ABSTRACT

IMPROVEMENTS IN ELECTRONIC DIRECTORIES

An electronic trade directory comprises a database of three indices relating products/services, brand names and company names, a search engine for interrogating these indices and a graphic user interface for displaying information. The search engine leads to the selection of a screen advertisement of a preferred company which supplies the products or services required by the user. The graphic user interface generates screens displaying information boxes and operable buttons relating to items to be selected or navigation techniques to be executed.

FIGURE 1