

MagicCarpet IYP

Internet Directory Publishing

Find Your Directory & Listings On-Line!

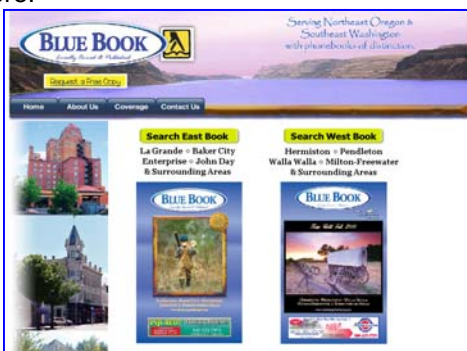
"LITE" Version - List View

List-View Directory

MagicCarpet IYP "LITE" publishing software gives you a "List Viewing" of your printed book on-line backed by some of the functionality of the HTML and .NET versions, and it is easy to open as a "LITE" graphics-based, list view directory. Enjoy the ease of navigating this IYP and its robust SEO formatting that enables all our IYP formats to be powerful, performance-driven, local search platforms for advertisers and publishers.

"LITE" Version

The "LITE" version offers the same easy to click on Icon Tools and adds a "Compare Listings" function for the users' benefit. This version offers separate Windows to view Maps, Ads, Audio Video content and more!



Features and Benefits

Search by Name, Category or Classified Heading, Address and Phone. The "LITE" version supports **multi-language and multi-regional book** search and offers Pop Up Windows for close-up viewing. Easy click to *Maps, Websites, Emails, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, Share with Social Networks and Customized Search bar on iExplorer and FireFox!*



List-View Simplicity!



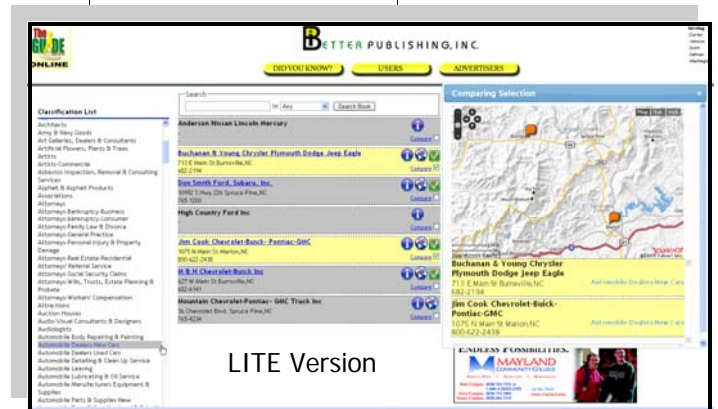
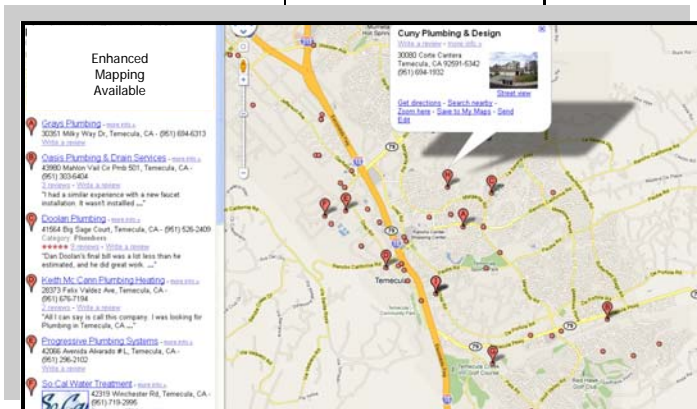
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"Any Sufficiently Advanced Technology is Indistinguishable from Magic"
Arthur C. Clarke

Comparison Of IYP MagicCarpet Products: HTML, .NET, LITE, CD-ROM Versions

	CD-ROM	Internet (.NET)	Internet (HTML)	Internet 'Lite' Version
Look and Feel of Directory	Yes	Yes	Yes	Listing View Style
Where is Data Stored	PC	Server	Server	Server
Publisher to Self-host or Host at ISP	N/A	Yes	Yes	Yes
Interface	MagicCarpet Viewer	MagicCarpet Viewer	Browser	Browser
Download Data from Internet	No	Yes	Yes	No
Download Program from Internet	No	Yes	No	No
Data Encryption Available	Yes	Yes	No	No
Zoom Features	Extensive	Extensive	Limited	No
Map features	Yes	Yes	Yes	Yes
Target Users	Users with No or limited Internet connection	Advanced users with Broadband connection	Users who do not want to download a viewer, MAC users	Users with low-speed Internet connections; MAC users
Supports Rich Media	Yes	Yes	Yes	Yes
Considerations	<p>Everything will be on PC.</p> <p>No Internet connection required.</p> <p>Look and Feel of the printed book.</p> <p>No hosting required.</p> <p>Requires use of disc space on users workstation to store the directory data.</p>	<p>Save space on PC—in that data will be on the server.</p> <p>Requires Broadband Internet connection.</p> <p>Look and Feel of the printed book.</p> <p>Superior Font Control.</p> <p>Must install from Internet (1 to 3 mb).</p>	<p>Save space— in that there will be no programs or data on PC.</p> <p>Requires Broadband Internet connection.</p> <p>Different Browsers may render the pages somewhat differently.</p>	<p>No program or data downloads on PC. Requires Internet connection. Works with low-speed connections.</p> <p>Fast website update from your database.</p>



For More Information on all "Sellable Features," Advanced Mapping, Tools, and other Applications Please Contact us at YM_Product_Info@YellowMagic.com