The History of Yellow Magic

During your search for a new yellow pages system, there are many important things to consider.
In addition to the program itself, you need to take a close look at the company that stands behind the program. Arthur C. Clarke once said, *"Any Sufficiently Advanced Technology is Indistinguishable from Magic."*

At Yellow Magic Incorporated, we take that wise observation seriously. The number of experienced, talented and dedicated Yellow Magic Incorporated programmers and staff continues to grow with our customer base, ensuring our commitment to quality, service, customer satisfaction, and the dedication to developing useful software that performs as if by "magic" for our industry.

CEO, Ronald Gale Mintle, our company's founder, began his career designing and implementing directory publishing systems in 1971.

Mr. Mintle was a vital part of the programming team that developed one of the industry's first yellow pages systems. While he was developing yellow pages systems and other directory applications, Mr. Mintle simultaneously developed typesetting and management systems for the check printing, newspaper, and magazine industries. He has devoted almost his entire working life to the directory publishing field—programming, designing, developing, and marketing the production tools that publishers need. Over the years, Mr. Mintle has surrounded himself with a strong team of associates all equally dedicated to the directory publishing industry.

The development of Yellow Magic, the sixth in a series of yellow pages systems designed by Mr. Mintle and his associates, began in 1989.
(The previous systems were all built as custom systems for individual publishers—one in Europe, one in Asia, and two in the US).

The goal of Yellow Magic's design team was to create the ideal publishing system. During the system's development, with this goal in mind, the design team went straight to the source—the yellow pages publishers who were surveyed regarding their needs for the ideal system. The development team used the responses to their queries to create a system truly designed for this industry. Yellow Magic was first introduced at the ANADP Show in April 1991.

It has continued to evolve since then, incorporating into the programs the needs and requests of both prospective and new customers, all of whom are established and successful publishers.

Today, Yellow Magic is installed and operating in publishing companies worldwide. In addition to many, many sites in the USA, Yellow Magic is installed at publishing companies in North America, Central America, South America, Asia, and Europe. Our programs truly speak a global language. As Yellow Magic Incorporated and its powerful line of products continue to lead the industry and set industry standards, it seems clear that we've accomplished our goal. Yellow Magic is truly the ideal publishing system.

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