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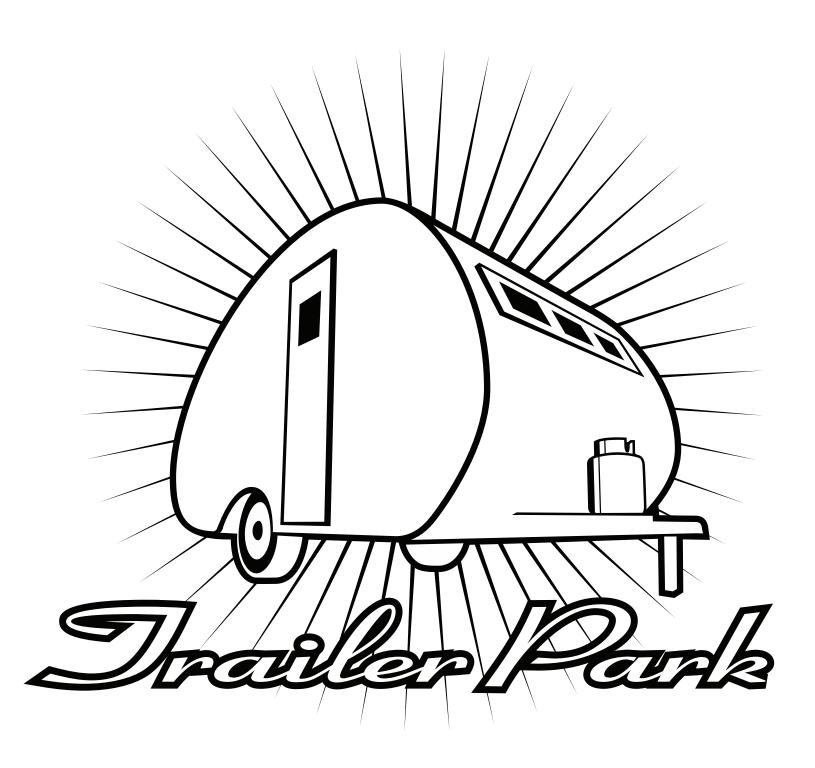
Landing Pag Trailers

### In Theaters

- In Theaters
- In Theaters
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- In Theaters

### Favorites

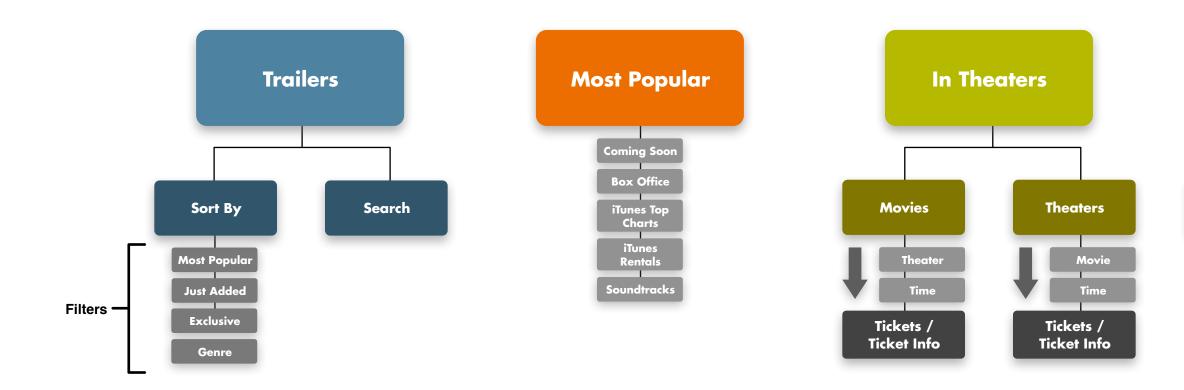
- Favorites -
- Favorites -



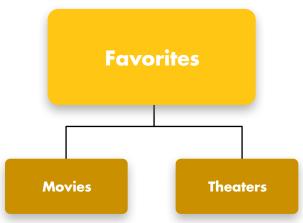
# Trailer Park Advanced content

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# **Application Map**

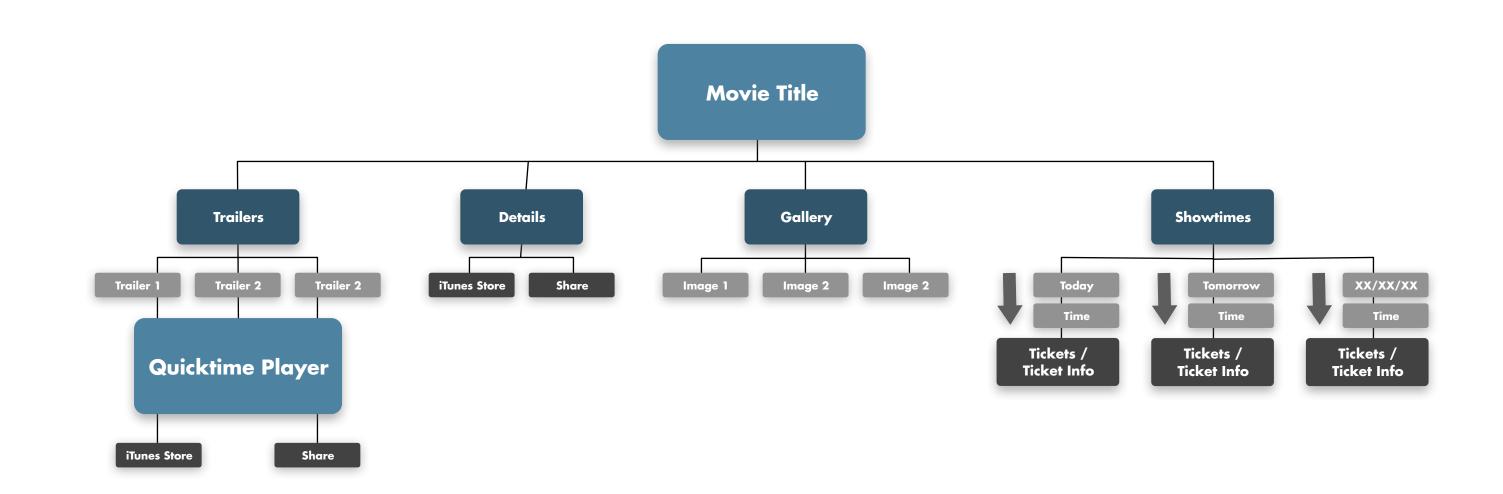






CASABLANCA / iPhone Application

## Movie Details Map



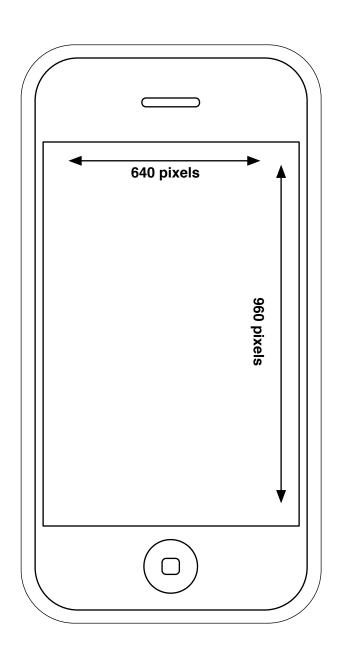


# **Design Specifications**

**Build Specifications** Objective C

Screen Resolution

Hardware Interface

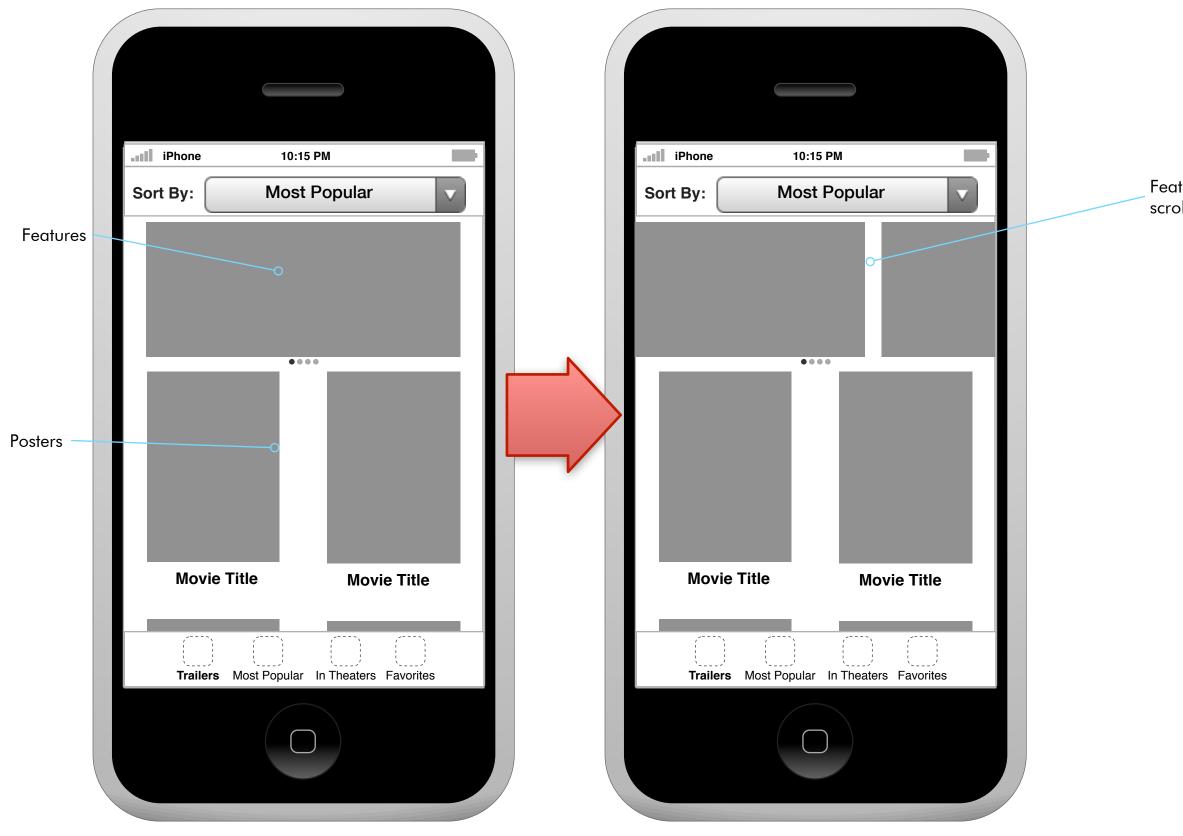




Resolution: 960 x 640 (iPhone 4) 480 x 320 (iPhone 3G & 3GS)

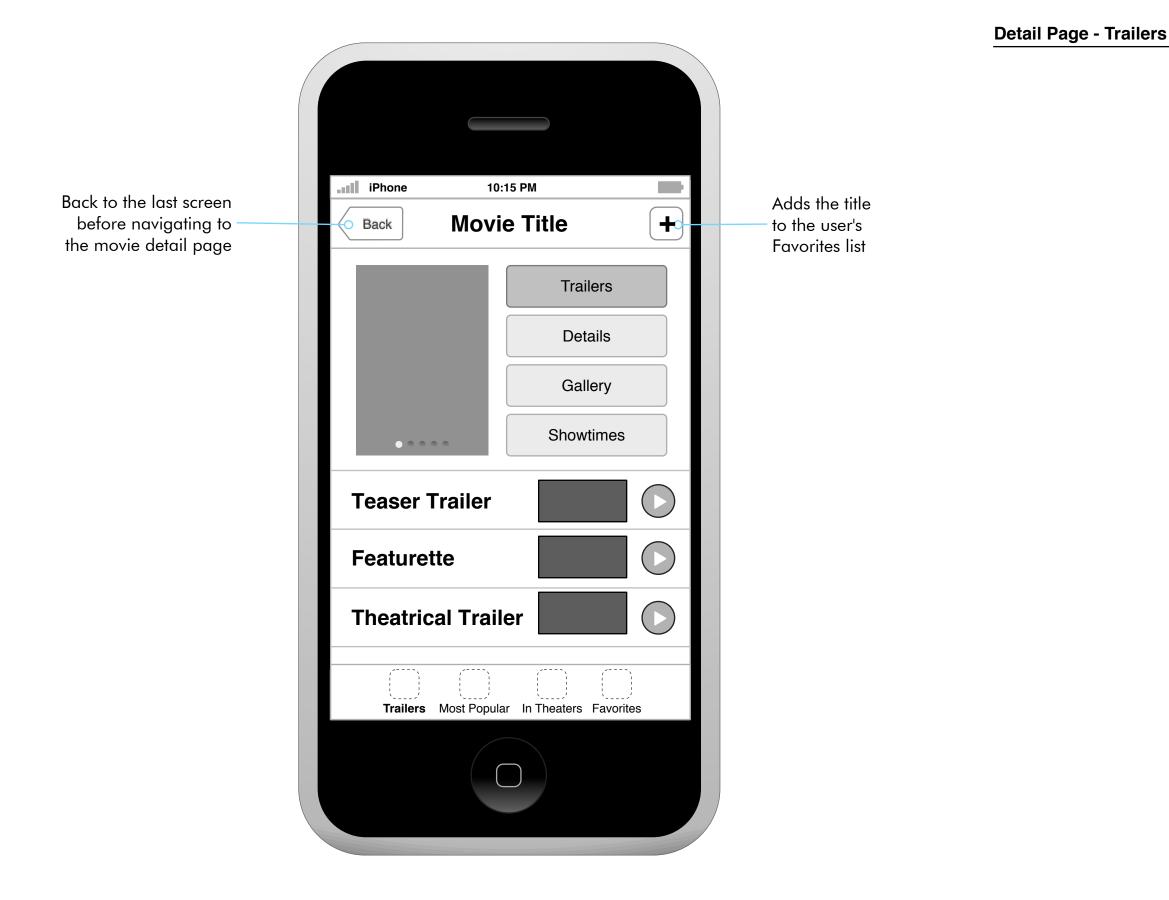
3.5-inch (diagonal) widescreen Multi-Touch display

**Trailers - Featured** 



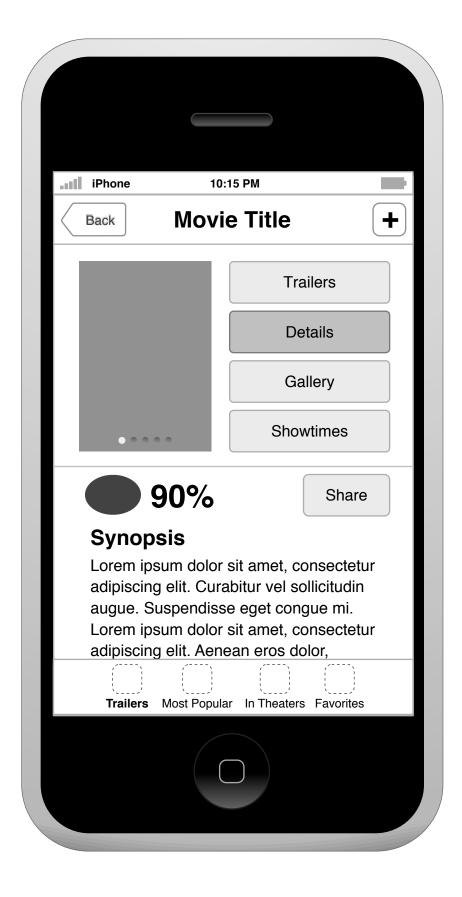


Featured content scrolls horizontally





### **Detail Page - Details**

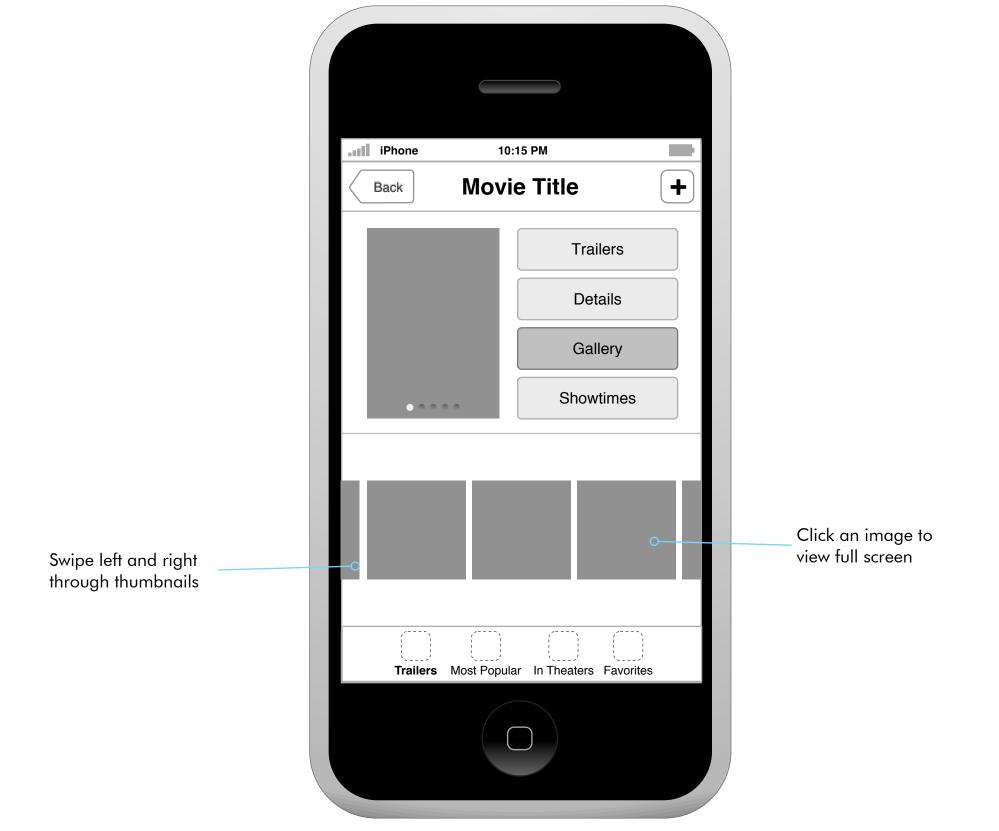




# Detail Page - Share

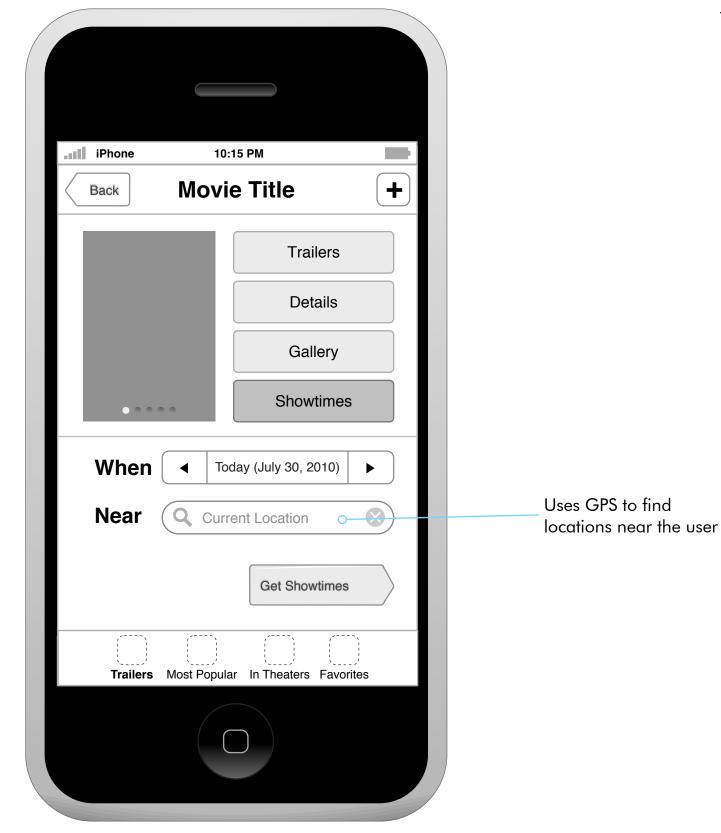








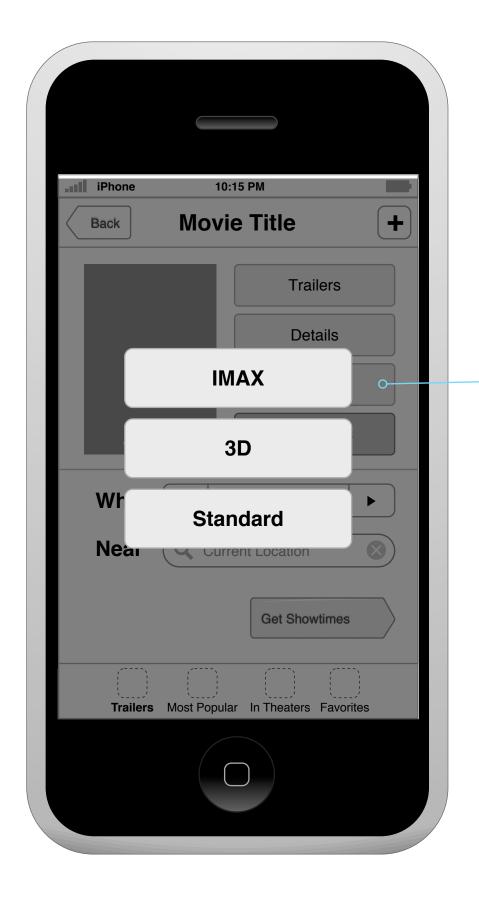
# Detail Page - Gallery





# Detail Page - Showtimes 1

# Detail Page - Showtimes 2



User chooses "Flavor" if there are multiple options



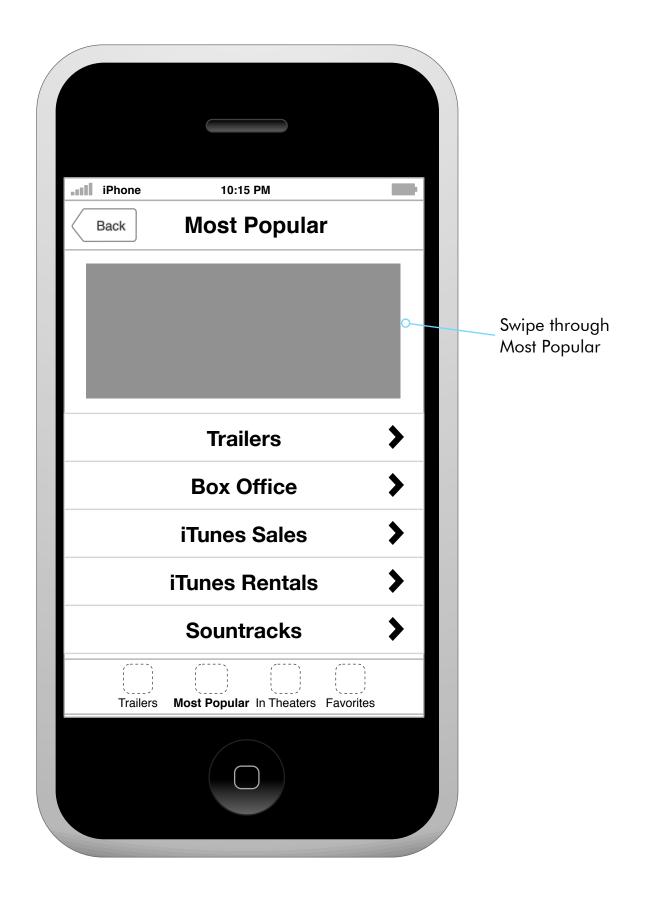
# **Detail Page - Showtimes 3**



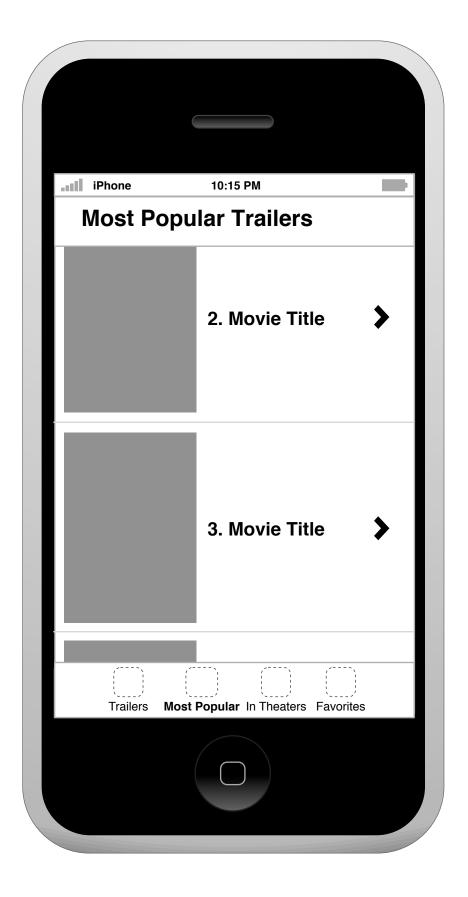
This document is a conceptual overview of the project. It is <u>not</u> an indicator of animation, copy, final elements, or design.



# Most Popular Landing Page









# **Most Popular - Trailers**

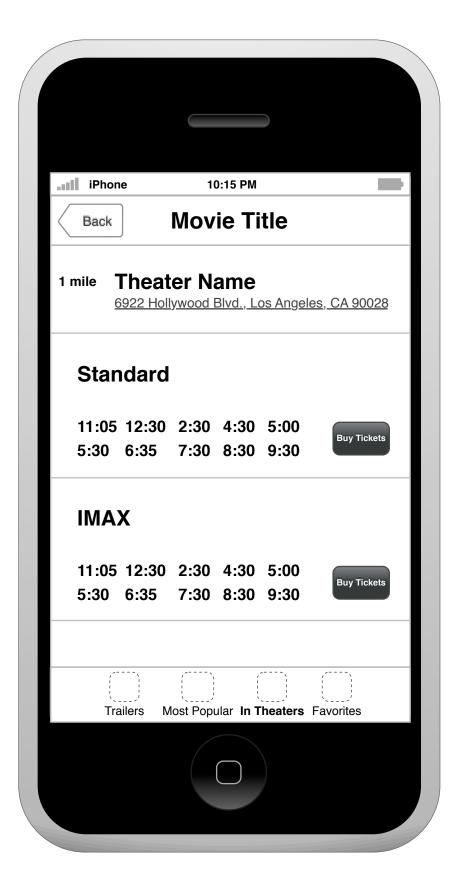
Movies Theaters	Movies Theaters
Movie Title	Movie Title
	1 mile Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
Friday, July 30th	2 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
	3 miles Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028
Movie Title 🗦	4 miles Theater Name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

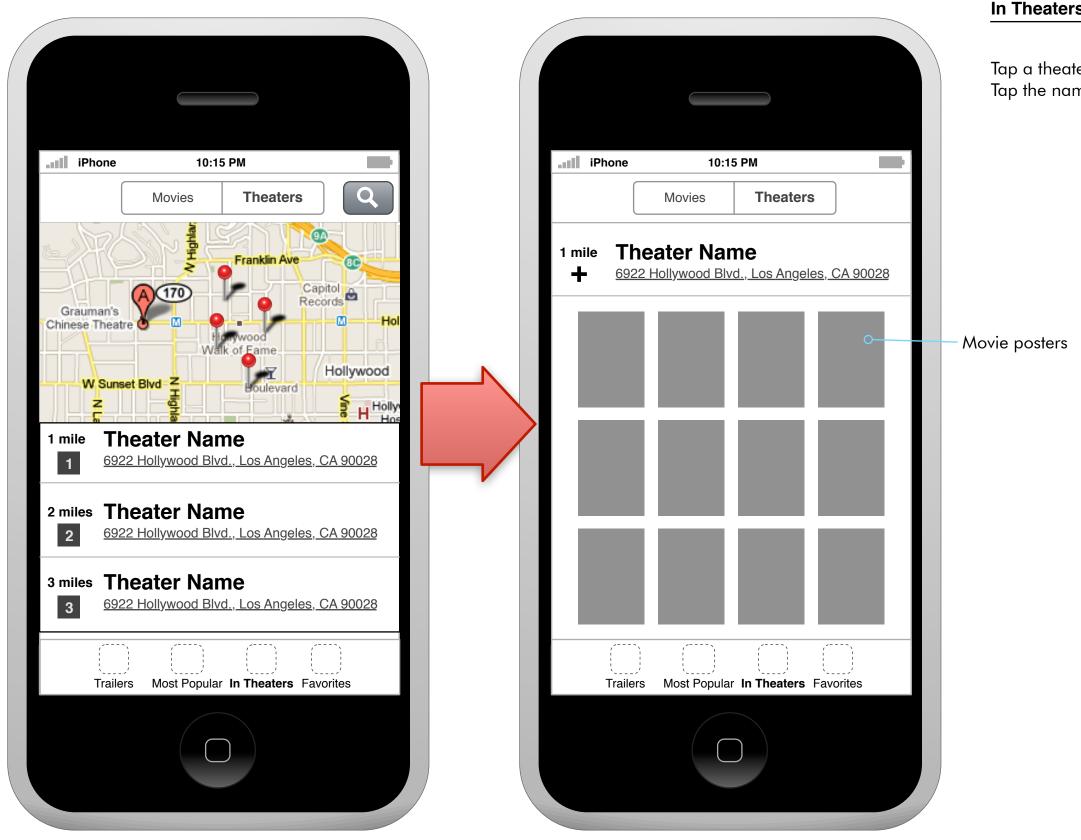


Tap a movie name to open a list of all the theaters where it is currently showing (closest to the user). Tap the name again to





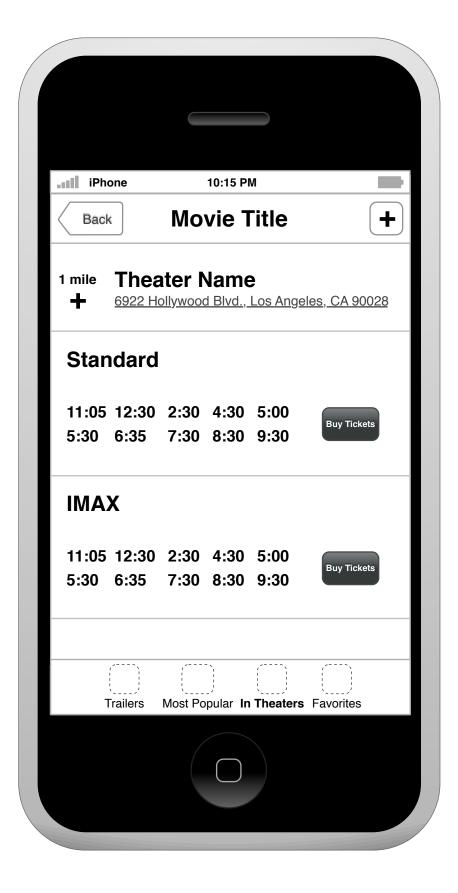
### In Theaters - Movies 2





### In Theaters - Theaters 1

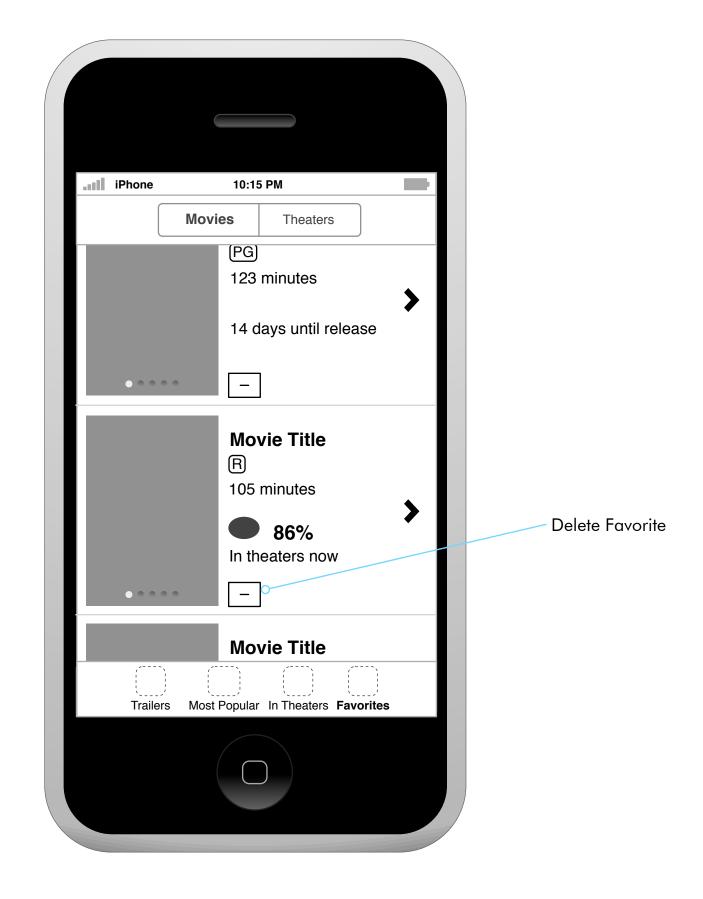
Tap a theater to open a list of all the films currently showing. Tap the name again to close the list.





### In Theaters - Theaters 2

# **Favorites - Movies**





# iPhone 10:15 PM Movies Theaters 1 mile Theater Name 6922 Hollywood Blvd., Los Angeles, CA 90028 — <sup>2</sup> 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.