



What's New

### **New programs coming for 2009**

12/01/2008 - These last few months have been very busy for Yellow Magic as we continue to fine tune new unreleased programs that we hope to unveil in 2009, and as we traveled abroad attending both the ADPAI trade show in Malaysia, and ADP Mid Year Convention in San Antonio, Texas.

While in Malaysia, it was wonderful to see the Asian Market spring so far forward into the latest technological advances and digital publishing world. Yellow Magic had the opportunity to visit several of our customers as well as servicing and training new customers in Macau, Thailand, and Vietnam. New acquaintances were also made in Laos and Cambodia.

### **ADPAI**

The ADPAI convention discussed the topic of “The Era of Change.”

The welcome address was presented by Mr. Vo Hoa Binh, Chairman of the managing board of Vietnam Telephone Directory and Yellow Pages 2 JSC, along with Ms. Pham Thi Kim Tuvet Loan, General Manager.

Many of the Industry’s top leaders informed the ADPAI publishers about the importance of multi-platform digital directory publishing and the growth trends for digital directories.

Richard Sloop, President of Alaurus software addressed the increasing need for good Customer Management tracking tools in order to remain a successful growth company.

Ken Clark, President/Publisher of YP Talk revealed further Keys to Success for the YP Industry, and Neg Norton, President CEO of YPA delivered the facts about how ADPAI has remained successful in an era of Local Mobile Search.

Mr. Neal Barry Polacheck, CEO of the Kelsey Group USA, presented an outstanding analysis of the Predictions and Implications of the Global Yellow Pages for 2008 through 2012.

Mr. Ramesh Gupta, Chairman of ADPAI and CEO of GETIT, hosted one of the most informative and dynamic conferences in the YP Industry, and we want to thank him and all the delegates for our special invitation! For more information and photos of the conference you may visit <http://www.yip.com.vn/ADPAI/ADPAI2008-E.html>

### **ADP**

The Mid Year ADP Convention was a big success in San Antonio, helping Independent Directory Publishers analyze the marketplace for growth opportunities and niche marketing. Jim Hail, ADP Chairman and President/CEO of Hagadone Directories had an impressive Power Point presentation on the growth and projected growth for YP Directory advertising revenue, which is available on the ADP website if you missed it!

Ken Clark, President/Publisher of YP Talk revealed the differences between the myth of dwindling Yellow Pages usage and the REAL concrete usage numbers, along with demonstrating that there are more political agendas attempting to be served in the face of truth concerning intelligent environmentalism regarding the use of paper in the YP Industry.

Many of the other speaker's presentations addressed the position of being a multi-platform, multi-media YP Directory provider/publisher, using new digital media publishing tools. Kim Maksen from Hagadone Directories, Jacqui Ponkey of Genesis Publisher Services, Pemmie Sheasby from Sunshine pages and Bruce Ehlenbeck of Directory Plus created a dynamic presentation and panel discussion.

Again if you missed any of these enlightening speaker presentations, they are all posted on the ADP website for your review. <http://www.adp.org/>

Sharing knowledge and trends at our Conventions and Conferences offers valuable tips in an ever-changing world of commerce. The business trips were enlightening and we really enjoyed, as always, making new friends and learning from the top leaders in our Industry.

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