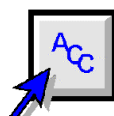# Clarity

Premier Windows Software for Jewelers™

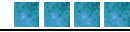## PRODUCT INFORMATION

WHY COMPROMISE? **WHEN THERE IS CLARITY**

ARTISAN
COMPUTER CRAFTSMANSHIP, INC.

94 Church Street-Suite 301 New Brunswick, NJ 08901
Tel: (732) 249-1000 Fax: (732) 249-1711
http://www.artisancc.com

WHAT IS CLARITY?

Clarity: Premier Windows Software for Jewelers is a fully integrated business management software package designed specifically for business people who are Jewelers. Clarity is truly a feature rich system, and our clients initiated many of those features. The benefit is a system that assists you in managing your business from both strategic and operational perspectives. Our driving philosophy is *deliver value*: the best software and the best support.

Clarity was designed to be easy to use, intelligent, and data-aware. Thanks to friendly point and click screens, it is not necessary to be an "expert" in order to use Clarity. Brimming with unique, powerful features that are designed to enhance functionality, Clarity gives the user virtually instant access to valuable information when and where it is needed – quickly and accurately.

Clarity: Premier Windows Software for Jewelers comes with ALL features built right in, and our technical support is second to none! Clarity is truly a precision "tool" that gives you the ability to manage your business with ease and accuracy.

THE ARTISAN PHILOSOPHY: TOTAL QUALITY
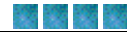
Power in features and simplicity in operation. Period. No matter how advanced a system is on the inside, the user should never be bombarded by operational details. Clarity is designed to be used by Jewelers, merchants and clerks - real people. Information on Clarity's screens is presented concisely and accurately, responding crisply and intuitively. Clarity sets a new standard for computer programs. This is a system that is easy to use for beginner and expert alike. Clarity responds to your commands exactly the way you would expect: with intelligence - quietly assisting you in everything you want to do. Clarity is the Jewelry Industry software for those who want to get it right the first time.

On the following pages you will see some of Clarity's screens and read about features that will help you manage your business. We thank you for considering Clarity: Premier Windows Software for Jewelers.

Please give us a call with any questions at all, and to discuss how to get Clarity on your side!
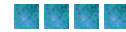
- Distribution centers
- Centralized billing options for customers with multiple locations.
- Differentiated billing /shipping options for Bulk (centralized) vs Special (store-specific) Orders.
- Quick access to Sales History (inventory purchase detail) or Account History.
- Multiple Contacts

CUSTOMER DATA WINDOW

CUSTOMER ACCOUNT HISTORY

- Inventory Database with full stone, watch and chain details.
- Assembly / Disassembly for items built from other, inventoried items. This is really intended for simple assemblies, like center stones and mountings. If you are manufacturing more complex jobs with many components and delivery dates, subcontractor bags, etc., take a look at our Jobs areas.
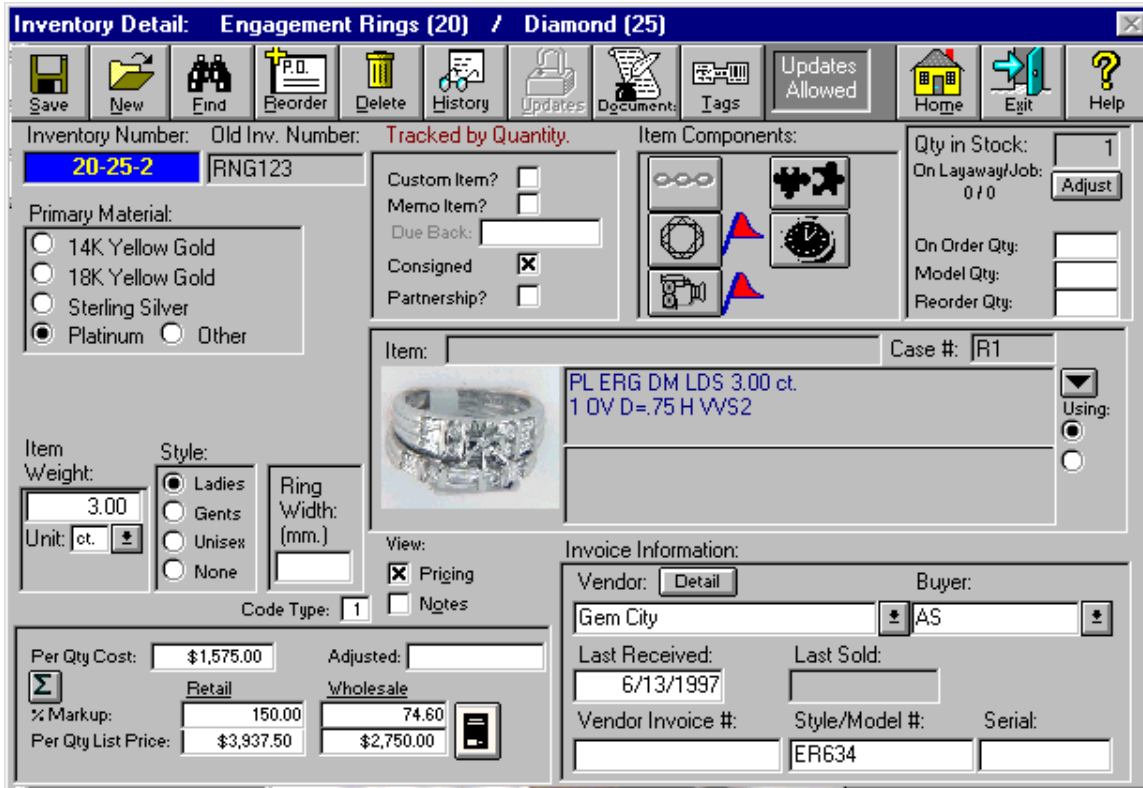- Major & Minor Classes - user defined; customizable markup percentages, etc.
- Class Combinations - data entry is automatically customized for items with common major/minor class combinations that require different information, i.e. loose stones, chains, item tracking by quantity, by weight or both.
- Parcels tracked and priced by weight, quantity or both are handled easily.
- Items may be serialized or may have quantity or weight greater than one unit.
- Item History - Everything that has ever happened to an item. From log entries you can Smart-Jump to the appropriate transaction, i.e. Invoice, Memo, etc.
- Tag Printing with Bar Codes - customizable format and content. You can even print the retail prices for your customers.
- Item Re-pricing – by individual item, or change pricing for an entire class, for example all Silver Earrings - then instantly re-print tags for all re-priced items!
- Physical Inventory is a snap with bar code reading and reconciliation reports!
- Imaging - Capture and display pictures of your Inventory! Catalog Printouts by Inventory or Style Database (Clarity Manufacturing).
- Multi-Store Inventory Transfer - Transfer items between locations without re-typing. Perfect for tracking trunk show and traveling salesperson inventory.
- Invoices & Purchase Orders – (Payables). Clarity has re-order capabilities and purchase orders can be "rolled into" invoices to save data entry.

INVENTORY DETAIL WINDOW

Save	New	Find	Reorder	Delete	History	Updates	Documents	Tags	Updates Allowed	Home	Exit	Help

Inventory Number: Old Inv. Number: Tracked by Quantity.   Item Components: Qty in Stock: 1

20-25-2   RNG123

Custom Item? ☐
Memo Item? ☐
Due Back:
Consigned ☒
Partnership? ☐

On Layaway/Job: 0 / 0   Adjust

Primary Material:
○ 14K Yellow Gold
○ 18K Yellow Gold
○ Sterling Silver
● Platinum   ○ Other

On Order Qty:
Model Qty:
Reorder Qty:

Item: Case #: R1

PL ERG DM LDS 3.00 ct.
1 OV D=.75 H VVS2

Using:
●
○

Item Weight:
3.00
Unit: ct.

Style:
● Ladies
○ Gents
○ Unisex
○ None

Ring Width: (mm.)

View:
☒ Pricing
☐ Notes

Code Type: 1

Invoice Information:
Vendor: Detail   Buyer:
Gem City   AS

Per Qty Cost: $1,575.00   Adjusted:
Σ
Retail   Wholesale
% Markup: 150.00   74.60
Per Qty List Price: $3,937.50 $2,750.00

Last Received: Last Sold:
6/13/1997
Vendor Invoice #:   Style/Model #:   Serial:
    ER634

- Required / Available data field setup information is customizable per Major/Minor class combination.
- Cost Information (as displayed above) is optionally hidden and password protected.
- SmartJump to item tag printing, item reorder, complete history.
- Detailed stone, watch and chain information available behind special buttons with flag indicators. Detail is "rolled into" primary item description.
- Multiple Images of an inventory item may be "snapped" and stored. A flag appears next to the "camera" button when an item has associated images.
- Item history toolbar button provides list of all activity on the item - original order, receipt in the store, sale to customer, etc. From history, the user may even SmartJump to display any associated transaction!
- As with most data windows, mode may be either "Updates Allowed" (data-entry) or "Read-Only" (data lookup). Unlock using the "Updates" toolbar button and a suitable password (if running with security). Bottom line is that only authorized users can make changes.
- Descriptions: Automatically built as attributes are entered, or may be manually entered.
- Item cost/price and inventory tracking can be by quantity and/or weight.
- Retail + Wholesale Pricing

SAMPLE STONE DEFINITION WINDOW (DIAMOND)

Stone Definition (ST1)

Stone Definition: Item's Inventory #: 10-25-4 | Diamond Paper | Stone Description: | Item: | ?

Diamond | Stone's Inventory #: 10-25-4 | Quantity: 1 | MQ D G VVS1 GIA

Carats: 2.43 | Measurements:
Color: D E F G H I J K L M N O P Other: | 4.01 mm X
Clarity: FL IF VVS VVS2 VS1 VS2 VS SI1 SI2 SI3 SI I1 I2 I3 | 3.95 mm X
| 3 Deep

Round	Oval	Marquise	Radiant	Old European	Rose
Pear	Heart	Triangle	Rectangle	Old Mine	French
Square	Emerald	Trillion	Square Emerald	Princess	Calibre
Single	Baguette	Cushion	Tapered Baguette	Other

AGS Scale:
Cut Grade:
Color Grade:
Clarity Grade:

Length/Width Ratio = 1.02
Avg Diameter = 3.98

Certified By: GIA   Certificate #: 1234567890   Date Certified:
Our Report #:
Table Percentage: 78.0   Crown Angles:
Depth Percentage: 78.0   Girdle Thickness: TH   Flr: SL
Crown Height: Culet Size: S   Pol: G
Pavilion Depth: Sym: G

More Below...

OK   Cancel

- Stones are defined in detail with easy to use point-and-click windows
- Specific windows for the six standard stones types: Diamond, Colored Stones, Opals, Pearls, Change-of-Color Stones, and Cat's Eye/Star Stones.
- Stone (and inventory) description summary automatically calculated as information is added to the item description field.
- Print parcel paper labels for loose stones on a label printer.
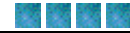
2.43 MQ G VVS1   10-25-4
GIA
GIA 1234567890   4.01 x 3.95 x 3.00
Dep: 78   Tab: 78   Grd: TH   Qty: 1
Pol: G   Sym: G   Cul: S   ctw: 2.43
Flr: SL

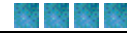# TAG PRINTING AND SCANNING ■ ■ ■ ■

Tag printing and scanning is one of the many useful features in Clarity. Printing tags will give you the ability to better control your merchandise. Clarity makes tag printing and scanning easy to do - on all the most popular printers and scanners used in the Jewelry industry. Customers get the most efficient and accurate service. Physical inventory is a snap. Bulk inventory transfers from head office to traveling salesperson or trunk show inventory. For Clarity Manufacturing, jobs can even be built by scanning bar codes.

Below you will see the 'Inventory Print Tags' screen. This is where you will print your tags.
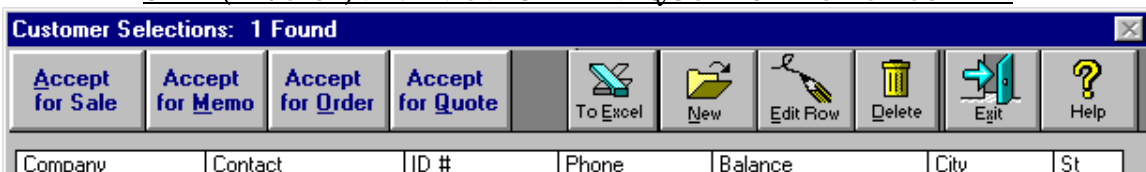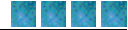
<u>Inventory Print Tag Screen</u>

- The Sales Menu screen (below) is the main switchboard for accessing Clarity's Wholesale Sales features.
- Clarity easily handles Orders (special orders for individual stores or bulk orders called in by a corporate office for multiple 'child stores), Quotes, Memos and Invoicing.
- Return Authorizations (for return or repair) are easily tracked.
- Quick access to Inventory and Customer lookup right from the main sales desk.
- Account payment provides a quick method for recording payments received, without looking up individual Invoice (although that also works). Payments are automatically applied to earliest invoice, unless applied specifically.

SALES MAIN MENU

SALE (INVOICE) / MEMO / ORDER / QUOTE SELECTION SCREEN

Invoice / Memorandum Screen

This window is used to enter/commit both Invoices and Memos. Terms may be selected or the sale could be "cash and carry".

Order Entry Window

- Ordered Items can be entered using their Style Numbers or SKU'd inventory numbers (or bar-code-scanned).
- Line items may be filled from Inventory or Back-Ordered.
- Vendor Purchase Orders for back-ordered stock may be generated directly.
- Invoices may be generated for entire or for under-filled orders.
- Customer History, Future Leads and Contact Log tabs provide instant access to valuable customer information.
- Warehouse pick-lists may also be generated based on this information, before Invoices are generated.
- In Clarity Manufacturing, Jobs based on internal style database may be initiated from this screen – clearly separating order desk from shop responsibility.
- In Clarity Manufacturing, the user can switch to the "optioning" tab to change job parts/actions (for example to change the metal or to select a different stone).
- This screen also provides quick access to customer history!
- As the Order "flows" through processing, the STATUS reflects whether the order is OPEN, MANUF, FILLED, or SHIPPED, as do the individual line-items.

CLARITY MANUFACTURING STYLE DATABASE
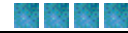
- Following is a screen capture of the STYLE DATABASE screen in Clarity Manufacturing.
- Unlimited Styles may be defined and grouped, searched and reported on to track jobs, orders, sales.
- Images may be associated with each style, and using Clarity Imaging you can print Style Catalogs (distinct from Inventory Catalogs).
- Line-items that will appear on the Job are arranged here into logical groups. Any number of items may be defined within each group. Items may be labor, phases of assembly (for tracking workflow) or individually-SKU'd raw materials components.
- Styles may be pre-assigned to Clarity's Major and Minor categories for easy placement of jobs to inventory.

REPAIRS AND JOBS

The Jobs system in Clarity is incredibly flexible and allows for use as the core of the manufacturing system in Clarity Manufacturing (when coupled with the Style Database).

- Repair and Custom Job Database with useful fields including job progress and date tracking.
- Job Part Tracking ("Parts" button) with automatic creation of, and SmartJump to, associated purchase orders, if needed.
- Part/action rows may be used to track the progress of job workflow with date-order, date-due (expected completion) and date-complete fields.
- Job Envelope Printing simply by clicking a toolbar button.
- Clarity has a multitude of job bag formats: single sheet, envelope direct-print, 3 part cards, adhesive labels, subcontractor bags
- Subcontractor bags / part-action labels are ideal for farming out phases of the job, without sending the contractor the customer's contact information.
- SmartJumps to Customer Window, Sales Slip for Job Payments, and payment history to track multiple deposits on job.
- Easily add stock jobs or mfg jobs to inventory, assigning SKU.
- Track cost of WIP (Work in Process)
- Draw parts from raw materials inventory either automatically or via lookup (stones, for example)

Job Information Window

- 3 part Job Card, above – using the individual part/action bar codes makes it easy to quickly mark item-rows as complete. This streamlines shop workflow.

- sub-contractor label, left, allows an item to be sent out of house for work, without revealing the customer, price, cost, etc.

- Many other formats available!

Fine Jewelers
Tel: (555) 555-4567 ^ Fax: (555) 555-094
Job #R-21 / ID# 11
Responsible: Sam

Vendor:
Responsible:
Phone:

Ordered: 10/18/2002
Due: 10/19/2002
Completed:

Description / Instructions:
final inspection
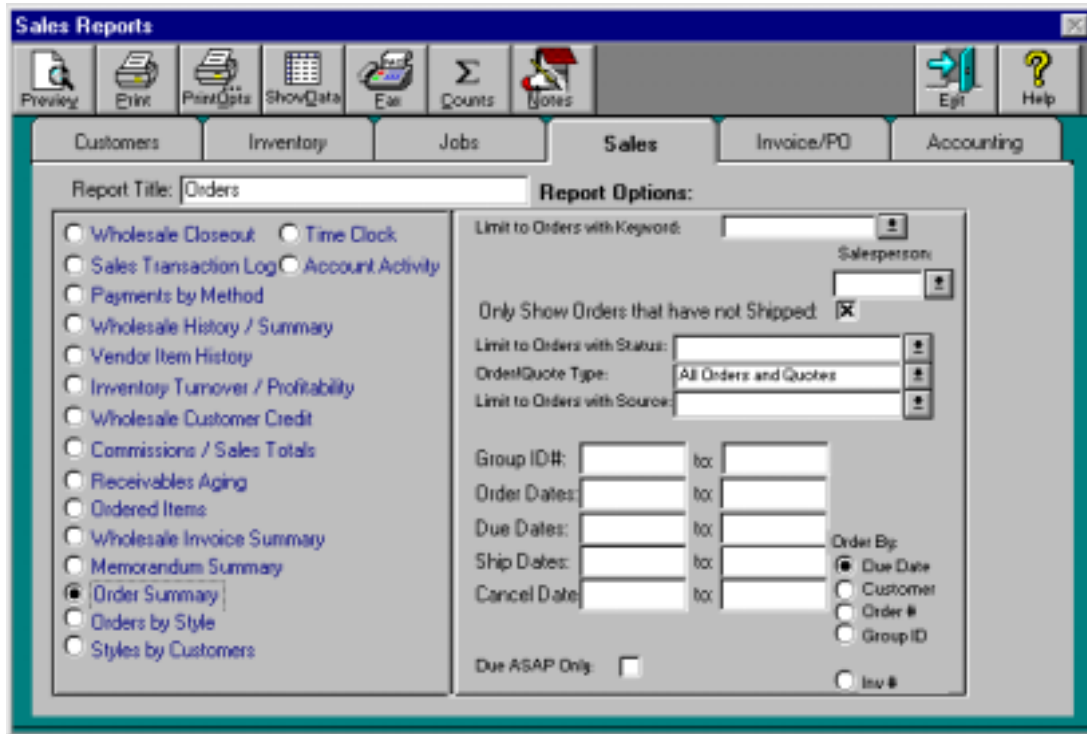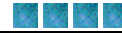
Sample Clarity Report-Selection Screen

- File folder tabs across the top of the screen, just below the toolbar, select which category of reports to display (there are report-selection screens for each tab).
- Select report from the left-hand column, and specify Report Options in the right-hand column. Options that display are specific to selected report.
- Reports available in both "Show Data" view and "Preview/Print" view.
- Show Data view, which looks like a spreadsheet, is very useful for quick lookups and sorts. Depending on the nature of the report, it often allows you to "smart-jump" directly to a specific Customer, Invoice or Inventory item.
- Preview mode shows you the report the way it will look when it is printed, and often allows for useful groupings and sub-totaling of report information.
- Clarity allows you to export report data to Microsoft Excel™ for further analysis and manipulation.

Receivables Aging

As Of 4/10/97

Invoice Number	Invoice Date	Due Date	Current	1 to 30 Days Overdue	31 to 60 Days Overdue	61 to 90 Days Overdue	Over 90 Days Overdue	Total Due	Last Notified
Artisan									
136	5/16/96	6/5/96	$0.00	$0.00	$0.00	$0.00	$1,695.00		3/26/97
Artisan Totals:			$0.00	$0.00	$0.00	$0.00	$1,695.00	$1,695.00	

Brits Inc.
656 Main St. Anytown, NY 09992 (908) 555-1212

Invoice Number	Invoice Date	Due Date	Current	1 to 30 Days Overdue	31 to 60 Days Overdue	61 to 90 Days Overdue	Over 90 Days Overdue	Total Due	Last Notified
120	5/8/96	5/8/96	$0.00	$0.00	$0.00	$0.00	$100.00		3/26/97
111	5/8/96	5/28/96	$0.00	$0.00	$0.00	$0.00	$585.00		3/26/97
113	5/8/96	5/22/96	$0.00	$0.00	$0.00	$0.00	$100.00		3/26/97
114	5/8/96	5/8/96	$0.00	$0.00	$0.00	$0.00	$100.00		3/26/97
115	5/8/96	5/8/96	$0.00	$0.00	$0.00	$0.00	$100.00		3/26/97
116	5/8/96	5/8/96	$0.00	$0.00	$0.00	$0.00	$100.00		3/26/97
118	5/8/96	5/15/96	$0.00	$0.00	$0.00	$0.00	$250.00		3/26/97
190	6/5/96	6/5/96	$0.00	$0.00	$0.00	$0.00	$295.00		3/26/97
7	6/19/96	6/19/96	$0.00	$0.00	$0.00	$0.00	$729.00		3/26/97
59	4/8/97	4/8/97	$0.00	$33.00	$0.00	$0.00	$0.00		
Brits Inc. Totals:			$0.00	$33.00	$0.00	$0.00	$2,359.00	$2,392.00	

Wholesale Invoice Summary

30-Mar-97

Company	Inv #	Total Sale	Amt Paid	Balance	Inv Date	Terms	Contact	Ph
Artisan	136	$1,695.00			5/16/96	Net 20	Mrs. Alyssa Siegel	(90!
Artisan	140	-$550.00			6/1/96	Return	Mrs. Alyssa Siegel	(90!
Artisan	155	$900.00	$344.00	$556.00	6/2/96	Net	Mrs. Alyssa Siegel	(90!
Artisan	8	-$100.00	$0.00	-$100.00	6/24/96	Return	Mrs. Alyssa Siegel	(90!
Flock Of Siegels	40	$7,021.30	$1,000.00	$6,021.30	9/8/96	Net 10	Mr. John Doe	(90!
Flock Of Siegels	51	$1,000.00	$0.00	$1,000.00	1/24/97	Net	Ms. Alyssa Siegel	(90!
Flock Of Siegels	54	$312.50	$0.00	$312.50	2/25/97	Net	Mr. Jonathan Segel	(90!
Brits Inc.	111	$585.00			5/8/96	Net 20	Mr. Joe Shmoe	(90!
Brits Inc.	113	$100.00			5/8/96	Net 14	Mr. Joe Shmoe	(90!
Brits Inc.	114	$100.00			5/8/96	Net	Mr. Joe Shmoe	(90!
Brits Inc.	115	$100.00			5/8/96	Net	Mr. Joe Shmoe	(90!
Brits Inc.	116	$100.00			5/8/96	Net	Mr. Joe Shmoe	(90!
Brits Inc.	118	$250.00			5/5/96	Net 7	Mr. Joe Shmoe	(90!
Brits Inc.	120	$100.00			5/5/96	Net	Mr. Joe Shmoe	(90!
Brits Inc.	190	$295.00			6/5/96	Net	Mr. Joe Shmoe	(90!
Brits Inc.	7	$729.00	$0.00	$729.00	6/19/96	Net	Mr. Joe Shmoe	(90!
Siegelsoft	41	$1,500.00	$0.00	$1,500.00	9/5/96	Net	Siegel	

For 8/21/97:

Generated 8/21/97 4:31:26 PM   [Sales Tax Not Included]

Style	Vendor	Item #	Description	Qty Inventoried	Qty Sold	Avg Days in Store	Total Sale Price	Total Cost (of Sold Items)	Total Profit	Average Profit Margin
AVL1	Avalanche	60-30-88	14K YG Earr LDS 10 RD DIA=.5	0	1	1009	$4,692.00	$1,955.00	$2,737.00	2.40
168/9	Gem City	60-28-333	14K YG Earr Mb Prl 2 MbP	0	1	870	$450.00	$215.00	$235.00	2.09
LCK45	Tsfaat Inc.	53-90-23	14K YG Lckt No-St 13.14 g.	0	1	645	$387.00	$174.11	$212.89	2.22
141100	Allan A Goldma	20-90-1800	14K YG W.B., No-St LDS	0	1	2024	$180.00	$76.00	$104.00	2.37
GCJ1	Gold Craft Jewe	45-90-20	14K YG GenRg No-St GEN	0	1	1654	$178.26	$82.53	$95.73	2.16
GR86014	Benchmark	20-90-2200	14K YG W.B., No-St LDS	0	1	2021	$173.30	$69.32	$103.98	2.50
gpl242-nc	Simon Golub A	53-90-10	14K YG Lckt, No-St	0	1	912	$162.00	$72.50	$89.50	2.23
NR1	Nur	45-90-12	14K YG GenRg No-St GEN	0	1	2015	$142.81	$63.47	$79.34	2.25
JTFIG	Jewel Time	84-90-12	SS ss-ch No-St Figaro, 18 i	0	10	1747	$100.00	$3.43	$96.57	29.15
JTBOX	Jewel Time	84-90-17	SS ss-ch No-St LDS 2.16 g. Box,	0	40	1355	$85.00	$0.97	$84.03	87.63
			Grand Totals/Avgs:	0	58	1425	$6,550.37	$2,712.33	$3,838.04	2.42

J. SMITH & SONS INC

J. SMITH FINE GEMS

Excellence in Jewelry

124 Main Street * Anytown, New Jersey 12345

Tel: (555) 555-5200 * Fax: (555) 555-2611

Orders: (800) 555-1234

A Tradition of Exceptional Jewelry

MEMORANDUM

No#: 52

Date: Feb, 7 1997

Page 1 of 1

LUCY

Mr. Jon Sigel

Jon Sample Co

453 Fgh 56

Highland Park, NJ 08904

USA

Phone:

Phone 2:

Fax:

This is a sample Memorandum.

Item #	Quantity	Weight	Description	Price
60-11-680	1		14K YG Earr Amt 2 PS Ame =5.50	$475.00
65-25-68	1		Nckl, C.P invisible, 36" x 6.50 mm x 7 mm. 122 CP	$2,300.00
			Subtotal:	$2,775.00
			Shipping:	$0.00
			Total:	$2,775.00

ALL MEMORANDUMS ARE FOR 7 DAYS UNLESS OTHERWISE NOTED

CONDITIONS - The goods described and valued as above are delivered to you for examination and remain property of J. SMITH COMPANY. This merchandise is subject to the order of J. SMITH & SONS and shall be returned to them on demand. Such merchandise, until returned to us and actually received, are at your risk from all hazards. No right or power is given to you to sell, pledge, hypothecate or otherwise dispose of this merchandise regardless of prior transactions. The sale of this merchandise can only be effected and title will pass only if, as when J. SMITH & SONS agrees to such sale and a bill of sale rendered thereof, and payment effected. In the event that suit is instituted to collect the amount of this memorandum or any portion thereof, customer agrees to pay such additional sum as the court may adjudge reasonable as attorneys fees in said suit, and the jurisdiction shall be in the venue of AnyCounty in the state of AnyState. Receipt of the merchandise described herein constitutes your agreement to the forgoing terms described and which cannot be varied by oral statements, dealings with respect to other merchandise or any contrary custom of the trade. CODES - "A" indicates gemstones that are not known to be or are rarely commercially enhanced. "E" indicates gemstones that are commonly enhanced in the industry or that seller is not 100% certain that the stone has not had enhancement. "N" indicates seller guarantees that a specific gemstone has not been enhanced.

Clarity, an Industrial Strength Business Solution
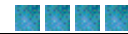
When you purchase Clarity Software from Artisan, you also secure access to professional consultants, skilled in a wide variety of fields applicable to business systems in general and the jewelry industry in particular. Our goal is to help you get up and running – and keep you that way!

Technical Support:

Implementing a business management system is not complete when the software is installed. Success is achieved through a cooperative, ongoing effort. You will have questions, and we'll have answers – that is why we provide ONE FULL YEAR of Technical Support and Version Upgrades. Clarity's user-friendly Windows™ interface is easy to learn and easy to use – but if there are any questions at all, we are here to support you.

Product Growth and Version Upgrades:

We appreciate that each business does things differently; we are sensitive to our clients' needs. In fact, many powerful features in Clarity were once a glimmer in a client's eye. One full year of upgrades is included. As we add new features, we are happy to offer them to all of our customers.

No Hidden Fees:

ALL MAJOR SUBSYSTEMS ARE BUILT IN. You do not need to buy a separate module for Bar-Coding or Jobs or Photo Imaging or Reporting. There are no hidden expenses.

Bottom Line:

Your computer system is more than a techno-cosmetic addition to your operation. You must trust the entire System: the hardware, the software and the people using and supporting it with your business-critical data. With the Clarity software and support, you have much more than an accurate, electronic filing cabinet. You will be able to manage your business proactively, not reactively. Clarity helps you organize your business data and its workflow; it gives you the tools you need to securely delegate responsibility and then monitor the results.

Clarity helps maximize your profit, service your customers and grow your business!

Thank you for considering
Clarity: Premier Windows Software for Jewelers

We look forward to speaking with you about harnessing the power of
Clarity in your business

A R T I S A N

COMPUTER CRAFTSMANSHIP, INC.
94 Church Street- Suite 301
New Brunswick, NJ 08901
Tel: (732) 249-1000, info@artisancc.com
http://www.artisancc.com

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