MagicCarpet IYP

Internet Directory Publishing

Find Your Directory & Listings On-Line!

HTML Version–Look & Feel

Look & Feel Directory

With MagicCarpet IYP HTML publishing software you get the "Look and Feel" of your printed book on-line backed by robust SEO formatting that creates a powerful, performance-driven, local search platform for your advertisers, listings and branded directory.

HTML Version

The HTML version is universally the most popular format due to its ability to support a wide variety of rich media and new interactive media content that will help drive sales and traffic for advertisers. This version is easy to open for the user, and offers familiarity of the layout of your printed book so finding local search criteria is made simple.

Features and Benefits

Offers search by Name, Category or Classified Heading, Address and Phone. The HTML version also supports **multi-language and multi-regional book** search.

Easy click to *Maps, Websites, Emails, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, Share with Social Networks, Customized Search Bar for iExplorer and FireFox!*

Wide Variety of Map Aps

Audio/Video

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

Find Your Directory & Listings On-Line!

.NET Version–Look & Feel

Look & Feel Directory

With MagicCarpet IYP .NET publishing software you get the "Look and Feel" of your printed book on-line backed by robust SEO formatting that creates a powerful, performance-driven, local search platform for your advertisers, listings and branded directory.

.NET Version

The .NET version allows for maximum flexibility to be able to support your customization of the website template and functionality. This format also supports a wide variety of rich media and new interactive media content that will help drive sales and traffic for advertisers. This version requires a special viewer to be downloaded once and offers the familiarity of the layout of your printed book so finding local search criteria is made simple.

Features and Benefits

Search by Name, Category or Classified Heading, Address and Phone. The .NET version supports **multi-language and multi-regional book** search and superior Zoom control.

Easy click to *Maps, Websites, Emails, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, Share with Social Networks, Customized Search Bar for iExplorer and FireFox!*

Wide Variety of Map Aps

Audio/Video

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MagicCarpet IYP

Internet Directory Publishing

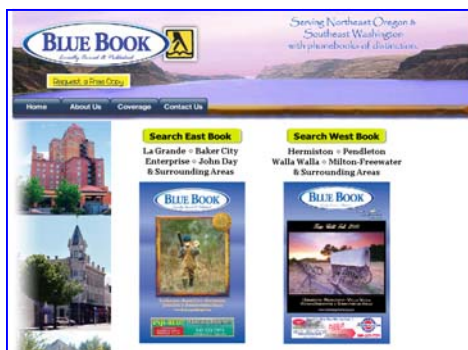## Find Your Directory & Listings On-Line!

"LITE" Version – List View

List-View Directory

MagicCarpet IYP "LITE" publishing software gives you a "List Viewing" of your printed book on-line backed by some of the functionality of the HTML and .NET versions, and is easy to open as a "LITE" graphics-based, list view directory.
Enjoy the ease of navigating this IYP and its robust SEO formatting that enables all our IYP formats to be powerful, performance-driven, local search platforms for advertisers and publishers.

"LITE" Version

The "LITE" version offers the same easy to click on Icon Tools and adds a "Compare Listings" function for the users' benefit. This version offers separate Windows to view Maps, Ads, Audio Video content and more!

Features and Benefits

Search by Name, Category or Classified Heading, Address and Phone. The "LITE" version supports **multi-language and multi-regional book** search and offers Pop Up Windows for close-up viewing.

Easy click to *Maps, Websites, Emails, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, Share with Social Networks, Customized Search Bar for iExplorer and FireFox!*

List-View Simplicity!

MagicCarpet CD-ROM

Internet Directory Publishing

Find Your Directory & Listings On CD-ROM!

CD-ROM Version–HTML, .NET or List View

CD-ROM YP Directory

MagicCarpet YP CD-ROM format publishes all the framework, look and feel, style and functionality of your IYP. The YP CD-ROM offers a classic off-line electronic platform of your printed book that is compact enough to take anywhere and is able to load onto any PC. The CD-ROM is very popular again as a "paperless" solution, as publishers face the "OPT-in, OPT-out" environmental concerns. The YP CD-ROM provides a true "paperless" hard copy of the directory, with almost all the interactive functionality of an IYP.

CD-ROM Version

The CD-ROM version offers the same easy to click on Icon Tools and most functions your IYP offers without Internet connection. This version requires a special viewer which is provided on the CD-ROM during the download process, provides data en-cryption if desired, offers extensive Zoom, Maps, Ads, Audio Video content and more!   Get this "Green" solution today to offer your print users as a choice to OPT IN and not completely OPT OUT!

Easy to
Download...

Superior Local
Search Results!

Environmentally-
Friendly
Paperless Solution

Features and Benefits

Search by Name, Category or Classified Heading, Address and Phone. The CD-ROM also supports **multi-language and multi-regional book** search.

Easy click to *Maps, Websites, See Ads, Audio, Video, Banner Ads, Multiple Listings, Menus, Coupons, and more!*

The CD-ROM saves money on duplication of printing costs, distribution fees and is environmentally friendly!
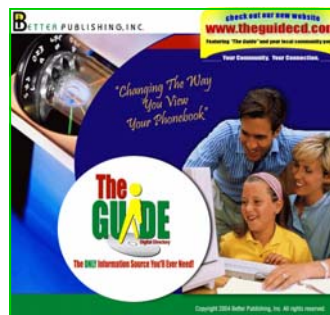
This program features total page layout control, allows zooms, scrolls, superior search for listing names, classifications, and telephone numbers. Keywords that are "LIVE" within a printed display ad can be searched and ads can be found as the results. URLs within ads or other listings and email addresses are all "searchable" within the directory.

License the Technology-
Create Your Own CD-ROM Master
LOOK AND FEEL OF THE PRINTED BOOK
• Allows Zoom and Layout Control
• Better Viewing of Search Results
• User Friendly Search Criteria
• Cost Effective & Easy to Distribute
• Duplicate Your Own Copies-*No per copy fees to Yellow Magic*

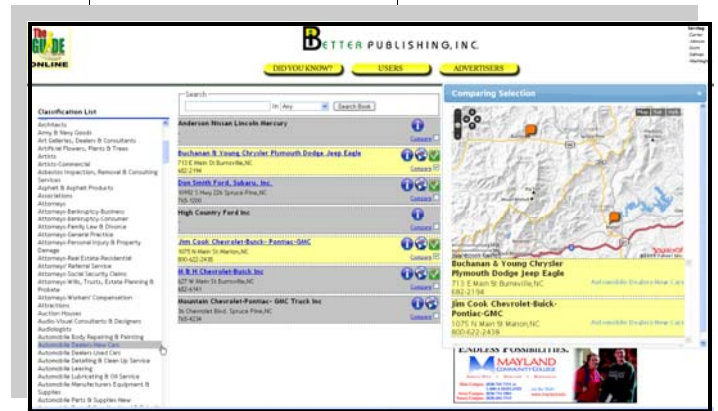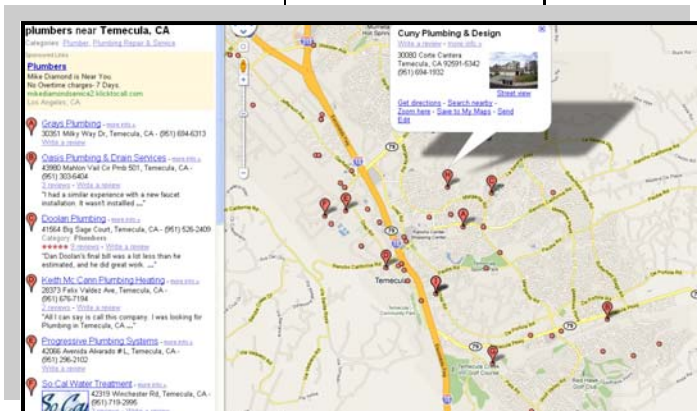|	CD-ROM	Internet (.NET)	Internet (HTML)	Internet 'Lite' Version
Look and Feel of Directory	Yes	Yes	Yes	Listing View Style
Where is Data Stored	PC	Server	Server	Server
Publisher to Self-host or Host at ISP	N/A	Yes	Yes	Yes
Interface	MagicCarpet Viewer	MagicCarpet Viewer	Browser	Browser
Download Data from Internet	No	Yes	Yes	No
Download Program from Internet	No	Yes	No	No
Data Encryption Available	Yes	Yes	No	No
Zoom Features	Extensive	Extensive	Limited	No
Map features	Yes	Yes	Yes	Yes
Customized Search Bar for iExplorer & Fire Fox	No	Yes	Yes	Yes
Target Users	Users with No or limited Internet connection	Advanced users with Broadband connection	Users who do not want to download a viewer, MAC users	Users with low-speed Internet connections; MAC users
Supports Rich Media	Yes	Yes	Yes	Yes
Considerations	Everything will be on PC. No Internet connection required. Look and Feel of the printed book. 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. Requires Broadband Internet connection. Different Browsers may render the pages somewhat differently.	No program or data downloads on PC. Requires Internet connection. Works with low-speed connections. Fast website update from your database.

For More Information on all "Sellable Features," Advanced Mapping, Tools, and other

Applications Please Contact us at YM_Product_Info@YellowMagic.com