

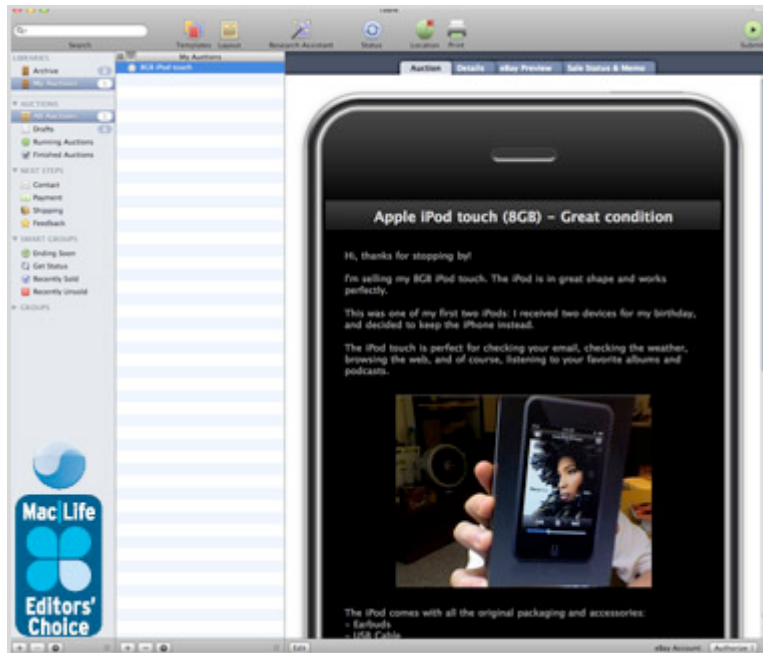
**Equinux iSale**

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**REVIEWS****Equinux iSale**

Posted 08/04/2008 at 4:45:00am | by Chris Thomson

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**Attract more buyers to your revamped eBay listing.**

When it comes to selling your old junk—er, lightly used treasures—eBay is the first stop for many. However, building your auctions via eBay's Web interface isn't exactly a fun process, especially for novices. That's where equinux iSale comes in. iSale is a beautiful application for Mac OS X Leopard that assists you in creating and managing eBay auctions. iSale makes everything easy, from jazzing up your listing to managing shipments, in a familiar iTunes-style interface.

Any seasoned eBay seller will tell you that price isn't the only factor in moving goods on the Web. A good-looking auction will attract more page views and higher bids. iSale provides tons of nifty features to create a better, more attractive listing. Ready-made templates will help your items stand out, and video integration and easy image hosting make adding visual elements a snap.

Choose a design for your listing from more than 200 HTML templates, all of which are editable to your liking. Via customizable layouts, iSale lets you add pictures, video, and text to your listing. iSale even lets you easily host images on other servers, including MobileMe, Picasa Web Albums, or any FTP server, instead of paying eBay to host additional images. As you build and tweak your listings, iSale can display a preview of your work, so you can get your listing just right before it goes live on eBay.

The app can even help with creating product descriptions for your auction. **iSale's Research Assistant harnesses the power of the Internet to find product descriptions, images, and other relevant information.** Tight integration with other OS X apps like FileMaker and Delicious Monster's Delicious Library (\$40, [www.delicious-monster.com](http://www.delicious-monster.com)) makes it easy to grab information you already have on hand. And once your auction is in full swing, iSale lets you easily track the number of page views, and the number of people watching your auction—both handy tools for gauging the effectiveness of your listings.

iSale doesn't stop working for you when your auction ends, either. Integration with Address Book and iCal makes handling shipments a breeze, and iSale uses some powerful Spotlight searching to allow you to track email correspondence regarding your auctions from inside iSale. The app can also keep tabs on your eBay feedback, reminding you to leave feedback for purchasers, with links to the appropriate eBay pages.

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## THE BOTTOM LINE


iSale is a powerful tool for eBay pros and newcomers alike. Easy design options can add more value to your eBay auctions, but iSale 5 is a Leopard-only party.


**COMPANY:** Equinix

**CONTACT:** [www.equinix.com](http://www.equinix.com)

**PRICE:** \$39.95

**REQUIREMENTS:** Mac OS 10.5, Internet connection, eBay account

 Tight OS integration. Easy-to-understand interface. Excellent auction tracking tools. Universal binary.

 Leopard-only.



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