



# MagicCarpet Mobile

## Mobile Directory Publishing

### Take Your Yellow Pages Directory MOBILE!

All Versions- iPad, iPhone, HTML, SMS, On-phone and more!

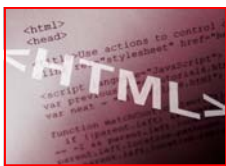
#### Take Your Directory Mobile!

With MagicCarpet Mobile, users of your directories can access your yellow pages as well as white pages or other sections from Internet-enabled mobile devices such as cell phones.

There are several versions to accommodate many different devices and mobile voice or data plans.

**HTML version:** The HTML version is the most fully featured version and has the potential of creating a substantial revenue stream. It works with any mobile device that has Internet access either via the cellular network or Wi-Fi. All that the user needs to do is to visit the mobi-web site to use the directory. Putting this site in Favorites or downloading a desktop icon will enable rapid access. The HTML versions supports Search Sponsorships, Logo Listings, Coupons, Maps, and several other sales features.

[www.YellowMagic.com/MCMobileHTML.pdf](http://www.YellowMagic.com/MCMobileHTML.pdf)



**SMS version:** This version requires no Internet access and allows access to your directory for users with only a text plan or for mobile devices without Internet access. See Details:

[www.YellowMagic.com/MCMobileSMS.pdf](http://www.YellowMagic.com/MCMobileSMS.pdf)

#### Features and Benefits:

All versions offer search by Name, Category (Classified Heading) and keywords for all sections of your directory. All offer advertising opportunities and each has its own unique features and benefits. Please see the chart on the next page to compare the features and benefits of each version and to help you decide which versions are best for your situation.

**OnPhone version:** The On-Phone version has been designed for markets with little or no mobile Internet access. It allows the user to download your directory onto a compatible Java-enabled mobile device that has sufficient storage and memory capacity.

For more information visit:

[www.YellowMagic.com/MCMobileOnPhone.pdf](http://www.YellowMagic.com/MCMobileOnPhone.pdf)

This is a great application for markets where mobile Internet access is not common or intermittent.



Although the OnPhone version does not support the Internet-enabled features of the HTML version, you still gain branding opportunity by using your own desktop icon as well as paid sponsored searches.

**Twitter Directory Access:** Give access to your directory listings on Twitter with RE-tweets of local listing information offering short link services that support SMS texting guidelines.

Learn more today how to keep your local listings optimized even more so by offering directory access on this social platform. Plus, help local businesses reach local Twitter users searching for local information, RIGHT NOW!

[www.YellowMagic.com/TwitterDirectory.pdf](http://www.YellowMagic.com/TwitterDirectory.pdf)

#### Turn Mobile Usage into Income:

For a summary list of the many possibilities to create new revenue streams for your Yellow Pages Directory, view some of the sellable items suggested and other features your advertisers will value.

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

# MagicCarpet Mobile

## Mobile Directory Publishing

### TECHNICAL COMPARISON SHEET

MagicCarpet Mobile Features Comparison				
Feature	HTML	On Phone	SMS	Twitter-Access
Search by Name	✓	✓	✓	✓
Search by Classified Heading	✓	✓	✓	✓
Search includes Synonyms	✓		✓	✓
Search includes Keywords	✓	✓	✓	✓
Advertiser-Weighted			✓	✓
Fuzzy Logic	✓		✓	✓
Multiple Sections (yellow, white, government, etc.)	✓	✓	✓	✓
Uses Internet Connection for Search	✓			✓
Searches on Local Device		✓		
Uses SMS for Search			✓	
Access via Twitter				✓
<b>Back office Metrics</b>	✓		✓	✓
Number of Calls	✓			
Number of Maps	✓			
Number of Results or Views Displayed			✓	✓
<b>Sales Features</b>				
Search Sponsorship	✓	✓		
Coupons	✓			
Ranking by: Alpha, Heading Value, Contract Value	✓	✓		
Search Results Priorities			✓	✓
Sold Keywords	✓	✓	✓	✓
Logo Listings	✓			
Map Button	✓			
Driving Directions	✓			
Save Button	✓			
Feature Listings				
Color Text Listings	✓			

Contact us for a Demo of any Version Today!

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