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Trailers Featured

Detail Page

Trailers Details Share Gallery Showtimes Showtimes Showtimes

Most Popular

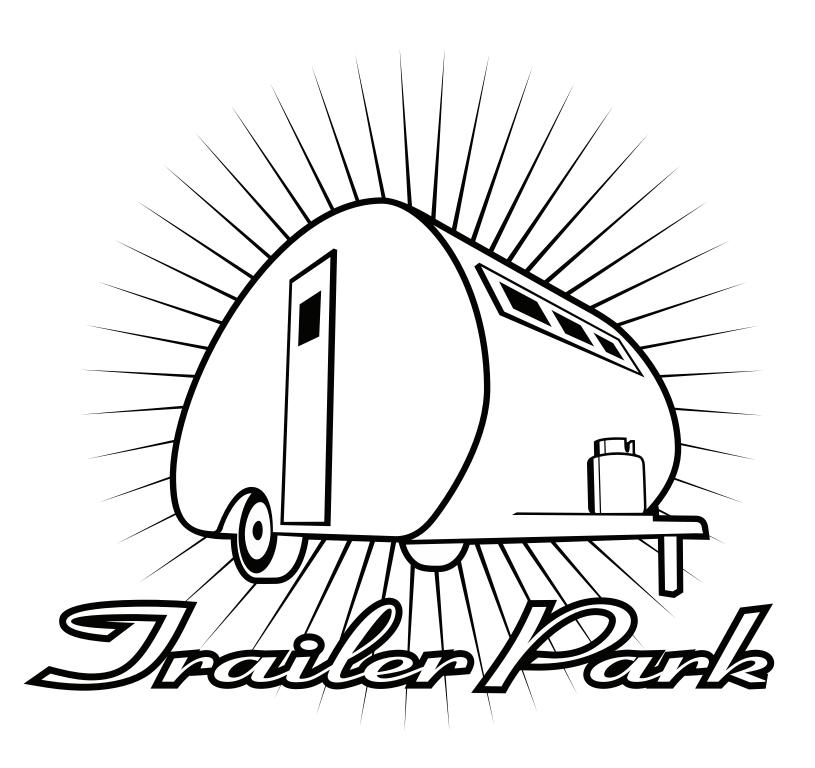
Landing Pag Trailers

In Theaters

- In Theaters
- In Theaters
- In Theaters
- In Theaters

Favorites

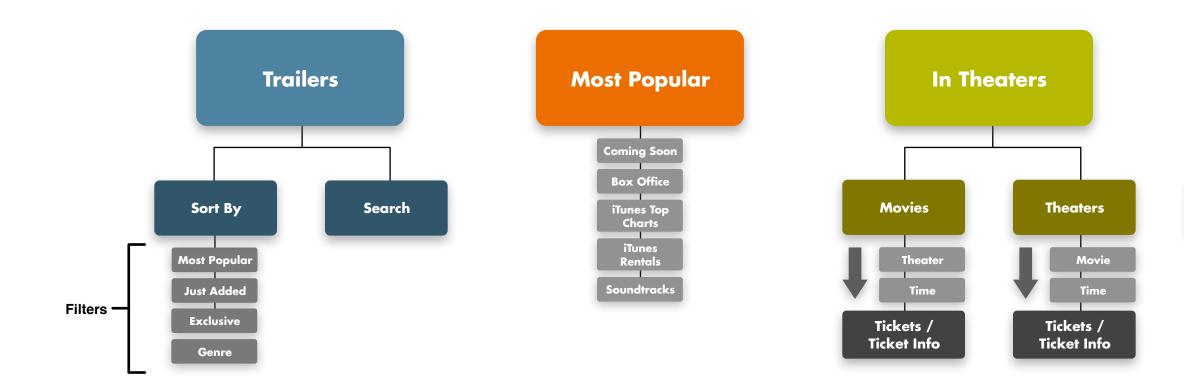
- Favorites -
- Favorites -



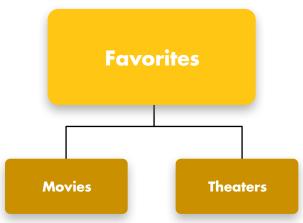
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Application Map

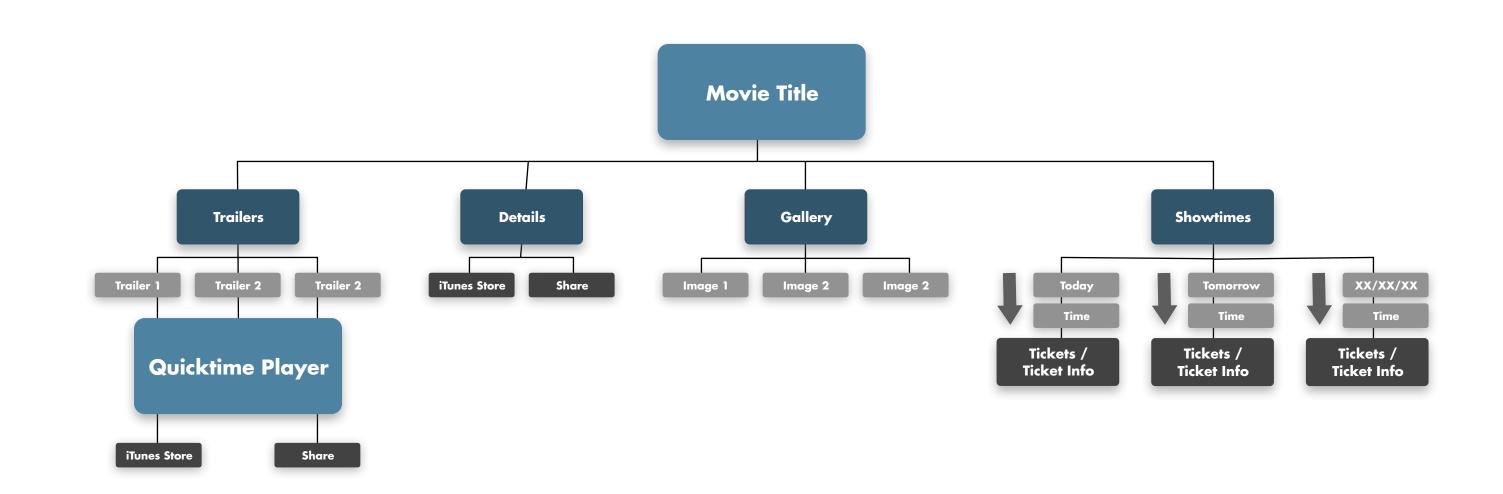






CASABLANCA / iPhone Application

Movie Details Map



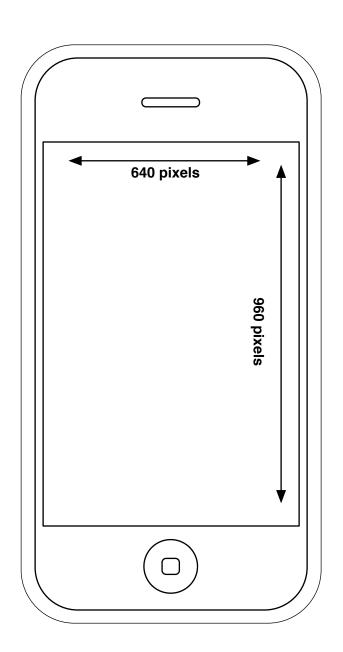


Design Specifications

Build Specifications Objective C

Screen Resolution

Hardware Interface

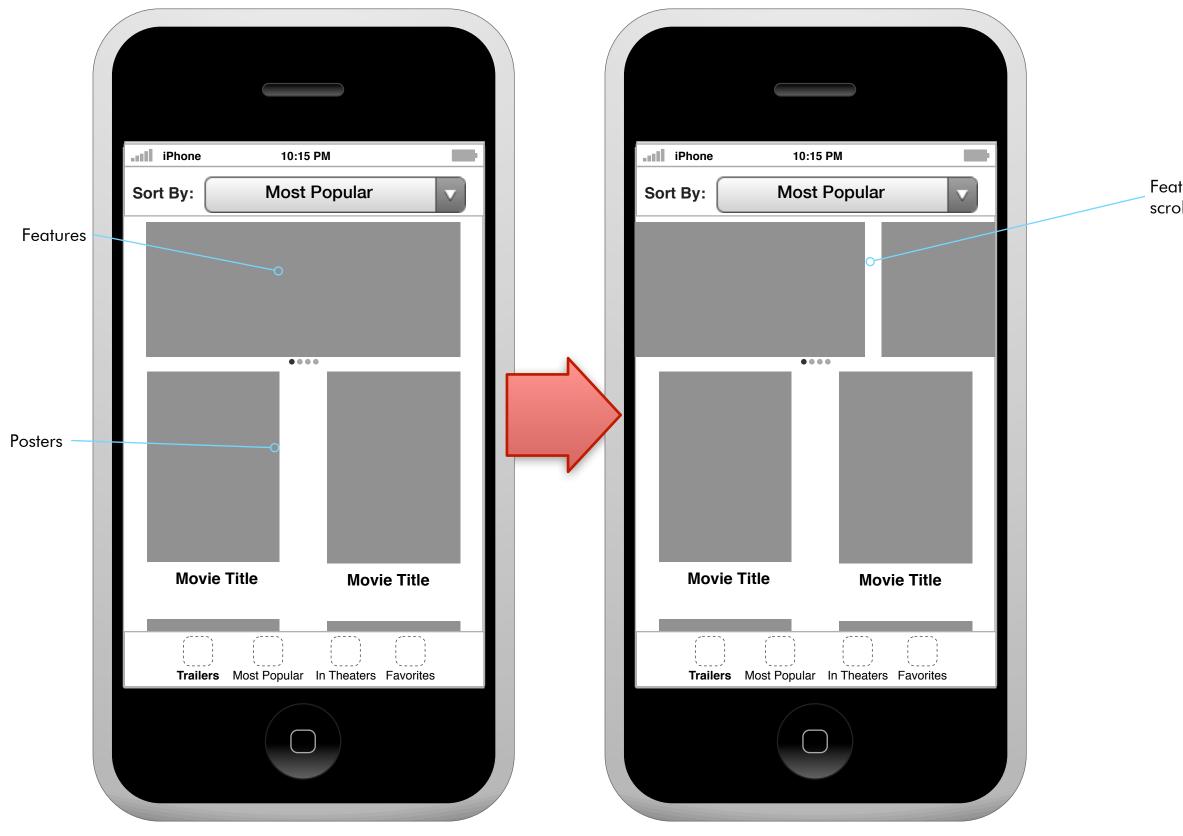




Resolution: 960 x 640 (iPhone 4) 480 x 320 (iPhone 3G & 3GS)

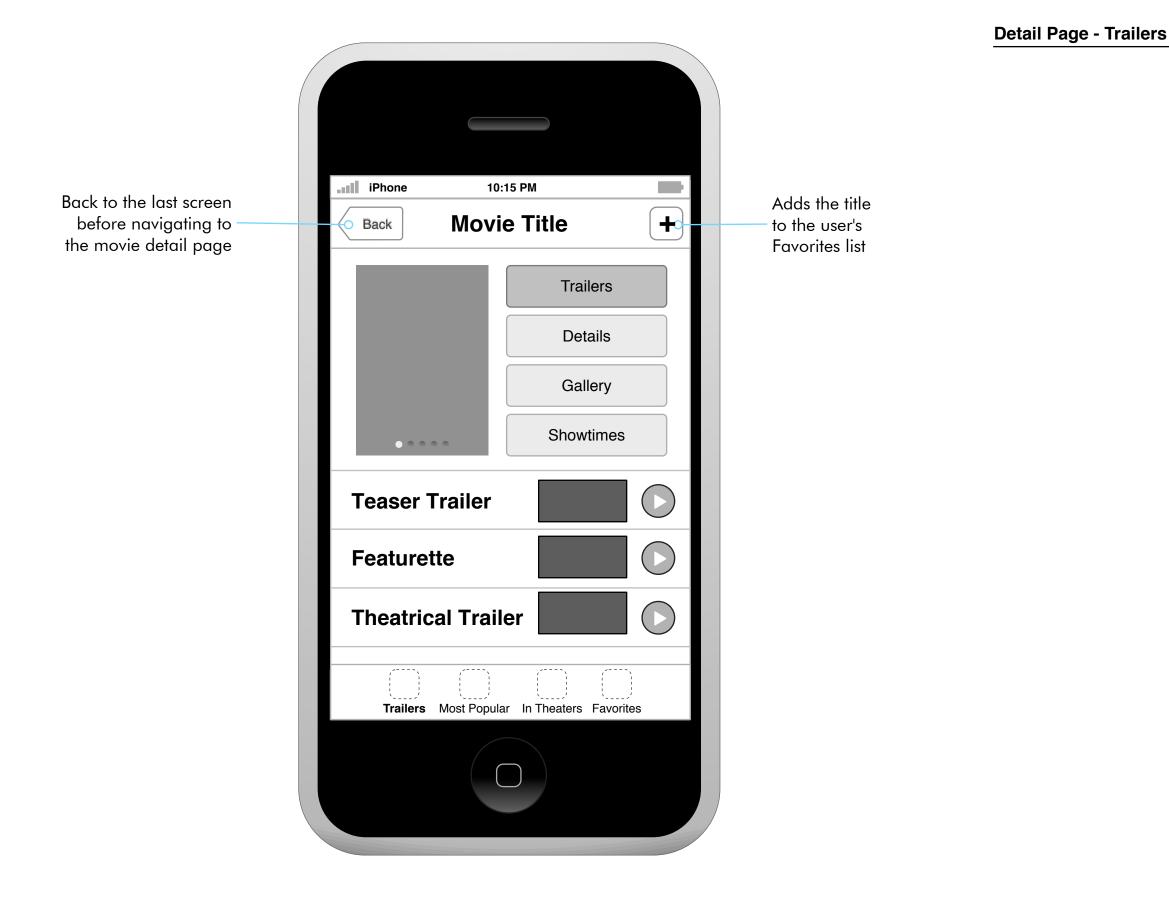
3.5-inch (diagonal) widescreen Multi-Touch display

Trailers - Featured



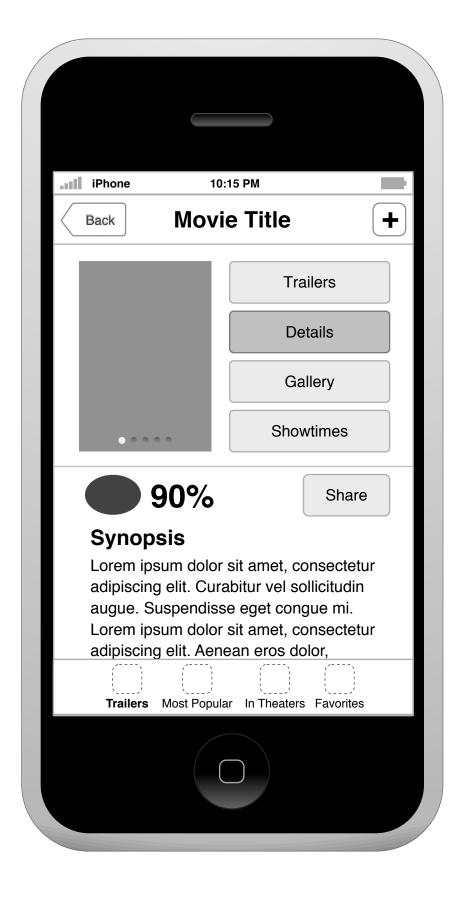


Featured content scrolls horizontally





Detail Page - Details

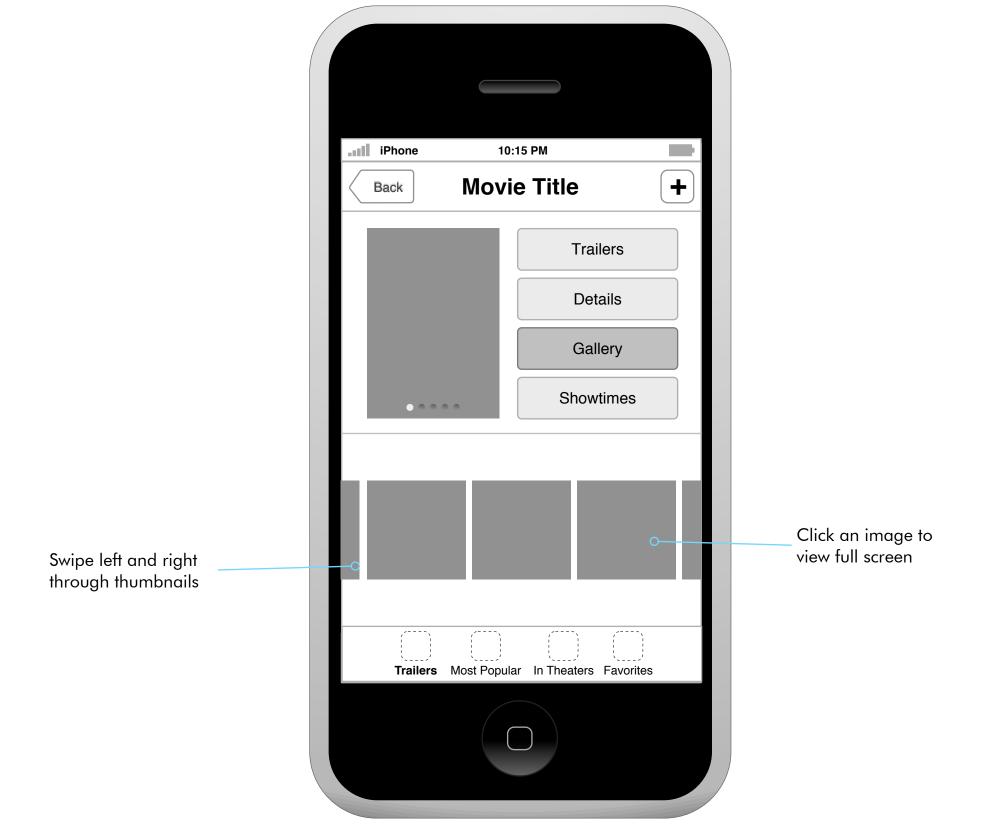




Detail Page - Share

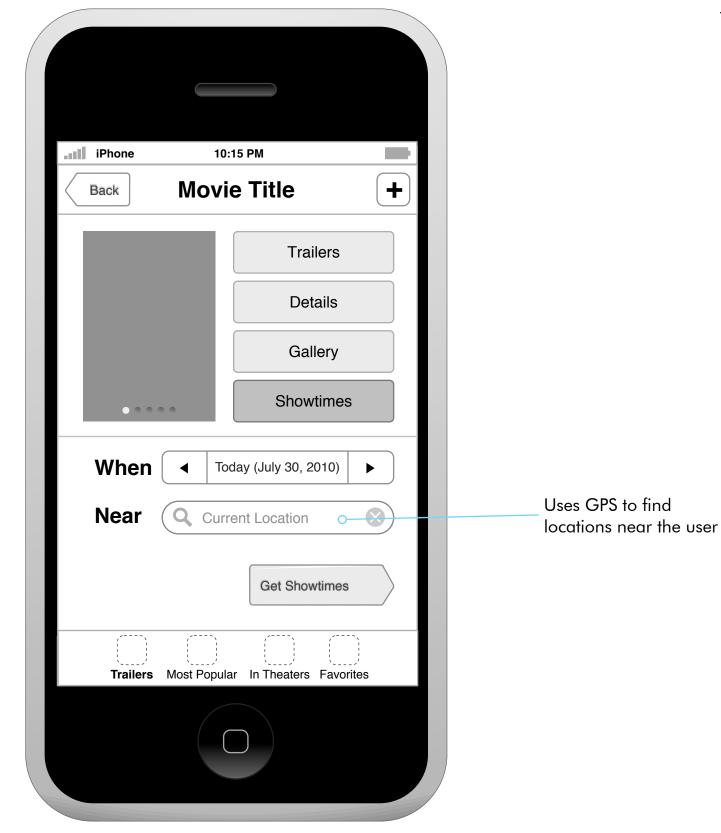








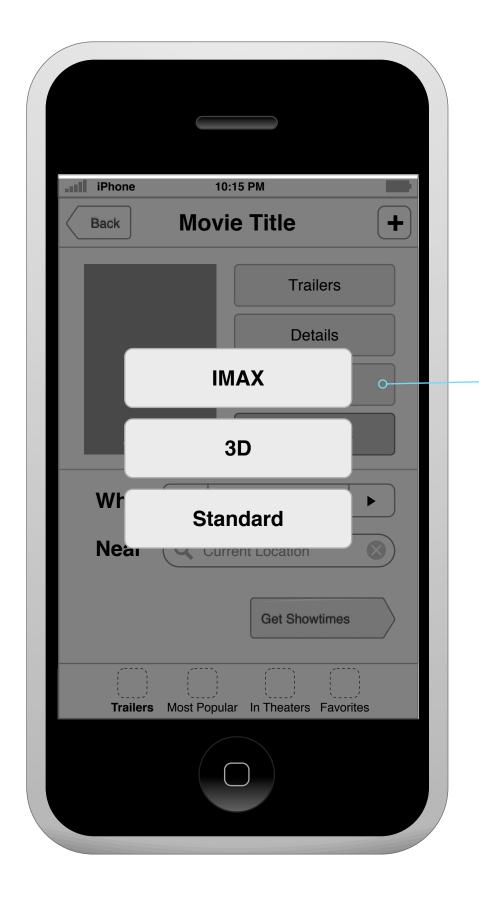
Detail Page - Gallery





Detail Page - Showtimes 1

Detail Page - Showtimes 2



User chooses "Flavor" if there are multiple options



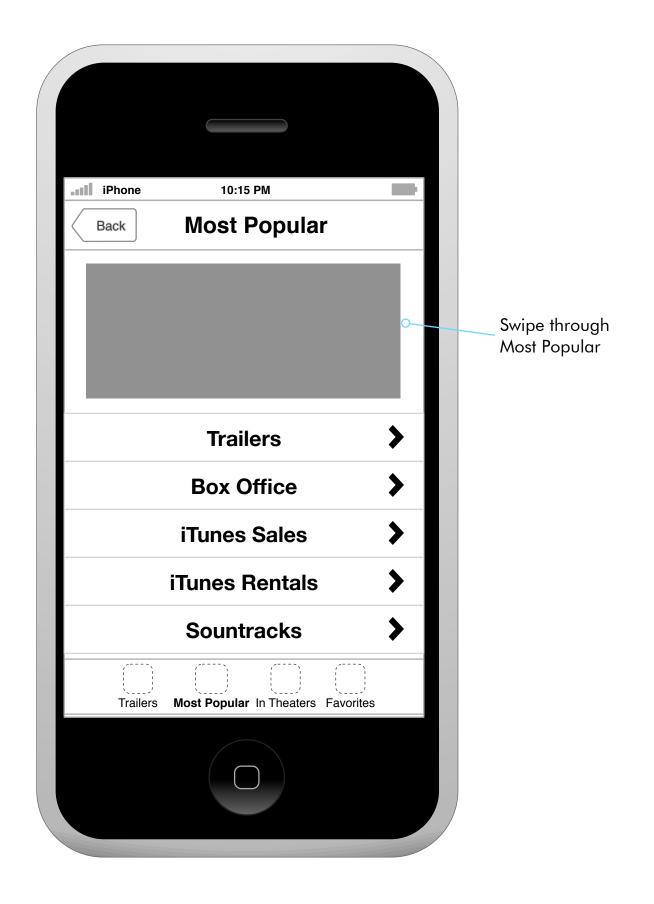
Detail Page - Showtimes 3



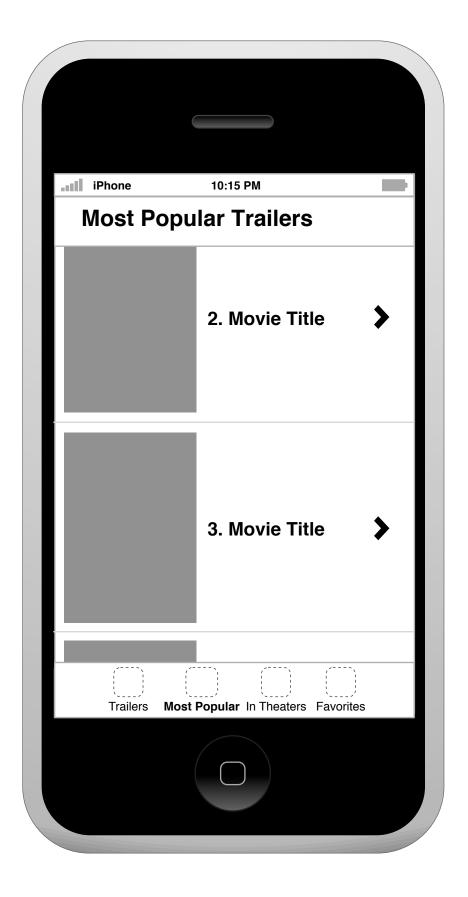
This document is a conceptual overview of the project. It is <u>not</u> an indicator of animation, copy, final elements, or design.



Most Popular Landing Page









Most Popular - Trailers

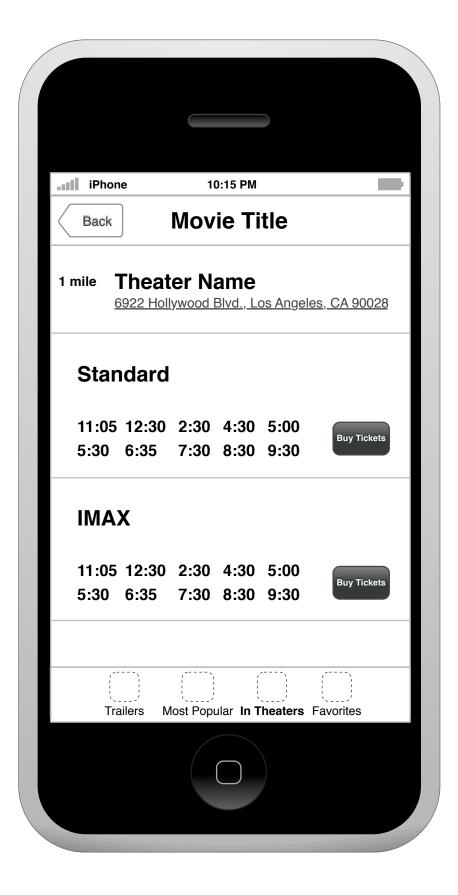
Movies Theaters	Movies Theaters
Movie Title	Movie Title
	1 mile Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
Friday, July 30th	2 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
	3 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
Movie Title 🗦	4 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
	5 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
Trailers Most Popular In Theaters Favorites	Trailers Most Popular In Theaters Favorites

In Theaters - Movies 1

close the list.

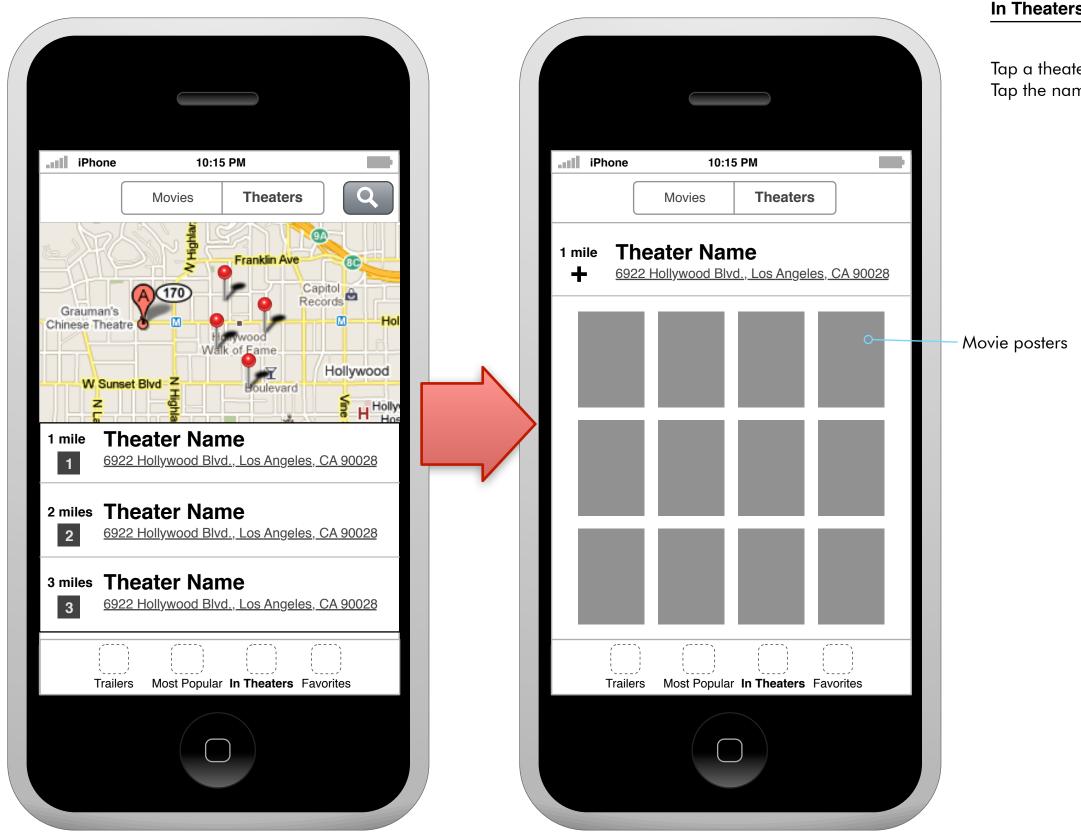


Tap a movie name to open a list of all the theaters where it is currently showing (closest to the user). Tap the name again to





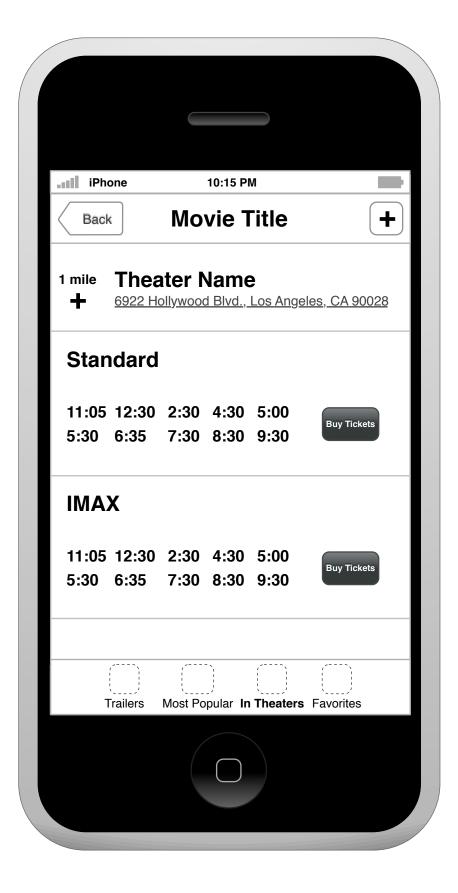
In Theaters - Movies 2





In Theaters - Theaters 1

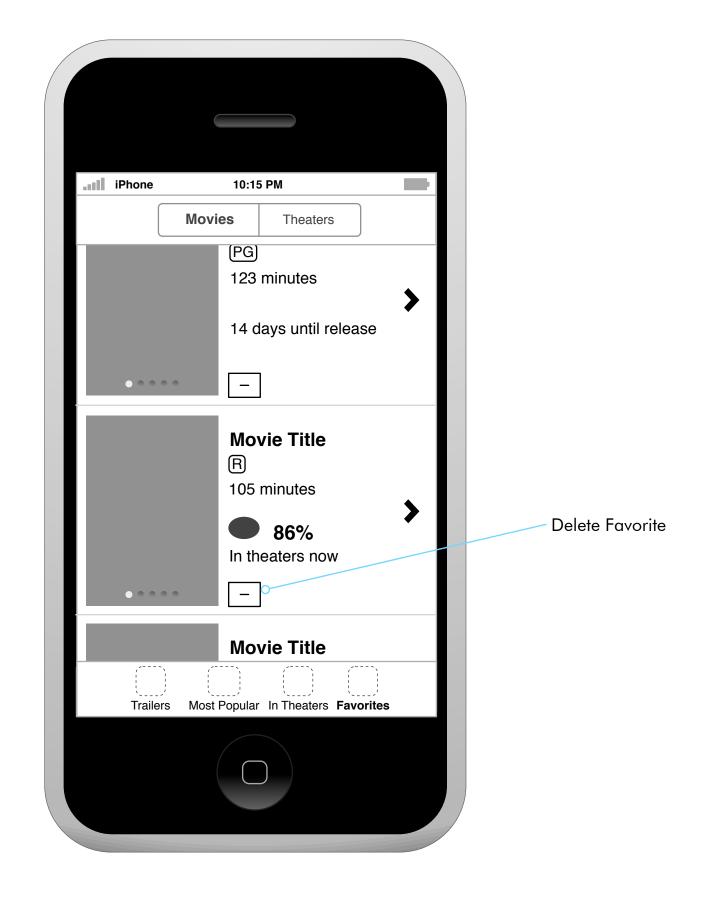
Tap a theater to open a list of all the films currently showing. Tap the name again to close the list.





In Theaters - Theaters 2

Favorites - Movies





iPhone 10:15 PM Movies Theaters 1 mile Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 — ² miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 _ 3 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 _ 4 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 _ 5 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 _ 6 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 -Trailers Most Popular In Theaters Favorites



Favorites - Theaters

Tap a theater to open up details of that theater and access contact information and map directions.