

# mdDisplay v2.0 Features' List

Morris Digital Works presents the new and improved mdDisplay. Our latest version, 2.0, offers the following outstanding enhancements:

## **New User Interface**

- ❑ Breaks up configuration tasks into small, menu-driven steps.
- ❑ Allows you to make most of your configuration changes within our system, which reduces errors and the use of other text software.
- ❑ Provides screen instructions/descriptions at the bottom of each page.

## **New Business ID**

- ❑ Associates advertiser ID with BizLink ID.
- ❑ Allows business MTL to be utilized as metadata.

## **User-Defined Ad Types**

- ❑ Creates as many advertising types as desired.
- ❑ Processes groups of ads with same settings.
- ❑ Allows searches of ads by groups or categories.

## **Keyword Searches**

- ❑ Accepts entry of keywords to include with adlets.
- ❑ Inserts keywords into database to allow keyword searches.

## **Flexible Classified Ad Settings**

- ❑ Utilizes existing campaigns and their previously selected settings.
- ❑ Allows creation of new campaigns with settings to be applied to future ads in the same campaign.
- ❑ Deletes unusable campaigns.
- ❑ Assigns multiple classifications to a display ad without using Ad Manipulator.

## **Remote Synchronization**

- ❑ Maintains one set of xml files for an entire workgroup on a file server.
- ❑ Allows manual synchronization of your xml files from a remote server.
- ❑ Automates the downloading of synchronized xml files.

## **Faster and Improved Batch Processes**

- ❑ Batch processes a folder of PDFs with minimal configuration and without manipulation of the PDFs.

### ***Queuing***

- Queues PDFs to be processed in batch.

### ***Extracting***

- Increases extraction speed by 25%.

### ***Transferring***

- FTP transfers files within mdDisplay.