it correctly but sadly, only 32 of an expected 200 responses were received.

So why the poor readership? Are we really that boring? Do you really not care what we have to say, or does this have more to do with the way we deliver the newsletter in the first place?

In the past, our newsletter has been packaged with monthly statements. This seemed like a good idea at the time, but it is apparent that our very informative, incredibly valuable newsletter is hitting the "round file" along with the junk mail when it is received by the accounting office, or whoever is sorting the mail.

Such a tragedy can be averted however, with some rethinking about our delivery methods. This month, the newsletter will also be emailed in a PDF (Portable Document Format) file to every email address we can find. That's a lot of email, but we feel it is important enough to take this extra step. For future newsletters, we will send it in whatever format works best for you, so please help us by answering the following questions and email or fax it back to us.

Please advise us how you want to receive newsletters in the future.

- Send with the statements
- Email to: _____
- Both (email and statement)
- Other suggestions: _____

If you have **other email addresses** you would like to add to the list, we can do that too, just send us a quick email to rinax@rinax.com with the subject "Subscribe". You can also read past newsletters at <http://www.rinax.com/computer/newsletters.htm>

AND THE SURVEY SAYS...

In June of this year, we sent out a customer satisfaction survey to gauge how well we are providing support to you. The volume of response was less than ideal (see the related article "What Newsletter") but gave us at least some idea of how you feel about our customer service and what we can do to improve. The full results are attached at the end of this article, but here are the highlights.

We asked if we responded quickly to the most recent service call and 33% of respondents gave us a high rating (5 on a scale of 1 to 5). 15% gave us a 4 and 22% gave us a rating of 3. The call in question was typically software related and it was logged on the phone.

On the question about your skill level, 63% of respondents rated themselves a 7 or higher on a scale of 1 to 10, and fully 74% thought they would benefit from additional training. On the question of how that training should be done, you were divided. The votes for classroom training totaled 37% and the votes for web-based training also totaled 37%. Only 10% of responses indicated a need for individual training, and the rest were unanswered. An interesting statistic pulled from this survey was how often you wanted to see a Rinax representative in your store.

(Cont'd on page 4)

IGOR, COME QUICKLY!... IT'S ALIVE!

After many months of code hacking, politics, negotiations and more code hacking, our first official Canadian implementation of **NexPart** is alive and well. On the 23rd of August this year, our first **NexPart** connected customer started processing on-line orders amidst a ruckus of cheers and celebration.

This is a landmark event as it allows **Rinax** to enable **NexPart** on-line ordering for the independent jobber. **NexPart** enabled systems using the **Rinax** software will be able to extend their usability to the Service Provider making the distribution of parts easier and more efficient.



NexPart is the on-line catalogue and ordering tool created by Wrenhead for the service provider arena. Using **NexPart**, a service provider can order parts directly from a specific jobber store through the Internet.

Imagine a service provider with a vehicle up on a hoist. With **NexPart** open on a PC, they can enter in their list of required parts, hit the STOCK CHECK button and build an instant order from your specific store. Alternately, they can save the order to quote their customer at a later date. **NexPart** closes the gap between vehicle owners and the distribution channel. Improved ordering efficiency gets the right parts into the right vehicles faster and with fewer errors.

To help reduce errors, **NexPart** has a complete Wrenhead catalogue along with Interchange and Buyers Guide. The on-line catalogue includes pictures, links to manufacturers, assembly diagrams, and also reflects *your* availability. Completed orders appear as pick tickets right at your order desk.



An added bonus is integration with Protractor[®] software. Many of the service providers working with our jobber customers use the Protractor shop management software, and the latest version has the ability to integrate with **NexPart**, giving them direct ordering capability to your **Rinax** system.

NexPart is available for **Rinax** and **AutoEase** systems and can be private labeled for your particular store or buying group.

For more information about **NexPart**, contact our sales team at sales@rinax.com or

(403) 243-4074



ASK SUE...

Dear Sue:

Q: How many characters can I use in the customer PO field when creating an invoice? Can I use both alpha and numeric characters in this field?

~PO Savvy

Dear PO Savvy:

A maximum of 12 characters can be placed in the customer PO field using either alpha or numeric or a combination of both. If the customer uses a standing PO for the month or year, the customer can be flagged as such (field 136 of the customer file is set to = 3) and the PO number can be stored in Field 14 of the customer file.



Dear Sue:

Q: There are so many places in the system where the choice OPTION appears and when I hit enter I am not shown any options. How can I see my options?

~Optionless

Dear Optionless:

Anywhere in the system where the OPTION question appears, simply type a ? or me (for menu). The option box will appear. For example, when doing a Purchase Order Enquire:

* Enquire on a PO *

PURCHASE ORDER ENQUIRY AND LIST PROGRAM

ENTER PO NUMBER, OR 'ALL', OR 'ROLL': all

OPTION: ? or me

OPTIONS ARE:

VN TO SELECT A SPECIFIC VENDOR
 TY TO SELECT A TYPE OF PO (PA, IB)
 DT TO SELECT ON CREATION DATES
 EM TO SELECT/REJECT EMERGENCY PO'S
 WH TO SELECT A SPECIFIC WAREHOUSE

OPTION:

ASK SUE (CONT'D FROM PG 2)

Dear Sue:

Q: Is there a report I can print that will show me what my staff are able to do or not do in the system?

~In Control



Dear in Control:

In System Management Password and security privileges you can print a short list or detailed list of all your operators. At the Operator #?, type a question mark (?) to see your options as shown below:

* Password and Security Privileges *

MASTER PASSWORD ?

OPERATOR # ? ?

Recognized responses are:

- LI - List operator validations
- SH - Short List of operators
- CO - Copy an operator
a valid operator #

To print a detailed list of an employee take option LI. Be careful at the question OPERATOR NUMBER (OR ALL) as selecting ALL will print all potential 250 operator numbers in the system.

* Password and Security Privileges *

MASTER PASSWORD ?

OPERATOR # ? Li

OPENED CF:CMDNAMES.DT

OPERATOR NUMBER (OR ALL)? 36

OPERATOR NUMBER (OR ALL)? <ESC>

OPERATOR # ?<ESC>

UPCOMING HOLIDAY HOURS

In order to provide our customers with exemplary service, Rinax employees are "on-call" on a rotational basis. Technical and Software Support staff answer after hours and weekend **emergency** phone calls.

Calls are answered: Weekdays: Monday to Friday, 5:30 pm to 7:00 am
Weekends: Friday 5:30 pm to Saturday 9:00 pm
Sunday Noon to Monday 7:00am

HOLIDAY:	OFFICE CLOSED, AFTER HOURS SERVICE NOT AVAILABLE:	OFFICE CLOSED, AFTER HOURS SERVICE AVAILABLE:
Thanksgiving Day		October 10 th , 2005
Remembrance Day		November 11th, 2005
Christmas Eve		until 6:00 pm - December 24th
Christmas Day	December 25th, 2005	December 26 & 27, 2005
New Years Eve		until 6:00 pm - December 31st
New Years Day	January 1st, 2006	January 2nd, 2006

Customer billing is the current cell phone base charge plus overtime rates in 15 minute increments with a minimum 15 minutes billable. Customers calling on regular business days, Monday to Friday between 8:00 am and 5:30 pm **their local time** will not be billed as a pager call.

AND THE SURVEY SAYS... (CONT'D FROM PG 1)

On a scale of 1 (not important) to 10 (crucial), 22% thought a periodic visit from a sales person was crucial, 26% said that it was more important to see a service and support person, only 18% wanted to see a technical person and even at that it was only a rating of 6.

When asked if we provided you with quality responses to your support questions, 56% of respondents said "Sometimes", 41% said "Yes" and 3% did not respond. 63% said we are asking the right questions. This would indicate that we are on the right track, but we have some work to do.

As an overall rating, 52% of the responses said we were doing OK – a rating of 4 on a scale of 1 to 5. Of course, we want to get those numbers closer to 100% at a rating of 5, and your suggestions should help us get there. 30% of the surveys had no suggestions or comments, but of the ones that did, those suggestions were:

- Train staff more on the AutoEase Application
- More frequent contact and business communication
- Create a better manual, offer more training
- Make the Rinax application easier to use
- Offer realistic delivery dates
- Improve response time to support questions
- Offer a local support representative
- Upgrade the support equipment (phones and headsets)
- Focus on stabilizing the current Rinax application
- Improve the Catalogue
- Keep doing what you are already doing

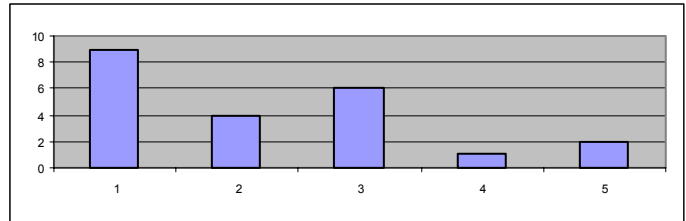
This is great news as many of these are items we are working on improving currently and we look forward to seeing your responses when we send out the survey again in a few months. Thank you to all the people who took the time to complete the survey, your suggestions are already changing the face of our company and our product.

Survey June 2005 results:

of respondents 27 of 225

1. Our goal is to respond in a timely manner. Please rate your most recent experience.

Rank	☺	☹	☹	☹	☹
Respondents	9	4	6	1	2



2. In reference to the above question, what was the call related to?

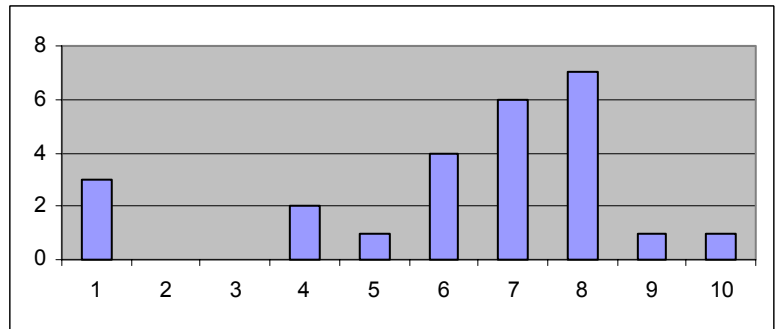
- Hardware	8
- Software	18
- Sales/Administration	0

3. How did you log the service call?

- Rinax Web Site	4	- Phone	22
- Fax	0	- Other	0

4. What is your skill level with Rinax Software? (rate from 1 - **Newbie** to 10 - **Expert**)

Rank	Response
1	3
2	0
3	0
4	2
5	1
6	4
7	6
8	7
9	1
10	1



5. Do you think you would benefit from additional training?

Yes	20
No	5

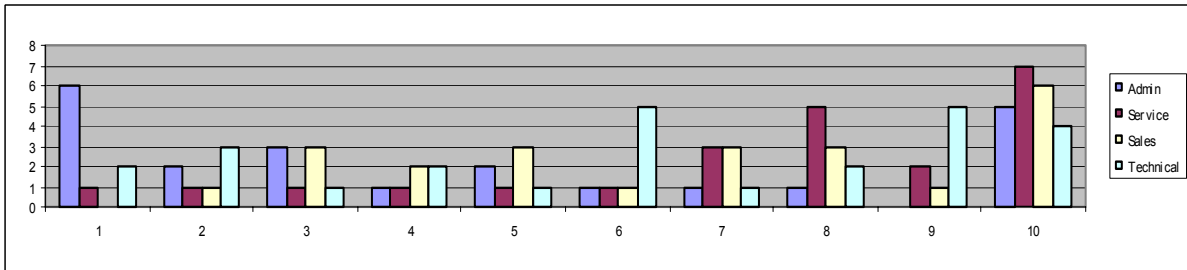
6. Knowing that individual training can be a larger investment, would you prefer a classroom setting with other attendees, still prefer individual on-site training or be interested in an on-line Web class?

- Classroom	10	- Web class	10
- Individual	3		

AND THE SURVEY SAYS... (CONT'D FROM PG 4)

7. How important are periodic visits from Rinax representatives?
(rate from 1 - *not important* to 10 - *crucial*)

Administration		Service		Sales		Technical	
Rank	Responses	Rank	Responses	Rank	Responses	Rank	Responses
1	6	1	1	1	0	1	2
2	2	2	1	2	1	2	3
3	3	3	1	3	3	3	1
4	1	4	1	4	2	4	2
5	2	5	1	5	3	5	1
6	1	6	1	6	1	6	5
7	1	7	3	7	3	7	1
8	1	8	5	8	3	8	2
9	0	9	2	9	1	9	5
10	5	10	7	10	6	10	4



8. Would you be willing to fund a visit from Rinax?

Yes - 0
No - 26

9. Are you receiving good quality responses to your support questions?

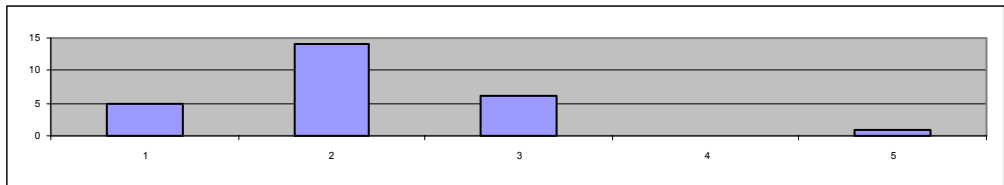
Yes - 11 Sometimes - 15
No - 0

10. Are we asking you enough questions to help solve your concerns?

Yes-17 Sometimes-7
No- 1

11. How would you rate Rinax in general?

Rank	Rating
1	5
2	14
3	6
4	0
5	1



12. What suggestions do you have to help improve our customer service and build our business relationship?

Responses	Comments
1	Already doing it (this survey)
1	Catalogue needs improvement
1	Focus on stabilizing current software
1	Headsets need replacing
1	Local representative please
1	Quicker response time
2	Offer realistic delivery dates
2	Make it more simple to use
2	Wants training/operations Manual
3	More frequent contact and business communication
3	Need better trained AE support staff
8	No comment

CRYSTAL REPORTS COURSES

For all of you who already have Rinax X4 for Windows, and for all who want it, learning how to use Crystal Reports® for custom reporting can be a huge asset. Many community colleges offer courses in this software, but if you can't find one that does, we have good news. Rinax is planning a Crystal Reports© training course.

We have some great ideas for putting this course together, but we need your feedback to really make it work. Our plan is to provide a two day basic training course and a two day advanced user course to run consecutively. We can run this in the winter or the spring, or both if there is enough interest. Each two day course will be approximately \$560 per person (subject to change) and will include course materials. This will be a classroom setting with 10 to 15 attendees.

So, now we need your feedback. If you are interested in this course, please answer the following and fax back to us at (403) 243-8009.

Your Name: _____

Your Company: _____

Contact Phone Number: _____

I would prefer to attend the course in January / April (circle one)

I would be interested in taking the Basic course / Advanced course / Both courses (circle one)

How many people from your company would attend this course? _____

Additional Comments and Suggestions: _____

Thank you – please fax this page back to us at (403) 243-8009

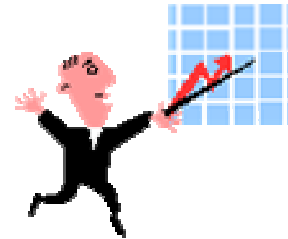
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It's time to toss that big old CRT display and replace it with a slim LCD.

LCD52V-BK	NEC LCD 15" (Black)	ONLY \$329
LCD52V-WH	NEC LCD 15" (White)	ONLY \$329
LCD72V-BK	NEC LCD 17" (Black)	ONLY \$359
LCD92V-BK	NEC LCD 19" (Black)	ONLY \$439

(limited availability, prices subject to change, offer valid only on stocked inventory)

Contact our sales team at (403) 243-4074 or sales@rinax.com to order.



MANIX 2.5

from Aasland Technologies

www.aasland.com



BusinessWare for professionals

User Manual

MANIX 2.5

User Manual

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About MANIX

MANIX is the business management system for anyone who needs to minimize complexity and gain more control over business operations. Primarily designed as a small business tool, it can be implemented for any sized business.

As well as this version, there is also a larger more complex version that includes Material and Resource Planning, Manufacturing Resources, Web integration, Multiple company accounts Scheduling and Full Accounting. For more information about this other version (MANIX Pro 32), contact your sales rep, or Aasland Technologies at (250)-490-0673.

MANIX grew out of the need to minimize data entry labor, maximizing efficiency while reducing costs. The final result is a products that does that and so much more. Unlike other order entry systems, MANIX is built in a Windows environment allowing you to edit on-the-fly and create information as it becomes available. For instance, you can start an order not knowing if you even have an item in inventory, or without knowing if the customer exists in your database. If you find that the customer is not already entered in the database, you simply create an account right then. No waiting, no canceling of the order as you would need to in most other systems. This is true of all features of MANIX.

This software combines many of the features that most businesses use every day. However, most businesses use a variety of incompatible software packages to achieve the same end. MANIX eliminates the need for duplication, and therefore minimizes the risk of error and reduces labor cost.

A basic accounting system is included as well. While designing the MANIX system, many of our clients expressed a need for a very simple to use accounting system that didn't require an accounting degree to figure out, well here it is.

For more information about MANIX and it's family of software, contact Aasland Technologies at (250)-490-0673, or find us on the web at <http://www.aasland.com>

Before you begin

Working with Windows

Before you begin working with the MANIX, you should understand the basics of Microsoft® Windows™ .

Like other Windows-based products, MANIX presents an easy-to-use graphical user interface. Because MANIX operates in the Windows environment, it uses the standard Windows rules for selecting icons, menus, menu items, and options in dialog boxes.

Before you use MANIX, you should know how to:

- Choose and cancel commands
- Move, move within, and cancel dialog boxes
- Work with command buttons, text boxes, list boxes, option buttons, and check boxes

For information, refer to the Microsoft Windows User's Guide.

This software should be installed by someone with administrative authority and knowledge of company structure.

If you are converting from other software, export the data to a compatible .CSV file - see *Importing and Exporting* later in this manual for details.

Program Installation and Setup

To install the MANIX software, you will require a 486 or Pentium Computer system running Windows 95, 98, or NT4 with at least 8 Mb of RAM, an SVGA video card, mouse and 20Mb of free space.

MANIX 2.5 is a stand alone product and has not been tested in a network environment. While the software can be installed on a network, it was designed for single user access.

To install the software :

- From CD: Place the CD in the CD drive. The install program should run automatically. If not, click **START, RUN**, and enter **D:\setup.exe** where D:\ is your CD ROM Drive.
- From internet: Download the MANIX package from <http://www.aasland.com/downloads.html> and save the file to an easy to find location (c:\windows\desktop\). Once the download is complete, locate the file and double click it. Accept all the defaults, it will work best that way. Once the installation is complete, you can delete the original file, or share it with a colleague.
- From floppy: place the disk labeled MANIX Disk #1 in to the A:\ drive. Click **START, RUN**, and enter **A:\setup.exe** where A:\ is your Floppy Drive.

You may need to restart the computer to complete the installation. Once finished, MANIX will appear in your START Menu and you can begin working with it.

The first time you run MANIX you will be required to fill in company information. YOU MUST COMPLETE THIS SECTION BEFORE PROCEEDING. This information can be edited later if you choose.

You should enter all of the information for the company data now including the password. REMEMBER IT ! - Write the password down and lock it in the safe. If you loose the password, it may be expensive to recover it.

This would be a good time to enter at least one customer, employee, supplier, and shipper. You might want to enter an inventory item too.

Software limitations

MANIX 2.5 is a stand alone product and has not been tested in a network environment. While the software can be installed on a network, it was designed for single user access.

MANIX must be run under Windows 95, 98 or NT.

The MANIX Home Window

After the splash screen, the MANIX home window will appear. This is where it all happens. Like a start point, you will always come back to the Home Window to launch new items. The Buttons are self explanatory, and all features are accessible with keystrokes through the menu bar.



The Customers Window

The screenshot shows a window titled "Customers" with a red title bar. The window contains a form with the following fields:

Name:	Joe Customer Inc.	Start Date:	9/10/98
Address:	123 Busy Street	Customer #:	JOE001
City:	Penticton	Phone:	(250) 555-5555
Prov:	BC	ZIP:	V2A 5K2
Fax:	(250) 555-5555	Credit Limit:	\$ 2500.00
email:	bob@here.com		
Contact:	Sally, Jon, Frank		

At the bottom of the window, there are four buttons: History, Save, New, and Exit. The Save button is highlighted with a dotted border.

In the customers window, you can enter new customers with the **NEW** button, or simply edit the information on screen. Pressing **SAVE** will commit any changes to the database. The **HISTORY** button will show the contact history for the current client. When you **EXIT**, the currently selected customer becomes the system current client, updating any other windows you may be working in. This is especially handy when you need to quickly look up a client for an order or Retail sale.

To Search the customer database, simply type a few letters of any part of the name followed by a * (asterix). This will search the names for any occurrences of what you typed and return a list you can select from. Click on the name and the customers window automatically updates.

The Employees Window

The screenshot shows a software window titled "Employees" with a red header bar. The window contains the following fields and controls:

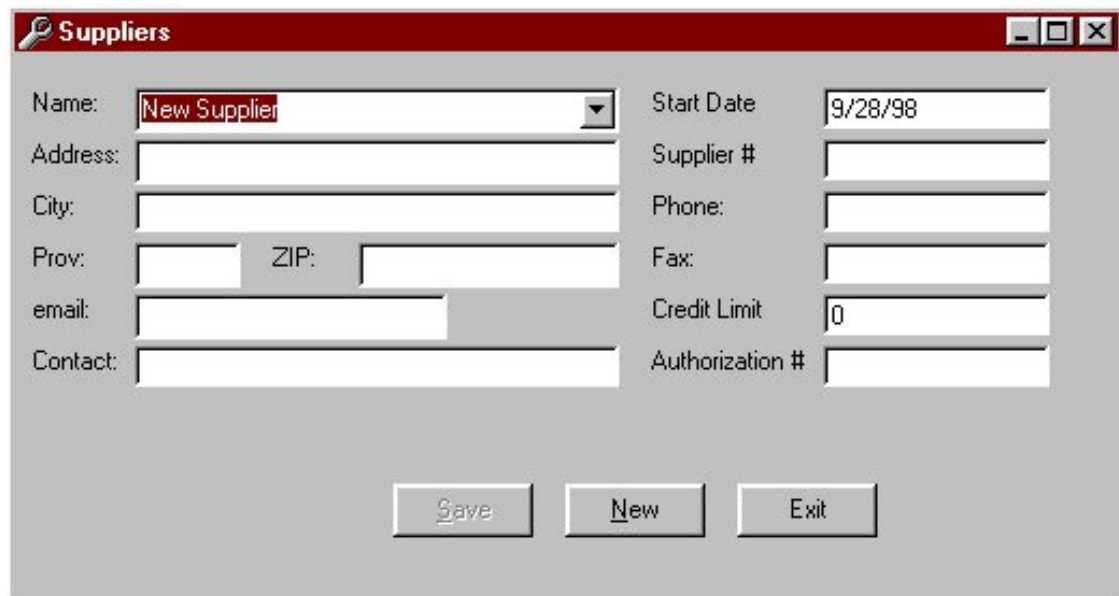
- Name:** A dropdown menu with "New Employee" selected.
- Address:** A text input field.
- City:** A text input field.
- Prov.:** A text input field.
- ZIP:** A text input field.
- email:** A text input field.
- Start Date:** A text input field containing "9/28/98".
- Employee #:** A text input field.
- Phone:** A text input field.
- Fax:** A text input field.
- Pay Rate:** A text input field containing "0".
- Pay Type:** A dropdown menu with "Hourly" selected.
- SIN:** A text input field.
- Emergency Contact:** A section with two sub-fields:
 - Name:** A text input field.
 - Phone:** A text input field.

At the bottom of the window are three buttons: "Save", "New", and "Exit".

In the employees window, you can enter new employees with then **NEW** button, or simply edit the information on screen. Pressing **SAVE** will commit any changes to the database. When you **EXIT**, the currently selected employee becomes the system current employee, updating any other windows you may be working in.

To Search the employee database, simply type a few letters of any part of the name followed by a * (asterix). This will search the names for any occurrences of what you typed and return a list you can select from. Click on the name and the employees window automatically updates.

The Suppliers Window



The image shows a software window titled "Suppliers" with a red header bar. The window contains a form with the following fields:

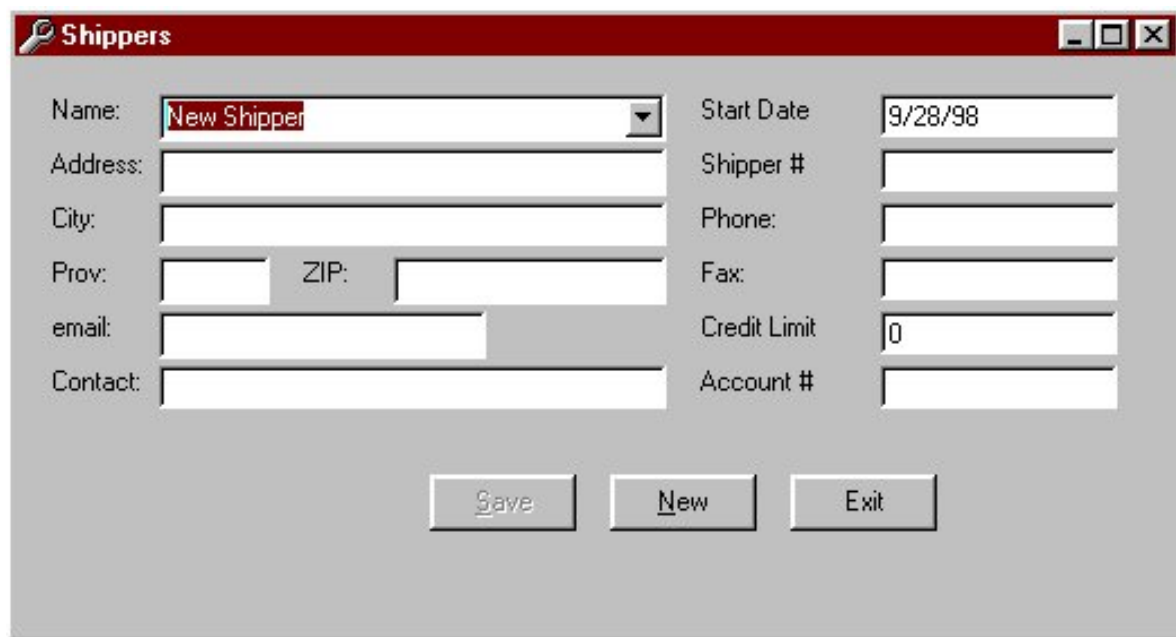
Name:	<input type="text" value="New Supplier"/>	Start Date	<input type="text" value="9/28/98"/>
Address:	<input type="text"/>	Supplier #	<input type="text"/>
City:	<input type="text"/>	Phone:	<input type="text"/>
Prov:	<input type="text"/>	ZIP:	<input type="text"/>
email:	<input type="text"/>	Fax:	<input type="text"/>
Contact:	<input type="text"/>	Credit Limit	<input type="text" value="0"/>
		Authorization #	<input type="text"/>

At the bottom of the window, there are three buttons: "Save", "New", and "Exit".

In the suppliers window, you can enter new suppliers with then **NEW** button, or simply edit the information on screen. Pressing **SAVE** will commit any changes to the database. When you **EXIT**, the currently selected supplier becomes the system current supplier, updating any other windows you may be working in.

To Search the supplier database, simply type a few letters of any part of the name followed by a * (asterix). This will search the names for any occurrences of what you typed and return a list you can select from. Click on the name and the supplier window automatically updates.

The Shippers Window



The screenshot shows a window titled "Shippers" with a red header bar. The window contains a form with the following fields:

Name:	<input type="text" value="New Shipper"/>	Start Date:	<input type="text" value="9/28/98"/>
Address:	<input type="text"/>	Shipper #:	<input type="text"/>
City:	<input type="text"/>	Phone:	<input type="text"/>
Prov:	<input type="text"/>	ZIP:	<input type="text"/>
email:	<input type="text"/>	Fax:	<input type="text"/>
Contact:	<input type="text"/>	Credit Limit:	<input type="text" value="0"/>
		Account #:	<input type="text"/>

At the bottom of the window, there are three buttons: "Save", "New", and "Exit".

In the shippers window, you can enter new shippers with then **NEW** button, or simply edit the information on screen. Pressing **SAVE** will commit any changes to the database. When you **EXIT**, the currently selected shipper becomes the system current shipper, updating any other windows you may be working in.

To Search the shippers database, simply type a few letters of any part of the name followed by a * (asterix). This will search the names for any occurrences of what you typed and return a list you can select from. Click on the name and the shippers window automatically updates.

Company Administration

The screenshot shows a software window titled "Administration" with a red header bar. The window is divided into two main sections. The top section, titled "Company Information", contains several text input fields: "Name" (Aasland Technologies), "Address" (237 - 437 Martin Street), "City" (Penticton), "Prov." (BC), "ZIP" (V2A 5L1), "Phone" ((250) 490-0673), "Fax" ((250) 490-0673), "Email" (admin@aaasland.com), "URL" (www.aasland.com), and "Master Password" (masked with asterisks). The bottom section contains tax and shipping settings. On the left, there are input fields for "PST" (\$ 0.07), "GST" (\$ 0.07), "Set Shop Rate 1" (\$ 45.00 Per Hour), "Set Shop Rate 2" (\$ 65.00 Per Hour), "Start Work Orders at" (70), "Start Invoices at" (70), and "Start P.O.'s at" (70). On the right, there are five checkboxes: "Charge GST on Shipping" (unchecked), "Charge PST on Shipping" (unchecked), "Charge PST on Labor" (checked), "Charge GST on Labor" (checked), and "Use Business Number" (checked). A "Business #" field contains the value "89272 4634 RT00". At the bottom right, there are three buttons: "Admin.", "Save", and "Exit".

This is where you store all of your company data. The fields can be changed at any time and committed to the database with the **SAVE** button. The *Master Password* is important. This password is used to protect your data, while giving the administrator an opportunity to make manual changes when needed. PROTECT THIS PASSWORD. While it can be changed by the administrator, it is difficult (and expensive) to recover if you lose it.

You can customize the way MANIX works with the check boxes on the window. Whether or not to charge tax, transfer costs, or display GST/Business Number can all be done here.

This is also where you go to import and export data. These features are hidden under the Admin. button and require the Master Password to continue. For more information about importing and exporting, see the appropriate section of this manual. The Admin. button also grants access to a special area that can be used to completely erase the MANIX database. DO NOT USE THIS AREA UNLESS YOU KNOW WHAT YOU ARE DOING!

Shipping /Invoicing

ORDER	
Order	Select Order
Customer	Customer Name
Order Date	Order Date
Sub Total:	\$ 0.00
GST:	\$ 0.00
PST:	\$ 0.00
Discount:	\$ 0.00
Prepaid:	\$ 0.00
Total:	\$ 0.00

SHIPPING	
Shipper Name	Shipper Name
Shipping Co.	Shipping Co.
Shipping #	0
Invoice #	73
Tracking #	Tracking #
Total Weight	0.000 Kg
Freight Chg	\$ 0.00
Freight PST	\$ 0.00
Freight GST	\$ 0.00
Total Freight	\$ 0.00
Invoice Amnt.	\$ 0.00

Buttons: Invoice, Exit

What could be easier? Select an order from the list, choose a shipper and add freight charges as necessary.

The Order list will only show orders that are tagged for invoicing. You cannot ship an order that is still active, or pending. The Shipper Name here is actually the employee responsible for shipping this order. The tracking number can be manually edited for later follow up and is intended to be used for the shippers way-bill number.

Clicking on **INVOICE** will set the order as invoiced, and will give you the opportunity to print an invoice. If you choose not to print, the order will still be available to print from this window.

Receiving

Non P.O. Item Bill # Date 9/10/98 Freight Cost 0

Part Number Units Amnt. Received Cost Per Unit Total Cost

Part Number Each 0 0 0

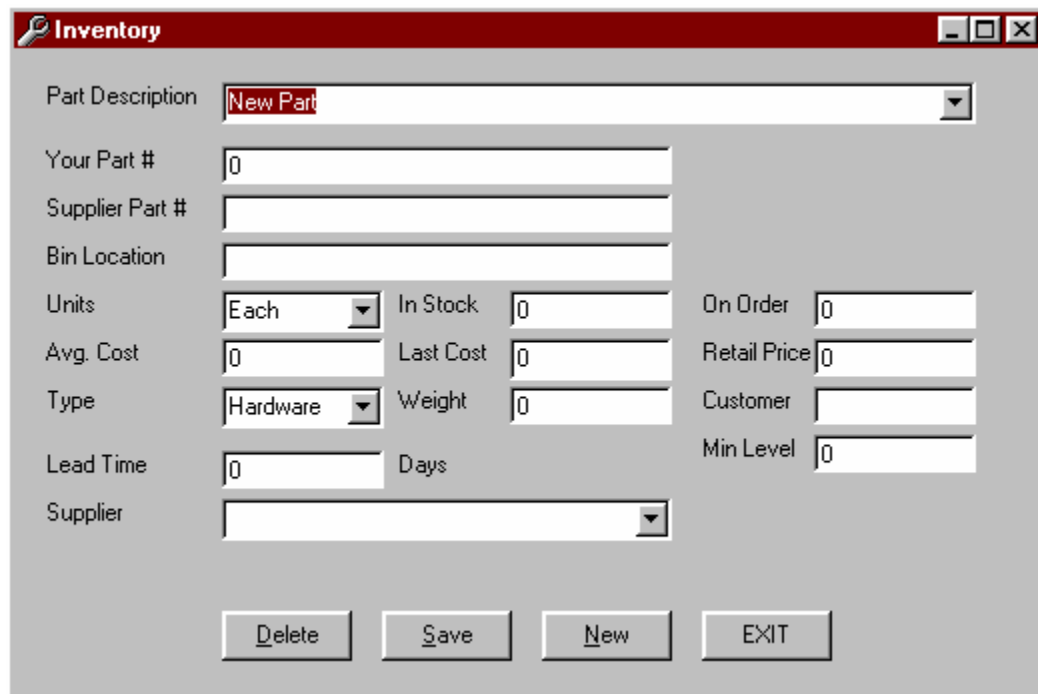
Receive

Exit

Part #	Description	Units	Req'd	Cost Each	Extended \$

When you receive stock, use this window to add it to your inventory. You can select from a list of issued Purchase Orders and receive items for specific way-bills. The amount and cost-per-unit entered here updates the inventory directly and will change the average cost figure and in-stock count.

Inventory



The screenshot shows a software window titled "Inventory" with a red header bar. The window contains a form for creating a new inventory item. The form has the following fields and controls:

- Part Description: A dropdown menu with "New Part" selected.
- Your Part #: A text input field containing "0".
- Supplier Part #: A text input field.
- Bin Location: A text input field.
- Units: A dropdown menu with "Each" selected.
- In Stock: A text input field containing "0".
- On Order: A text input field containing "0".
- Avg. Cost: A text input field containing "0".
- Last Cost: A text input field containing "0".
- Retail Price: A text input field containing "0".
- Type: A dropdown menu with "Hardware" selected.
- Weight: A text input field containing "0".
- Customer: A text input field.
- Lead Time: A text input field containing "0".
- Days: A text input field.
- Min Level: A text input field containing "0".
- Supplier: A dropdown menu.

At the bottom of the window, there are four buttons: "Delete", "Save", "New", and "EXIT".

When you press NEW to create a new inventory item, you can select (or create) up to 5 categories of part definition to generate a name. The structure is from least significant to most significant, IE: Steel, Plate, Stainless, 8'x4', 1/4" Gauge OR Bolt, Course, Carriage, 1"OD, 4"Shaft. You can store your own in-house part# and bin location as well as the suppliers # for quick reference and ordering. The in-stock and on-order fields will show up to 3 decimal places for items ordered by the Kilo, or Liter, but sold or used in smaller quantities. The weight field is used to calculate the total weight of finished assemblies or to calculate shipping weight and freight cost. Entering the lead time will help to forecast delivery dates for orders.

Purchase Orders

Purchase Orders [Window Title Bar]

P.O. # Date Supplier Status

Part Number Required Average Cost

Part #	Description	Units	Req'd	Cost Each	Extended \$

Order Entry

Orders

Customer: Order #: Order Date: Required By: Contract Price: Status:

Bill To:

Ship To:

Pt #	Description	Each	Qty	Total

Date	Hours	Rate	Name	Description	Total

Client P.O. Number:

notes:

Sub Total: Exempt
GST:
PST:
Discount:
Prepaid:
Total:
Terms:

New
Quotes
Find
Print
Save as Part
Exit

Retail Point of Sale

MANIX P.O.S.

Customer: HOU001 Order #: 74 Order Date: 9/10/98

Bill To:
Cash Sale

Ship To:

Pt #	Description	Each	Qty	Total

Date	Hours	Rate	Name	Description	Total

notes:

Sub Total: 0 Exempt

GST: 0

PST: 0

Discount: 0

Total: 0

Client P.O. Number:

CANCEL

SALE

Quotes

Reports

The screenshot shows a window titled "Reports" with a red title bar. The window contains a search interface with the following elements:

- Search For:** A dropdown menu with "Select Source" selected.
- Field:** A dropdown menu with "Search Field" selected.
- Operator:** A dropdown menu with "=" selected.
- Search Criteria:** An empty text input field.
- Filter Buttons:** A vertical column of buttons on the right side: Customers, Employees, Suppliers, Shippers, Inventory, Sales, and Invoiced.
- Action Buttons:** A vertical column of buttons in the center: Print, Clear, Search, and Exit.
- Table:** A small table at the bottom left with two columns and two rows. The top-left cell is white, the top-right cell is white, the bottom-left cell is white, and the bottom-right cell is red.

Accounting

MANIX Accounting (2.5)

A.R. A.P. G.L. Exit

MANIX General Ledger

MANIX Accounts Payable

Date	Client Name	Net	GST	PST	Total

MANIX Accounts Receivable

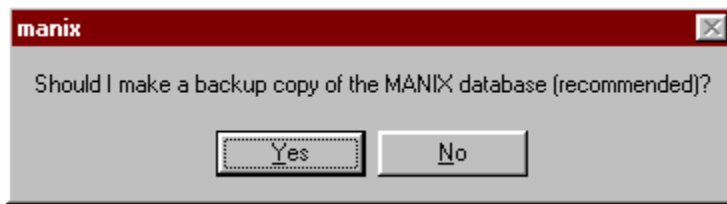
Date	Client Name	Net	GST	PST	Total

Aging (Gross)

New	30 Days	60 Days	90 Days	120 Days +	Total Receivable
0	0	0	0	0	0

Exit

Exit



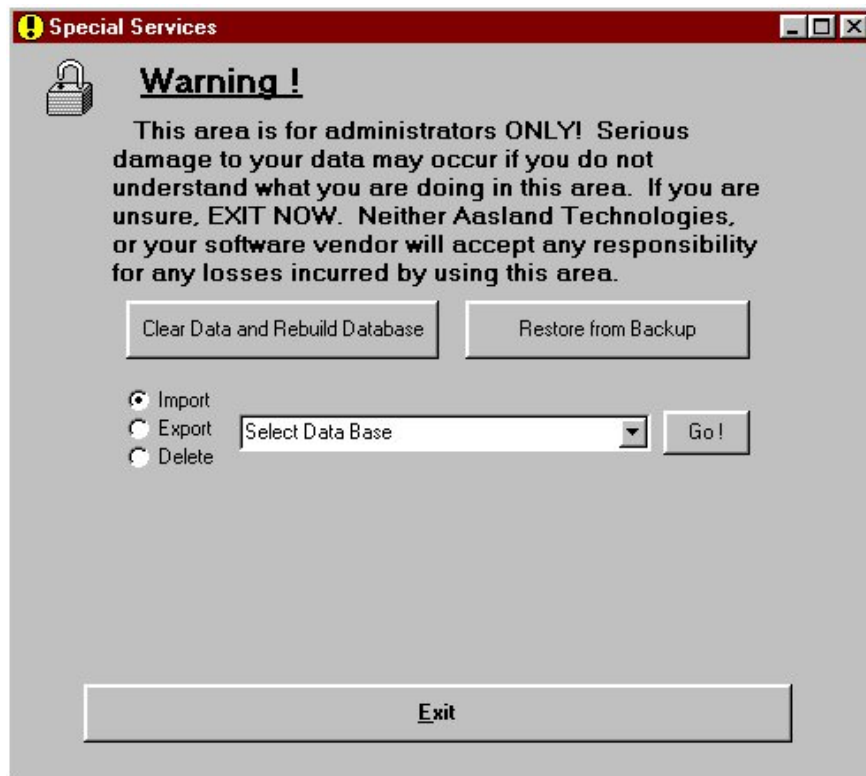
When you close MANIX it will always ask you if you want a backup of the database. Unless you are not sure about your previous session, or you think the current database is corrupt, always choose yes. This will create a current backup of the database for recovery if you inadvertently destroy, delete, or otherwise disable the working version.

Backing up your work

Regardless of this convenient feature, it is important to make regular backups of your system. If you already have a backup system in place, make sure that the MANIX database (c:\program files\manix25\manix.mdb) is part of the backup.

If you do not have a backup system now, call your computer support people and have a system installed.

Importing and Exporting Data



In the Special Services window, you can import, export, or delete entire database tables. You can also delete the entire database with one button. There are actually several levels of safeguard against this, but it *is possible* to do, so be careful.

The import/export functions use standard .csv (comma delimited) files that are common to many software packages.