

MagicCarpet CD-ROM

Find Your Directory & Listings CD-

CD-ROM-HTML Version-Look & Feel

CD-ROM YP Directory

MagicCarpet YP CD-ROM format publishes all the framework, look and feel, style and functionality of your IYP. The YP CD-ROM offers a classic off-line electronic platform of your printed book that is compact enough to take anywhere and is able to load onto any PC. The CD-ROM is very popular again as a "paperless" solution, as publishers face the "OPT-in, OPT-out" environmental concerns.

The YP CD-ROM provides a true "paperless" hard copy of the directory, with almost all the interactive functionality of an IYP.

CD-ROM Version

The CD-ROM version offers the same easy to click on Icon Tools and most functions your IYP offers without Internet connection. This version requires a special viewer which is provided on the CD-ROM during the download process, provides data encryption if desired, offers extensive Zoom, Maps, Ads, Audio Video content and more! Get this "Green" solution today to offer your print users as a choice to OPT IN and not completely OPT OUT!

MagicCarpet HTML is now even more efficient and easier for publishers to use. It works on both CD and web servers, while depending on PS or PDF files. It is no longer requires publishers to print electronic books through Typesetting or Sleight of Hand. **The new program is System Independent!** In this new version, there is no difference in viewing perspective between electronic and printed books.

With Magic Carpet CD-ROM is easy to create both Internet and CD-ROM almost simultaneously. Easily "wrap up" your settings after processing the books you have selected and the data will be put together in a zip file for "CD," and the data will also be uploaded to a web server through FTP for **MagicCarpet HTML Internet Yellow Pages Publishing.**



Features and Benefits

Search by Name, Category or Classified Heading, Address and Phone. The CD-ROM also supports **multi-language and multi-regional book** search.

Easy click to *Maps, Websites, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, and more!*

The CD-ROM saves money on duplication of printing costs, distribution fees and is environmentally friendly!

This program features total page layout control, allows zooms, scrolls, superior search for listing names, classifications, and telephone numbers. Keywords that are "LIVE" within a printed display ad can be searched and ads can be found as the results. URLs within ads or other listings and email addresses are all "searchable" within the directory.

License the Technology-

Create Your Own CD-ROM Master

LOOK AND FEEL OF THE PRINTED BOOK

- Allows Zoom and Layout Control
- Better Viewing of Search Results
- User Friendly Search Criteria
- Cost Effective & Easy to Distribute
- Duplicate Your Copies-
No per copy fees to Yellow Magic



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	Browser
Download Data from Internet	Yes	No	No
Data Encryption Available	No	No	Yes
Zoom Features	Extensive	No	Extensive
Map features	Yes	Yes	Yes
Customized Search Bar for iExplorer & Fire Fox	Yes	Yes	No
Target Users	Users with Internet-enabled devices	Users with low-speed Internet connections	Users with No or limited Internet connection
Supports Rich Media	Yes	Yes	Yes
Considerations	<p>Saves 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>



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