

Expanded 'Comments'

Expanded Comments is an optional WordStock program that enables you to describe merchandise in much greater detail than WordStock's standard *Special Comments* field: instead of being limited to the 22 characters available with *Special Comments*, you can enter full sentences or paragraphs—even pages — of information.

Using *Expanded Comments*, you can generate two different types of pages: **Keywords** and **Comments**. Unlike WordStock's standard *Keyword Search*—which checks a database automatically created from WordStock's *Title*, *Author*, and *Comments* fields—*Expanded Comments* enables you to enter your own keywords.

For example, you can enter the name of a series of books, or the name of an illustrator or an editor. Once you've entered and saved these special keywords, they are accessible via WordStock's *Keyword Search*.

Information from *Expanded Comments* can be exported, so you can use it with WordStock's *Export* program to populate web pages, brochures or fliers.

Expanded Comments costs \$10/month; please contact Sales for more information: 800-753-9673.

Using *Expanded Comments*

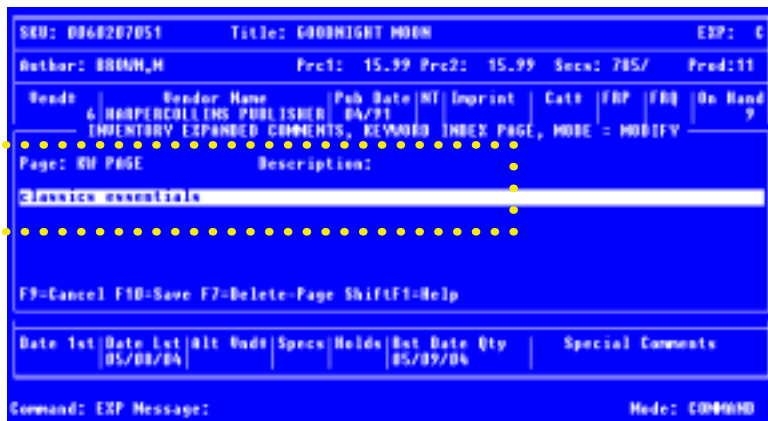
Museum Stores might use *Expanded Comments* to create *Keyword* pages that list such things as the artist's name, so staff members can easily find all posters relating to Sargent or all Picasso reproductions.

Then, they can create *Comments* pages to record an item's dimensions, origin or history, or to summarize how it relates to the museum's collections, or to record autobiographical information about an artist.

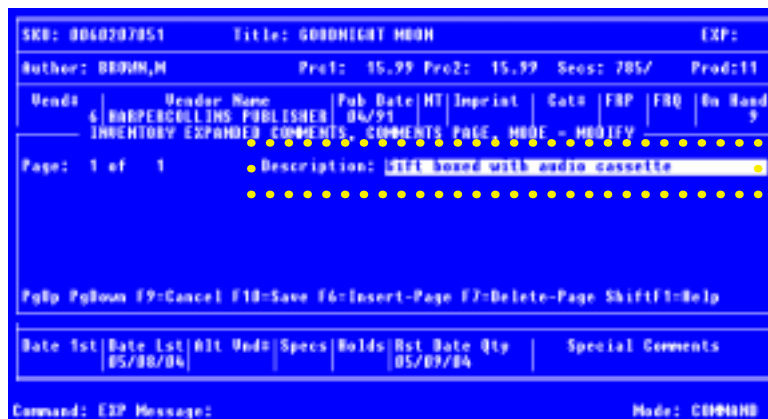
Bookstores can use *Keyword* pages to compensate for titles that don't convey a book's subject, such as biographies — which very often don't contain their subject's name — or textbooks, whose titles may have no apparent relation to a field of study.

Or, as shown in the illustration, you can make *Comments* pages that describe the details of special publications.

Keywords are also very useful for describing non-book merchandise, such as audio and video, because you can use them to note such things as a recording's conductor or the name of a film's director.



Highlighted area shows sample Keywords as well as the on-screen indicator that the title has associated keywords



Highlighted area shows sample Comments