MagicCarpet Mobile

Mobile Directory Publishing

Take Your Yellow Pages Directory MOBILE!
HTML ▪ OnPhone ▪ SMS 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 OnPhone 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 version supports Search Sponsorships, Logo Listings, Coupons, Maps and several other features. For more info visit:
www.YellowMagic.com/MCMobileHTML.pdf

OnPhone version: The OnPhone 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.

This is a great application for markets where mobile Internet access is not common or is intermittent. Although the OnPhone version does not support the Internet-enabled features of the HTML version, the publisher still gains branding opportunity by using your own mobile desktop icon and can offer Sponsored Searches. For more info visit:
www.YellowMagic.com/MCMobileOnPhone.pdf

SMS version: This version requires no Internet connection and allows access to your directory for users with only a text plan or for mobile devices without Internet access. For more info visit:
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. Additionally all versions support multiple language directories.

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.

Call Today for a Demo of any Version!

MagicCarpet Mobile Features Comparison by Version			
	Available in Which Versions?		
Feature	**HTML**	**OnPhone**	**SMS**
Search by Name	✓	✓	✓
Search by Classified Heading	✓	✓	✓
Search includes Synonyms	✓		✓
Search includes Keywords	✓	✓	✓
Advertiser-Weighted			✓
Fuzzy Logic	✓		✓
Multiple Sections (yellow, white, government, etc)	✓	✓	✓
Supports Multiple Languages	✓	✓	✓
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 to Contacts Button	✓		
Feature Listings			✓
Color Text Listings	✓	✓	