

MagicCarpet
Electronic Directory Publishing



Electronic Directory Publishing

MagicCarpet

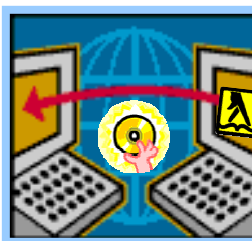
Digital Publishing Solutions Internet, CD-ROM, and Mobile

MagicCarpet for **Web** Directory Publishing

MagicCarpet for **CD-ROM** Directory Publishing

MagicCarpet for **Cell Phone/Mobile** Directory Publishing

Transform Your Print Directories into Electronic Directories!



INTERNET SOLUTIONS

.Net and HTML Solutions

- Allows Zoom and Scroll
- Superior Font Control
- Total Page Layout Control
- Better Viewing of Search Results
- Yellow Page Looking Pages
- Look & Feel of the Printed Book
- Sophisticated but User Friendly Search Criteria
- License the Technology, Build and Host Your Own Website if You Want

(Also MagicCarpet 'LITE' version now available!)

CD-ROM SOLUTION

- Allows Zoom and Scroll
- Superior Font Control
- Total Page Layout Control
- Better Viewing of Search Results
- Yellow Page Looking Pages
- Look & Feel of the Printed Book
- Sophisticated but User Friendly Search Criteria
- Duplicate the CD's Yourself with NO per copy Payments to Yellow Magic
- License the Technology, Create Your Own CD Master

MOBILE SOLUTION

- Next Generation Directory Assistance
- Have Mobile Users Access Your Directory on their Mobile Devices: Cell Phones and PDAs
- Powerful Local Search
- New Advertising Revenue Generated
- Let Customers Find Your Directory Wherever and Whenever they Go!
- More Cost Effective than 411 cellular calls
- On-line (Cellular system or WiFi) or off-line access—On-Phone Version available

ELECTRONIC SOLUTIONS YOU CAN HOST YOURSELF!

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MagicCarpet Products

Comparison and Detail Specifications

	CD-ROM	INTERNET (.NET)	INTERNET (HTML)	INTERNET (LITE)	MOBILE/ PDA (JAVA)	MOBILE/ PDA (HTML)	MOBILE/ PDA (ON-PHONE)
Look/Feel of Yellow/ White Page Directory	Yes	Yes	Yes	No	No	No	No
Search by Categories and Alpha Name	Yes, plus Address, Phone number and more	Yes, plus Address, Phone number and more	Yes, plus Address, Phone number and more	Yes, plus Address, Phone number and more	Yes	Yes	Yes
Maps offered	Yes	Yes	Yes	Yes	Yes	Yes	When connected to Internet, yes.
Where data is stored	PC	Server	Server	Server	Server	Server	Phone or SD card
Interface	MagicCarpet Viewer	MagicCarpet Viewer	Browser	Browser	MagicCarpet Viewer	Browser	MagicCarpet Viewer
Data Encryption available	Yes	Yes	No	No	No	No	No
Zoom Features	Extensive	Extensive	Limited	No	No	No	No
User Demographics	Users with NO or limited Internet Connection.	Advanced Windows users with Broadband Connection.	Users who do not want to download a viewer; MAC users.	Users with low-speed Internet connections; MAC users.	Users with the most current PDA technology and software; Users with the most current mobile devices.	Most any mobile device users with Internet Access.	Users who are not easily connected to their network. Directory info is stored directly on the phone.
Other Considerations	Everything will be on PC. No Internet connection required. No hosting required. Requires use of disc space on users workstation to store the directory data.	Save space on PC— in that data will be on the server. Requires Broadband Internet connection. Look and Feel of the printed book. Superior Font Control. Must install from Internet (1 to 3 MB).	Save space— in that there will be no programs or data on PC. Broadband Internet connection for best results. Different Browsers may render the pages somewhat differently.	No program or data downloads on PC. Requires Internet connection. Does not display Community Pages. Does not support seasonal advertising, but of course supports hyperlinks, email links, click to menus, maps, and more. Fast website update from your database.	The Java version is similar to the HTML version, except it offers some additional features. It provides a better search experience in areas with slightly patchy Internet access. Whereas many new mobile devices support Java, older ones may not. The installation of the application places an icon on the device for users to navigate easier to access the directory.	The HTML version will work with any mobile device that has Internet access via the cellular network or WI-FI. The user just visits the mobile directory website for access. Putting the site in Favorites will enable rapid access.	Requires the device to be Java enabled. Some devices do not have cellular network access (such as a PDA) and WI-FI is not always available. The advantage here is the database is loaded directly On-the-Phone. It may or may not need a SD card. Perfect for devices that do not have cellular network accessibility or only have short term WI-FI access, such as a PDA.

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