

# MagicCarpet IYP

## Internet Directory Publishing

### Find Your Directory & Listings On-Line!

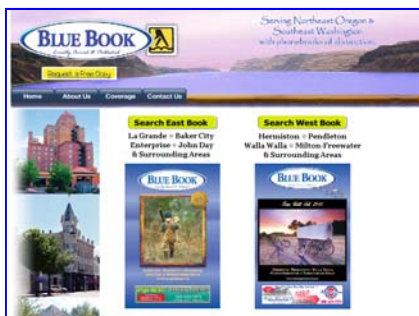
#### "LITE" Version - List View

##### 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. *The product is a generic web site that can be personalized to look the way the publisher desires.* 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!



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

Feature	Internet (HTML)	Internet 'Lite' Version	CD-ROM
Look and Feel of Directory	Yes	Listing View Style	Yes
Where is Data Stored	Server	Server	PC
Publisher to Self-host or Host at ISP	Yes	Yes	N/A
Interface	Browser	Browser	MagicCarpet Viewer
Download Data from Internet	Yes	No	No
Download Program from Internet	No	No	No
Data Encryption Available	No	No	Yes
Zoom Features	Limited	No	Extensive
Map features	Yes	Yes	Yes
Customized Search Bar for iExplorer & Fire Fox	Yes	Yes	No
Target Users	Users who do not want to download a viewer, MAC users	Users with low-speed Internet connections; MAC users	Users with No or limited Internet connection
Supports Rich Media	Yes	Yes	Yes
Considerations	<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>	<p>Everything will be on PC. 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>

