

INTRODUCING

# WordStock Book Sense Gift Card Interface

WordStock has developed an interface to Book Sense gift cards that so that you can accept Book Sense's 'declining balance' gift cards as a standard WordStock method of payment. The interface supports full access to Book Sense's gift card program:

- You can sell and track Book Sense cards;
- The value of purchases is automatically deducted as customers use the cards;
- You can tell a customer how much value remains on the card;
- Customers can add purchasing value to a card.

WordStock integrates with Book Sense to create a secure, real-time, transaction processing environment, so all activities occur seamlessly within WordStock's POS program. Specific features include:

- Cards are activated at time of purchase and can be deactivated in the event of theft or fraud;
- Denominations can be pre-set amounts, or flexible, or a combination of both;
- A card's value decreases as it is used;
- Cards can be re-plenishable and customers can add dollars to their card in-store or online; customers can also check the current balance of their card online, at Givex's website;
- Activations and redemptions occur by reading the mag-stripe on the back of the card, or by scanning a barcode on the card, or by entering the card's number into WordStock's POS manually;
- Reports provide transaction history, reconciliation and compensation information along with activation, redemption and expiration data.

## Fees

WordStock's Book Sense interface is available for a monthly fee of \$20; this fee is in addition to any fees and charges that Book Sense may assess.

*Please contact WordStock Sales to discuss setting up your program.*

### Note from the American Booksellers Association:

"Booksellers will need the ability to maintain proper records as required by most states. ABA strongly urges booksellers to familiarize themselves with their local and state laws. Booksellers should be aware of tightened regulations regarding the use of money spent by consumers on gift cards and gift certificates."

## Hardware Requirements

Book Sense gift cards have a magnetic strip, a readable number, and a bar code printed on the back.

Ideally, you'll swipe the card through a mag-stripe reader, but you can also scan its barcode or enter its number manually if mag-stripe reading equipment is unavailable.

Symbol **LS9100** and **LS9208** scanners can read the Book Sense barcodes once they have been re-programmed to read Code 39, the format used by Book Sense gift cards.

The Symbol LS9100 is discontinued. The Symbol LS9208 is a PS/2 keyboard wedge for use on a PC and sells for \$460. This scanner can also be used with a terminal but requires a RS232 Synapse which sells for \$125, making the total terminal set-up cost \$585.

The cards can also be swiped to read the magstripe. WordStock customers who use Symbol **LL500** controllers will need to purchase a **MS-72** Dual Track Magstripe Reader for \$125. [The LL500 controller will need to be programmed to use the MS-72 by scanning a new set of supplement barcodes.]

Another swiping option is a **Cherry 8000LPBUS** keyboard which has a built-in mag-stripe reader. The keyboard is for computers [not terminals] and sells for \$225.

## Internet Requirement

Book Sense gift cards use the Internet for card activation, usage, and replenishment, so continuous Internet access, *i.e.*, DSL or other broadband access, is required.