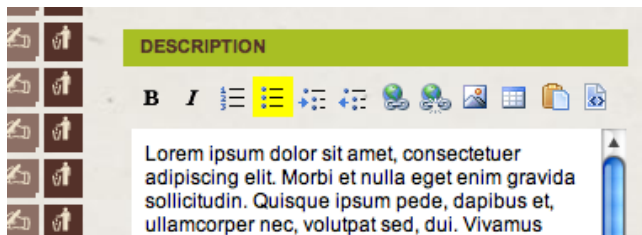


Wax Content Management & Store System

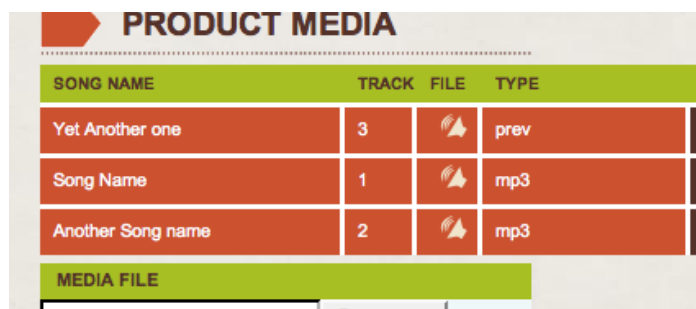


Wax is a store/site management system geared towards record labels and musicians. It is also dully suited for many other situations, including but not limited to, stores for clothing, artwork, and toys. It gives folks the ability to easily control content on their site without needing to code HTML or know any programming languages, or having to do extensive image sizing.



Benefits

Wax is designed to give stores the ability to sell what they want, when they want to. You're in full control of the products and content on your site. Wax gives you the ability to sell products in multiple formats, whether physical (CDs, vinyl, t-shirts, etc) or digital (mp3s, FLACs, PDF booklets, etc) in an easy way. Take advantage of having direct control of your physical and digital sales, having complete say over what you offer, and getting 100% of the income from it. Physical purchases such as CDs and vinyl can even be offered with digital files bundled for free, to give customers the instant gratification of being able to listen, while waiting for the physical copy to arrive. You can even offer free downloadable releases for promotion, easily. This system can also be used for generating free download codes for vinyl albums purchased in stores.



Highlighted features

- Control content from an easy to use web-based interface
- Support for both physical and digital products
- Secure mp3 jukebox and track preview
- Login based system for easy order tracking, download security
- Use Paypal, Credit card gateways, or both for payment
- Store inventory to make sure you only sell what you have
- Bundle physical items with free digital downloads
- Generate free vinyl download codes for in-store vinyl purchases
- Use as a standalone store or as complete site

User experience

Wax is setup in a very modular way, that allows for easy customization from site to site. You can have anything from a small standalone store to a completely fitted site, and have it look and feel completely your own.

Wax incorporates some progressive features in order to make the user's experience as easy and flowing as possible. Users can quickly check out preview tracks with the simple and secure mp3 preview player on each product page, and can easily add, update, and delete from their shopping cart without straying far from the main experience. Multiple product images can easily be displayed, and viewed directly in the store without the need for awkward popup windows. If an artist has more products, they are automatically listed with the current product being viewed, and can thus easily be accessed. Information is linked contextually across the site like this, to make your products as visible as possible.

Wax Content Management & Store System

Security

The store system is login based, allowing for maximum security for both user's sensitive information and for your content, such as mp3s, etc, while allowing them to download their purchases easily. The mp3 players are also setup in a secure way to deter people from downloading tracks with a third party script.

Non-store pages include a secure mp3 jukebox that can be listened to continuously without interruption while browsing pages. The store system is also cookie-transparent, meaning it will work securely and reliably whether the user has cookies turned on or not.

TRACKLIST	
SONG NAME	TRACK
Song Name	1
Another Song name	2
Yet Another one	3
This is a longer song name, a bit longer	4
Test test testing	5

Admin flexibility

Wax gives you the ability to edit text content much in the same way you would edit a document in a word processor. In addition the administration interface makes it extremely easy to add, update, or delete products. You can batch upload mp3s or multiple product images, change product descriptions on a whim, and assign multiple product categories. For items with options, such as shirts with color and size choices, you can easily have as many options as you like. The store module even includes inventory tracking and automatic inventory subtraction when an item is shipped out, to make sure you don't sell it if you don't have it in stock.

You can easily track your gross sales, or get reports by product, country of sale, of top products and mp3 singles. These reports can easily be exported into Excel format, which can then be imported into the database program of your choice.

If you run your store where you need to pay sales tax, you can setup taxes on the city, state, and/or country level.

Wax comes with built in integration with the US Postal Service shipping calculator, to easily estimate shipping costs during user checkout. The store system also comes with both Paypal and credit card gateway support.

Wax has an array of other modules available, including:

Simple blogging, FAQs, image galleries, links, podcasts, and many other features

Continual development

As functionally continually is improved, sites based on Wax are automatically updated with the new versions, to ensure constant compatibility and continued ease of use on the admin side. When you get setup with Wax, you get a set of tools that is constantly improving and innovating.

RELEASE DATE

1 April 2008

S	M	Tu	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

< Prev Today Next >

CATEGORIES

- Buttons
- CD, Full Length
- CD, Singles and EPs
- Digital, Free Download
- Digital, Full Length
- Digital, Single Track
- Digital Singles and EPs

PRODUCT NAME

Product name

PRODUCT CODE

WAX1007

DESCRIPTION

B I [List Icons] [Color Picker] [Link Icon] [Image Icon] [Table Icon] [Table Icon]

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