

MagicCarpet Mobile

Mobile Directory Publishing

Take Your Yellow Pages Directory MOBILE!

OVERVIEW – All Versions

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 their Internet-enabled devices such as cell phones or PDAs, via SMS texting or using an On-Phone version. Markets, cellular infrastructure and user habits differ in various localities and MagicCarpet Mobile has a solution for any situation.

3 Different Versions Available

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 web site to use the directory. Putting the 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

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. Visit for more information

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 sponsored searches.

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

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.

Turn Mobile Usage into Income

Not only does each version offer different advertising opportunities, but they can all help drive sales in the printed book. Search results order ranking can be a function of how much each advertiser has spent in the printed or on-line directory.

New mobile applications and especially local search are the fastest-growing segments of the electronic directories market. Not only do directory publishers need an Internet presence, but they need a mobile presence as well. MagicCarpet Mobile provides state-of-the-art platforms and a wide assortment of new revenue opportunities.



Yellow Magic Incorporated
41571 Date Street Murrieta, CA 92562 USA
YM_Product_Info@YellowMagic.com

+1 (951) 506-4005 Voice
+1 (951) 506-1919 Fax
www.YellowMagic.com

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

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TECHNICAL COMPARISON SHEET

MagicCarpet Mobile Features Comparison by Version			
Feature	Available in Which Versions?		
	HTML	On Phone	SMS
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			✓
Back office Metrics	✓		✓
Number of Calls	✓		
Number of Maps	✓		
Number of Results or Views Displayed	✓		✓
Sales Features			
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!

Headquarters

Yellow Magic Incorporated
 41571 Date Street Murrieta, CA 92562 USA
 YM_Product_Info@YellowMagic.com

USA

+1 (951) 506-4005 Voice
 +1 (951) 506-1919 Fax
 www.YellowMagic.com