

MagicCarpet Mobile

Mobile Directory Publishing

SMS Version

MagicCarpet Mobile Directory Publishing Software gives mobile phone users access to your Directories anywhere they go! MagicCarpet Mobile now has 3 versions from which you may choose to service your local market: HTML, SMS, and On-Phone. See Overview of all Versions: www.YellowMagic.com/MCMobileOverview.pdf

The **SMS version** was created for markets without a lot of users having Internet-enabled mobile devices and for users who only have mobile texting plans. This version allows users to obtain search results by sending and receiving SMS text messages. All they need to do is to send the search criteria as an SMS into a special "short code" number. The local carrier routes those requests to the hosted server and the server then relays the listings back to the user in seconds!

If you have multiple directories, the user can specify which directory is to be searched followed by a word or words that best describe the request. Also the SMS version supports search by a name, category (classified headings) or keywords and the system returns relevant results. If there are no exact matches, the system uses fuzzy logic in an attempt to return desired results. Providing an SMS version of your mobile directory can also save the users money on Directory Assistance fees by accessing your white or yellow listings using SMS texting.

Other Benefits: MagicCarpet Mobile SMS works with all mobile phones. There is no Internet connection required or need for a high-speed network. Publishers can create category synonyms for reference or related headings to provide even better search results. Advertisers can buy keywords, search results priorities, and featured listings that contain additional text for promotional incentives or other pertinent information. The Mobile SMS directory is hosted by Yellow Magic Incorporated and the publisher will be provided with "back office" information to view and analyze usage reports for marketing and sales promotions.

Features

Search by:

- Name
- Classified Heading
- Keywords

Offers Fuzzy Logic for additional search result assistance

Supports Multiple Sections of Book:

- Yellow and White Pages, Government

Offers Back Office Metrics

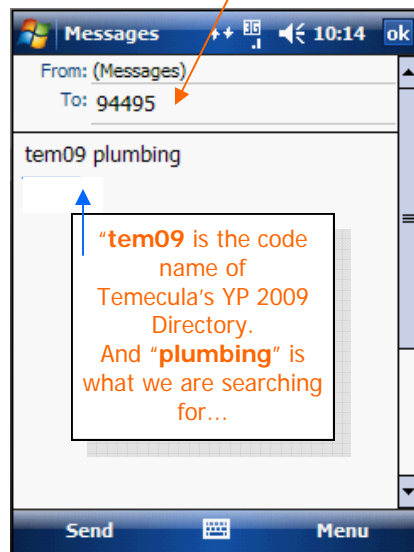
- Number of times a Listing has been sent as a result

Sales Features

- Keywords
- Featured Listings having additional text for promotional incentives or other pertinent information
- Search Results Priorities

Search Mobile Directory

Type in the "**short code**" number and enter in the **Directory Code**, and a category search or specific listing.



Receive Results

You will receive a returned SMS text with all the results in seconds from your Directory listings.



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