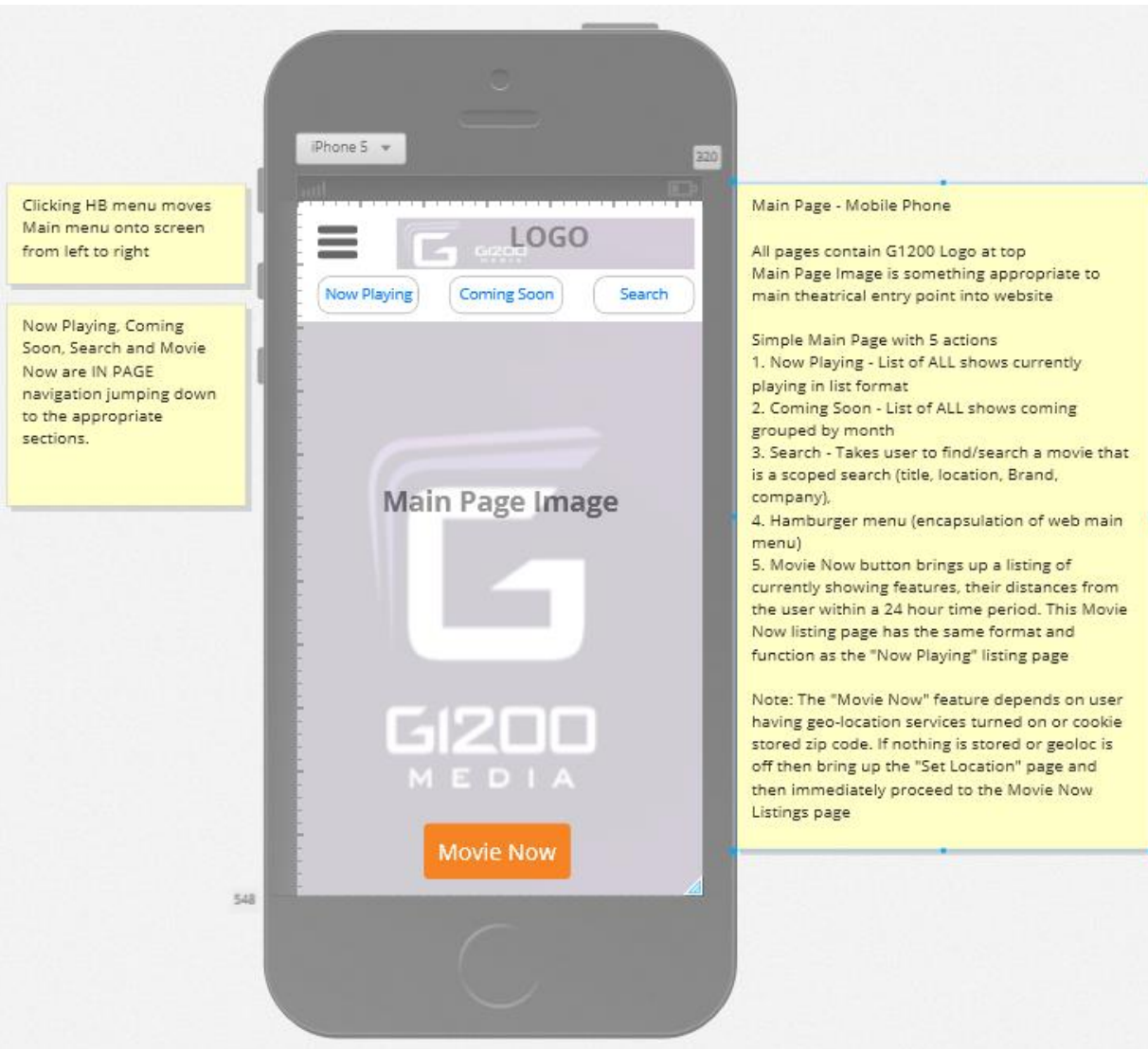


Theater Website

Mobile Phone

Theater Website - Landing Page / Mobile Phone



Clicking HB menu moves Main menu onto screen from left to right

Now Playing, Coming Soon, Search and Movie Now are IN PAGE navigation jumping down to the appropriate sections.

Main Page - Mobile Phone

All pages contain G1200 Logo at top
Main Page Image is something appropriate to main theatrical entry point into website

Simple Main Page with 5 actions

1. Now Playing - List of ALL shows currently playing in list format
2. Coming Soon - List of ALL shows coming grouped by month
3. Search - Takes user to find/search a movie that is a scoped search (title, location, Brand, company).
4. Hamburger menu (encapsulation of web main menu)
5. Movie Now button brings up a listing of currently showing features, their distances from the user within a 24 hour time period. This Movie Now listing page has the same format and function as the "Now Playing" listing page

Note: The "Movie Now" feature depends on user having geo-location services turned on or cookie stored zip code. If nothing is stored or geoloc is off then bring up the "Set Location" page and then immediately proceed to the Movie Now Listings page

Flows

Now Playing

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Search

- Scoped Search
- Listings Page
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket Purchase

*Data may not exist; if no data, then DND



HB Menu contains

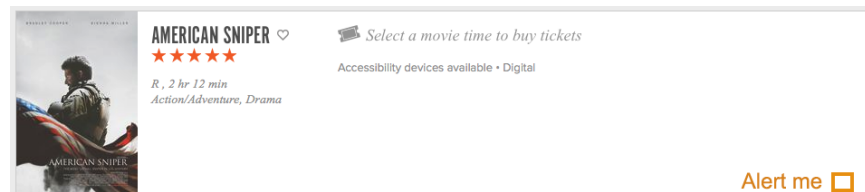
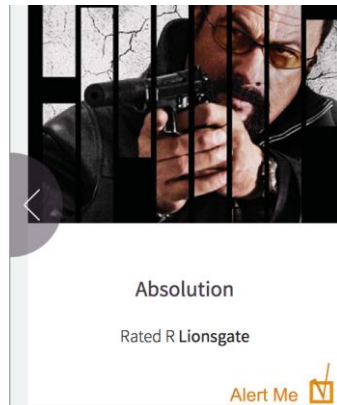
- Home (Landing Page)
- About Theatrical
- Alerts (set / manage Alerts)
- Exhibitors Only (log in required)

** All touch items should conform to the following dimensions

<http://www.lukew.com/ff/entry.asp?1085>

Theater Website Mobile - Global Standardizations

- Listings Page has a standard layout
- Feature Page has a standard layout
- View / Set / Change Location has a standard layout
- Theater Listings are always associated with a Feature and contain the following info if known:
 - Theater Name
 - Distance from user location
 - Feature show times
 - Icons representing any special accommodations theater may have
 - Social media icons
 - Link to map of location of theater (tap the theater or link or icon (tbd) and area below the theater listing expands to show a map, the user can close map and the map area shrinks back down to show, once again, the theater listings)
- Once set, user location is persistent until users change it
- Once logged in, exhibitors stay logged in until they log out
- Alerts:
 - When an item fits the criteria for generating an alert (tickets can't be bought, run dates not established), that item will have an ability to be added to the users' "Alert Queue".
 - For example



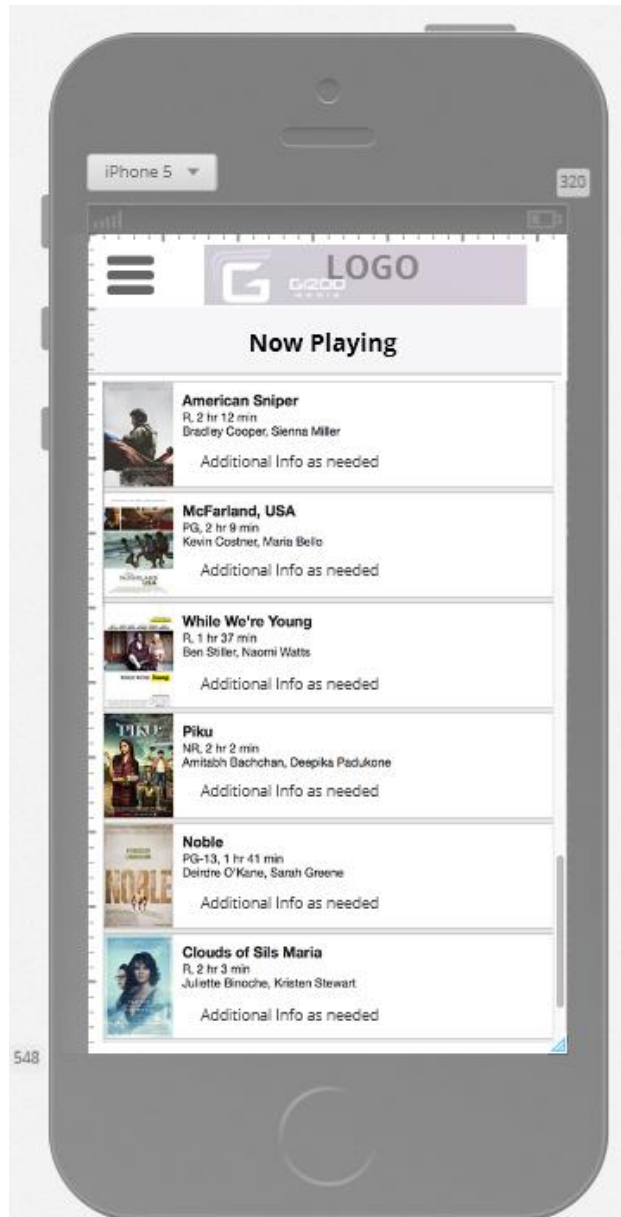
Adding a Feature to an Alert Queue can be done by checking a box or selecting a button (tbd) depending on space available and style of the webpage. This applies to both Mobile and Web.

Now Playing

Theater Website – Now Playing Flow – Listings Page

Flow

- Now Playing Button ✓
- Listings page ←
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase



Now Playing Listings Page Contains:

- Scrollable list of Features
- Thumbnails of listings (sized so no less than 4 listings per page)
- Feature Title
- Feature Run time
- Feature Rating
- Additional Info as needed (brief synopsis, States Playing, etc)

Interactions:

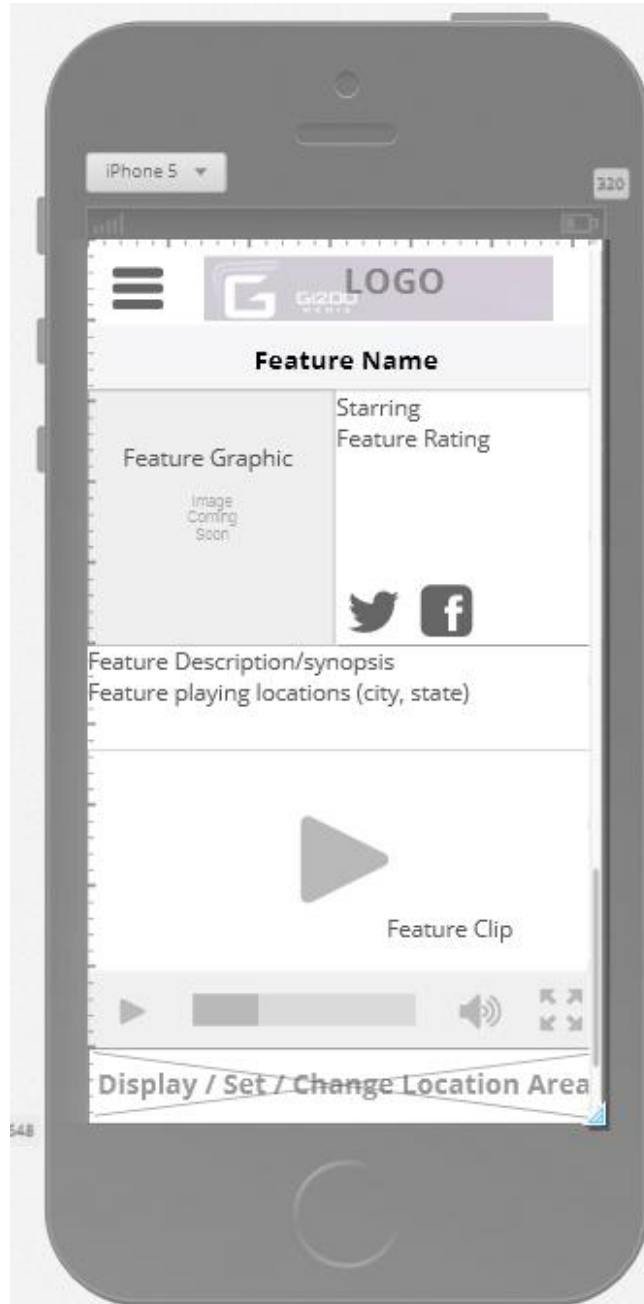
- Standard swipe up and down for scrolling
- One click (touch) opens the Feature to the full feature listing page
- On touch, selected listing inverts color then loads the feature listing page
- On initial page load and upon Feature selection, If it is determined that backend may run slow (take more than 3 seconds to fully load Feature Listing page), 50% mask the screen and use the Activity Indicator



Theater Website – Now Playing Flow – Feature Page

Flow

- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Page ←
- Set Location ←
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase




Now Playing Feature Listing Page

- Scrollable Page
- Contains Feature Graphic, Feature Info, Social Items, Video Clip

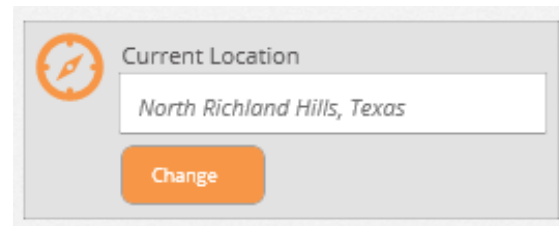
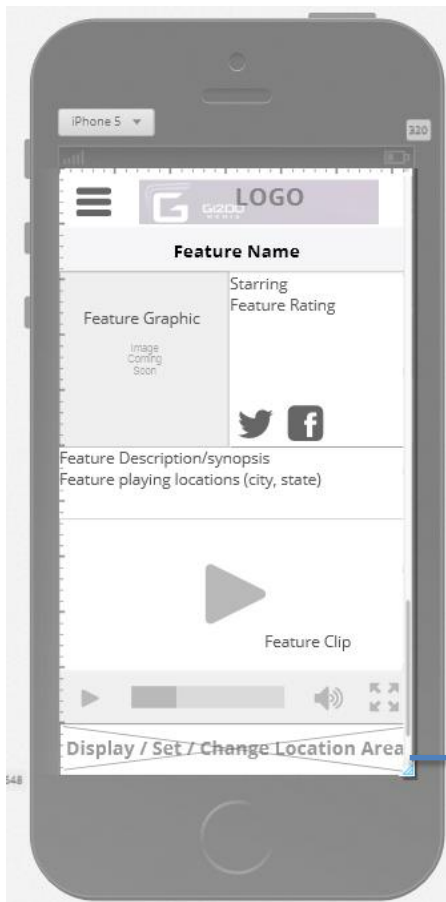
Interactions

- Left to Right swipe takes you back to the Listings page
- IF location detectable and/or preset
 - THEN
 - Display Movie Times and Theaters section in list along with option to change location
- Else
 - Display Set Location section in list which is to be completed before the Movie Times and Theaters section is displayed

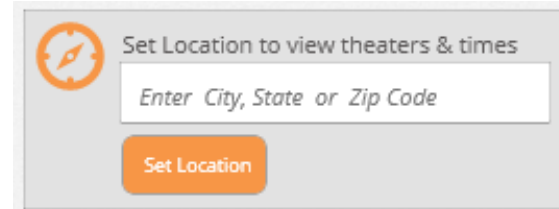
If, at any point, loading time could be 3 seconds or more use the Activity Icon with a page mask 

Theater Website – Now Playing Flow – Feature Page (cont.)

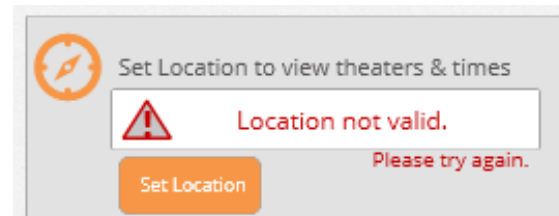
Display / Set / Change Location Function/Behavior



When location is detected either by system or cookie or input, display current location and provide the ability to change



When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system

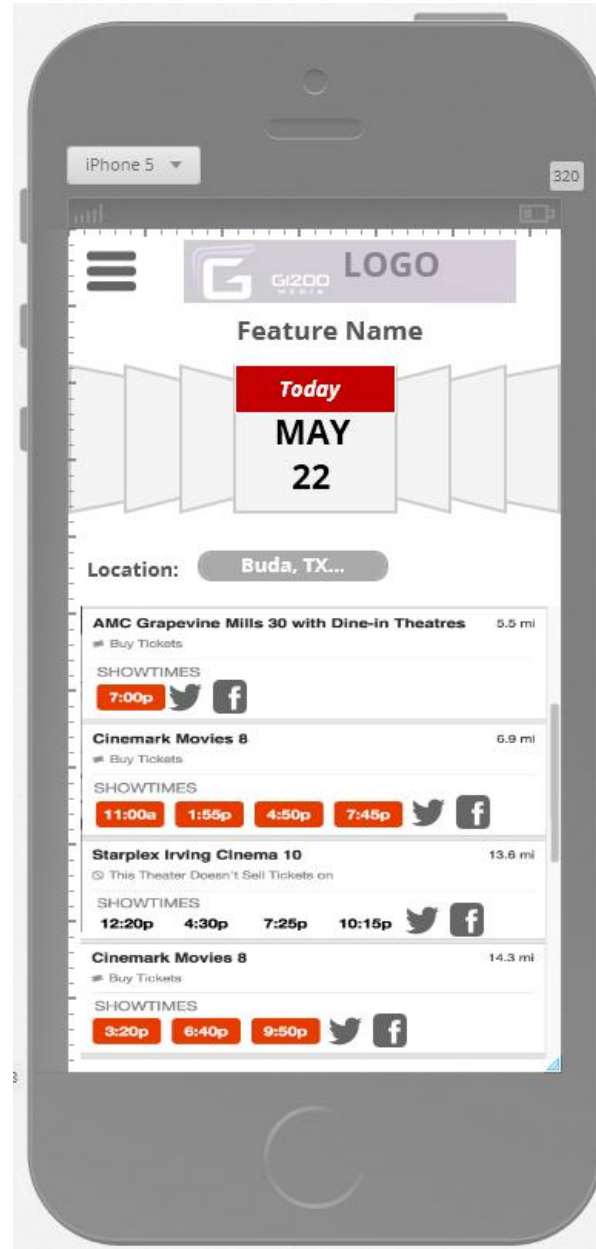


When non valid location is entered, system will return error message and allow user to try again. Touching in the entry field clears the error and allows for input

Theater Website – Now Playing Flow – Feature Page (cont.)

Flow

- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Page ←
- Set Location ✓
- Movie Dates ←
- Theater Listing Section ←
- Movie Times ←
- Hand off to Ticket purchase ←



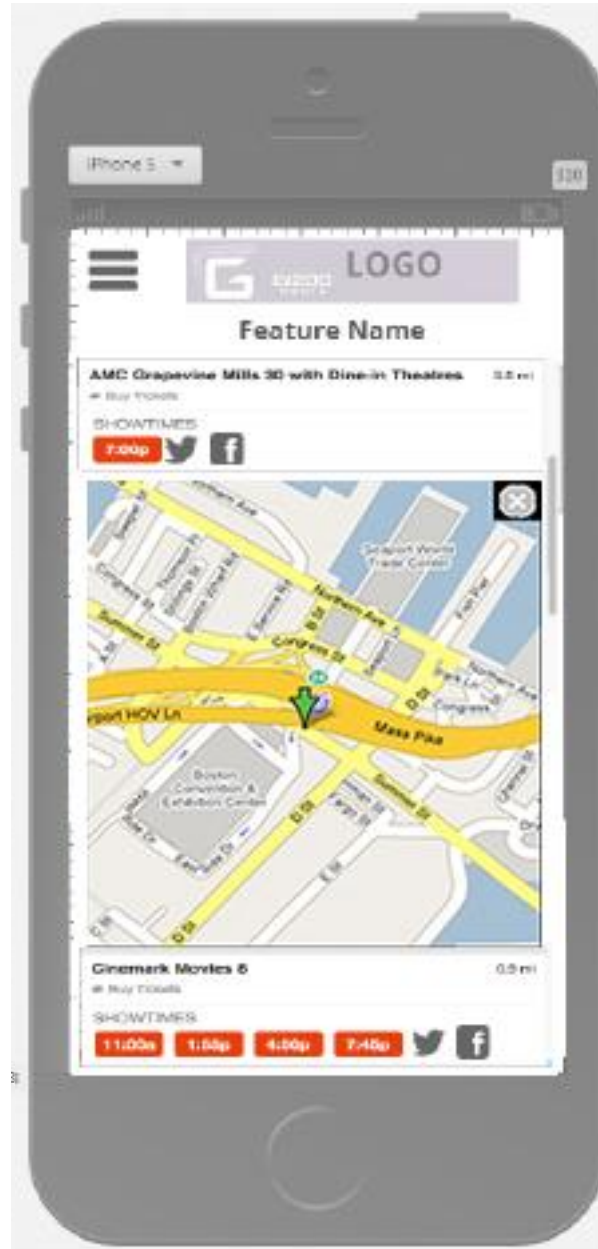
Now Playing Feature Listing Page (cont.)

- Scrollable Page
- Once location is detected by the backend via the web browser, the select date mechanism is shown.
- Once a date is selected then the web page loads (use activity indicator if more than 3 seconds) then below the location line, theaters, locations of theaters and available times are displayed.
- Social media icons allow tweeting and facebooking links/posts of the theater and location of interest along w/ date via URL.
- Clicking the grey button with the location name as its label, will pop open underneath it the view/change/set location box
- Non available times will be greyed out and not selectable
- Selecting a time associated with a theater will hand off to ticket purchase company for that date, time, show and location (If possible. If not, then just hand off to sales site for that day and for that feature)
- Allow for an icon/link to indicate a map for that theater that shows in an expanded area below the listing for the theater.

Theater Website – Now Playing Flow – Feature Page (cont.)

Flow

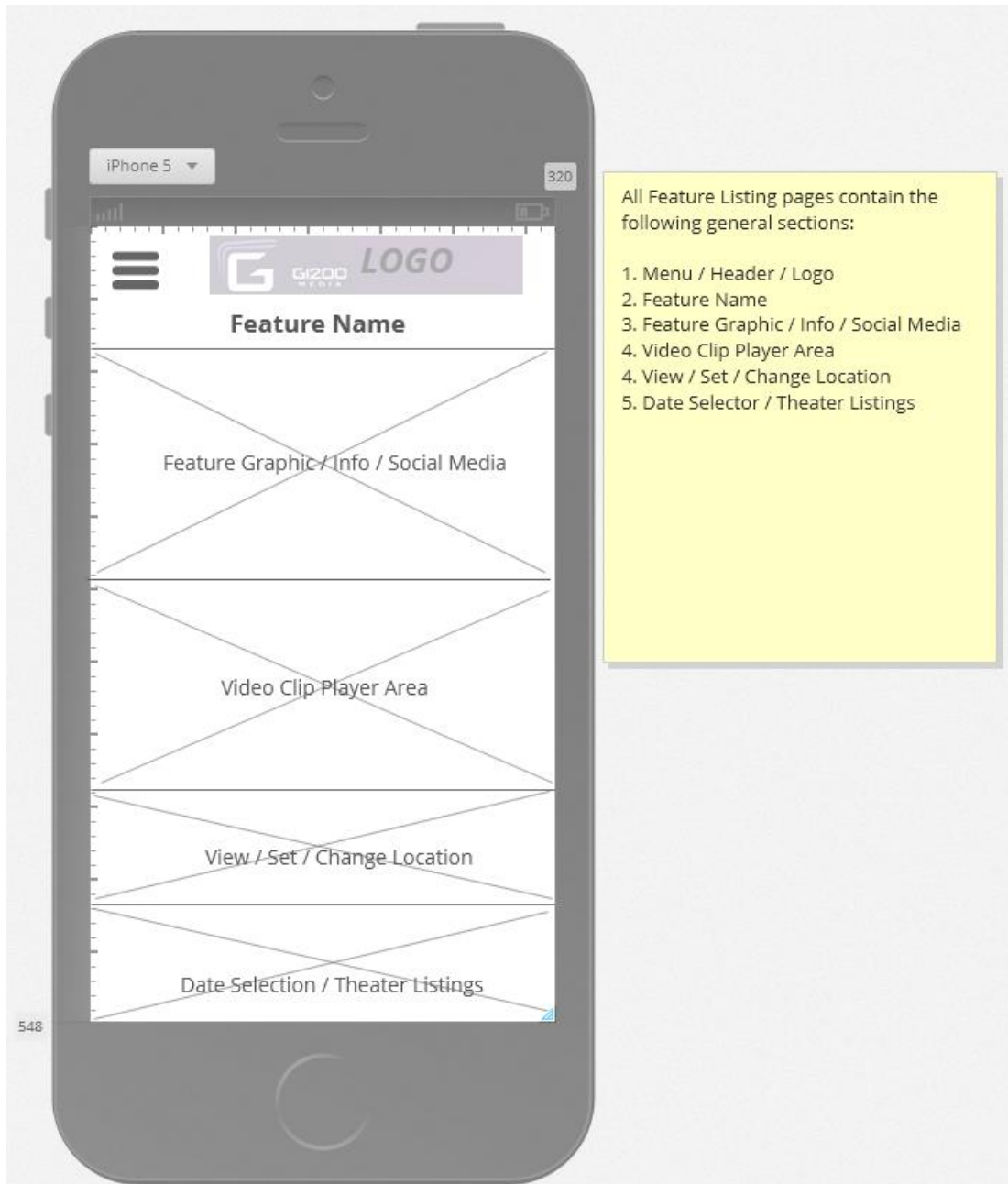
- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Page ←
- Set Location ✓
- Movie Dates ←
- Theater Listing Section ←
- Movie Times ←
- Hand off to Ticket purchase ←



Now Playing Feature Listing Page (cont.)

- Showing map in expandable area beneath the theater listing
- Scrollable Page
- Allow for an icon/link to indicate a map for that theater that shows in an expanded area below the listing for the theater.

Theater Website – Now Playing Flow – Feature Page (general layout)



As the user progresses through any required information, additional Feature Information is progressively disclosed.

For example; adding/changing a location causes a call to the back end that populates the Date Selection / Theater Listings area.

Coming Soon

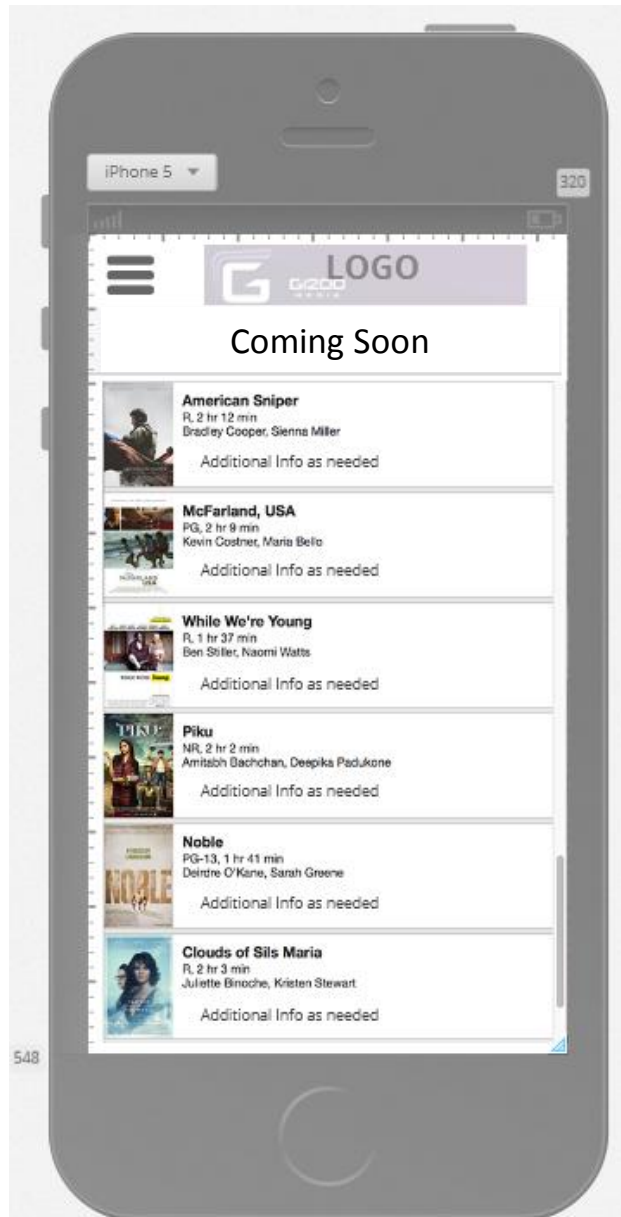
Theater Website – Coming Soon – Listings page

Flow

- Now Playing Button v
- Listings page ←
- Select Listing ←
- Feature Page
- Set Location*
- Movie Dates*
- Theater Listing Section*
- Movie Times *

* If Known

Note: “Coming Soon” attractions are those that do not have run dates and therefore tickets are not yet on sale for them.



Coming Soon Listings Page Contains:

- Scrollable list of Features
- Thumbnails of listings (sized so no less than 4 listings per page)
- Feature Title
- Feature Run time
- Feature Rating
- Additional Info as needed (brief synopsis, States Playing, etc)

Interactions:

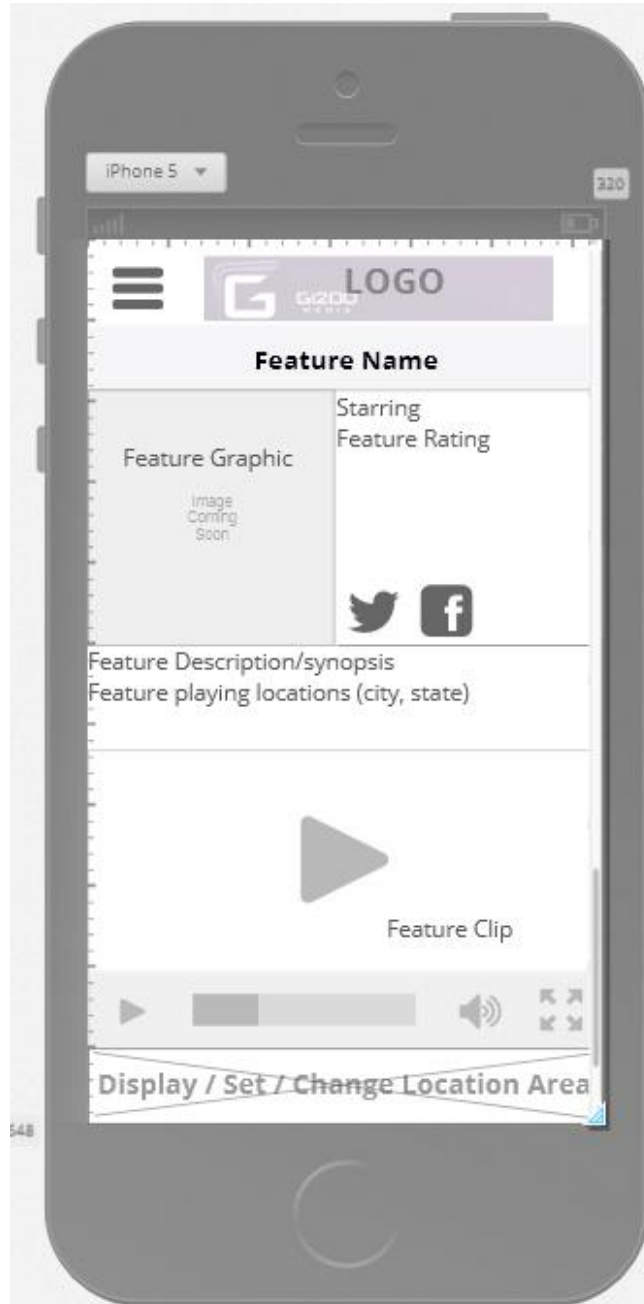
- Standard swipe up and down for scrolling
- One click (touch) opens the Feature to the full feature listing page
- On touch, selected listing inverts color then loads the feature listing page
- Upon all actions that call on the Backend, If it is determined that backend may run slow (take more than 3 seconds to fully load such as listing pages), 50% mask the screen and use the Activity Indicator



Theater Website – Coming Soon – Feature Page

Flow

- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Page ←
- Set Location* ←
- Movie Dates*
- Theater Listing Section*
- Movie Times*



Now Playing Feature Listing Page

- Scrollable Page
- Contains Feature Graphic, Feature Info, Social Items, Video Clip

Interactions

- Left to Right swipe takes you back to the Listings page
- IF location detectable and/or preset
 - THEN
 - Display Movie Times and Theaters section in list
- Else
 - Display Set Location section in list which is to be completed before the Movie Times and Theaters section is displayed

If, at any point, loading time could be 3 seconds or more, then use the Activity Icon with a page mask

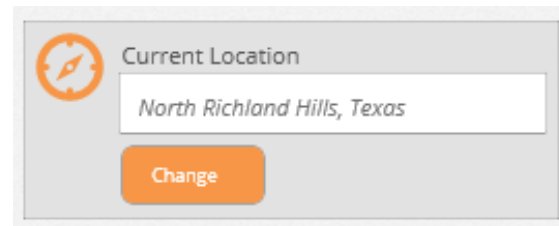
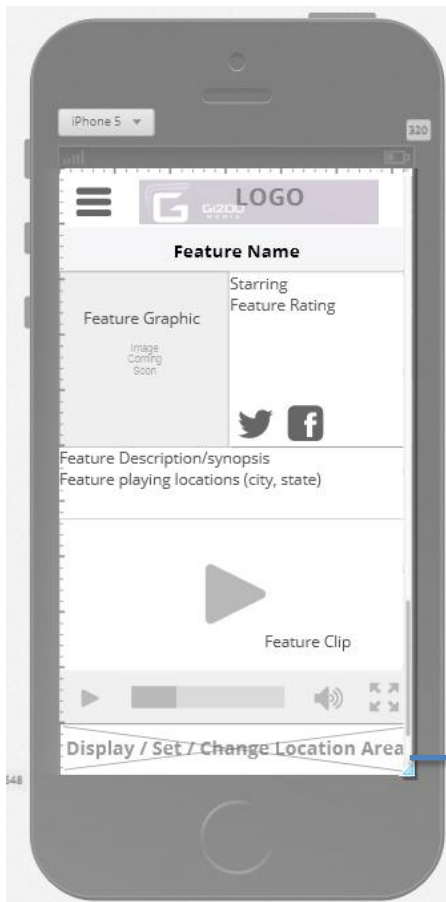


Theater Website – Coming Soon Flow– Feature Listing Page (cont.)

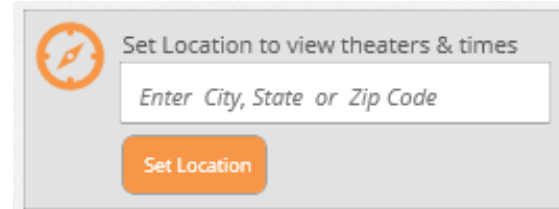
Display / Set / Change Location Function/Behavior*

Note: When/If Locations have not been determined or will not be determined for “Coming Soon” Features, do

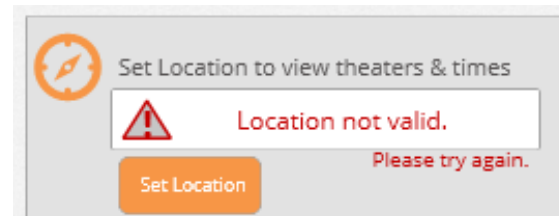
- (a) Remove Display / Set / Change Location Area section and replace with appropriate text telling user to check back later, or
- (b) Remove Display / Set / Change Location Area section and replace with generic State/City listing or as much info as you have at the time for that listing



When location is detected either by system or cookie or input, display current location and provide the ability to change



When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system



When non valid location is entered, system will return error message and allow user to try again. Touching in the entry field clears the error and allows for input

Theater Website – Coming Soon – Feature Page (cont.)

Flow

- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Listing Page ✓
- Set Location ✓
- Movie Dates* ←
- Theater Listing Section* ←
- Movie Times* ←



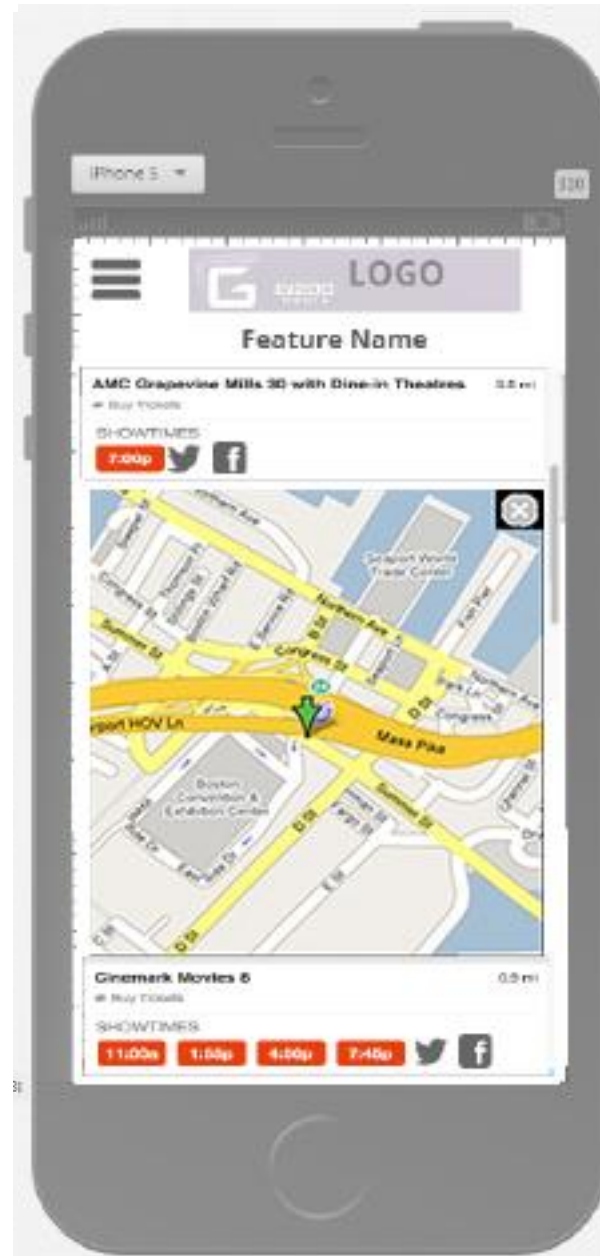
Now Playing Feature Listing Page (cont.)

- Scrollable Page
- Once location is detected by the backend via the web browser, the select date mechanism is shown.
- Once a date is selected then the web page loads (use activity indicator if more than 3 seconds) then below the location line, theaters, locations of theaters and available times are displayed.
- Social media icons allow tweeting and facebooking links/posts of the theater and location of interest along w/ date via URL.
- Clicking the grey button with the location name as its label, will pop open underneath it the view/change/set location box
- Non available times will be greyed out and not selectable; for the Feature listing page, the times should be greyed out if not able to purchase tickets or not displayed if that info is not yet available

Theater Website – Coming Soon – Feature Page (cont.)

Flow

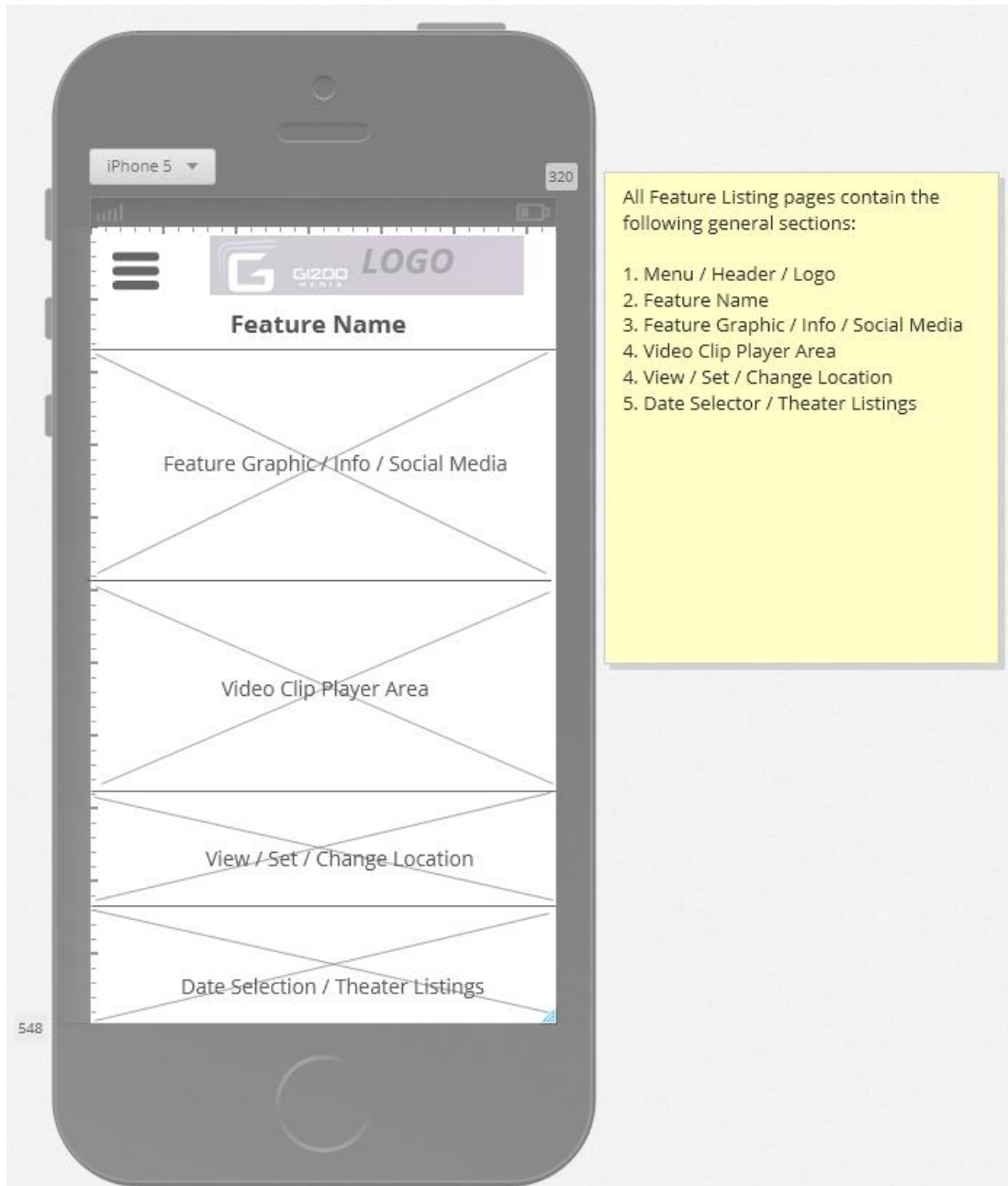
- Now Playing Button ✓
- Listings page ✓
- Select Listing ✓
- Feature Listing Page ✓
- Set Location ✓
- Movie Dates* ←
- Theater Listing Section* ←
- Movie Times* ←



Feature Listing Page (cont.)

- Showing map in expandable area beneath the theater listing
- Scrollable Page
- Allow for an icon/link to indicate a map for that theater that shows in an expanded area below the listing for the theater.

Theater Website – Coming Soon Flow – Feature Page (general layout)



As the user progresses through any required information, additional Feature Information is progressively disclosed.

For example; adding/changing a location causes a call to the back end that populates Theater Listings area.

With “Coming Soon” the following may or may not be known before a firm commitment from partners:

- City
- State
- Theater
- Time

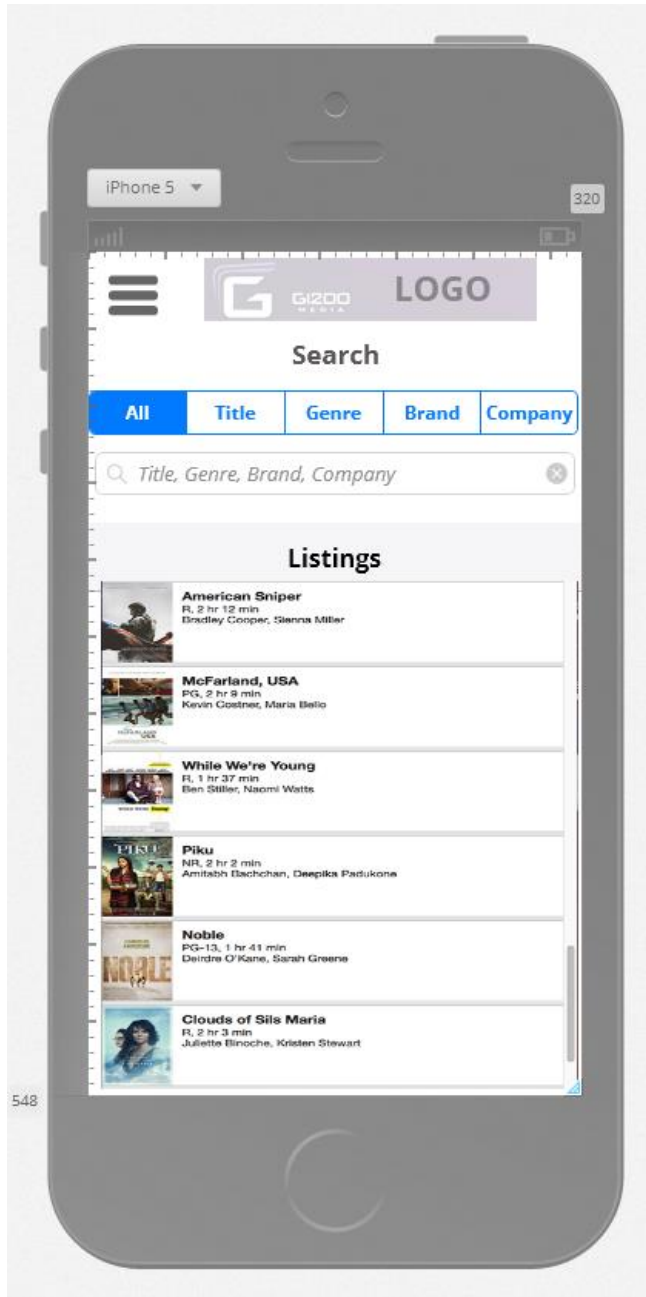
Therefore, once that is defined in the plan, used of the Change location area and dependent items can be defined.

Search

Theatrical Site – Mobile Web – Search - Listings Page

Search

- Scoped Search v
- Select Scope ←
- Listings Page ←
- Select Listing ←
- Feature Page
- Set Location
- Move Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket Purchase



Search is a scoped search based on All, Company, Brand, Genre, Title and returns a scrollable listings page of results BELOW the search field to facilitate the user changing scopes

Allowable entries for each scope are listed below

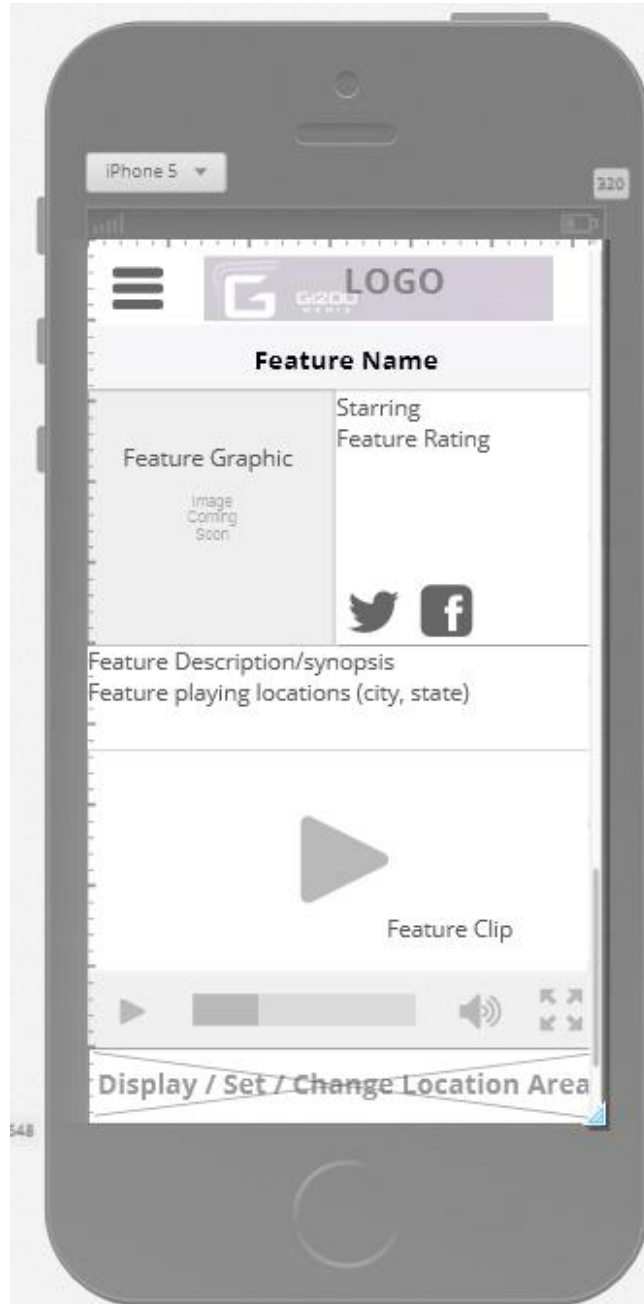
<u>Selected Scope</u>	<u>Allowable Entries</u>
All	Company, Brand, Genre, Title
Company	G1200 & Affiliate Companies
Brand	List of Brands Playing
Genre	List of Genres of Listings that are playing
Title	Any text string to find a Title

Theater Website – Search – Feature Listing Page

Flow

Search

- Scoped Search ✓
- Listings Page ✓
- Select Listing ✓
- Feature Page ←
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket Purchase



Now Playing Feature Listing Page

- Scrollable Page
- Contains Feature Graphic, Feature Info, Social Items, Video Clip

Interactions

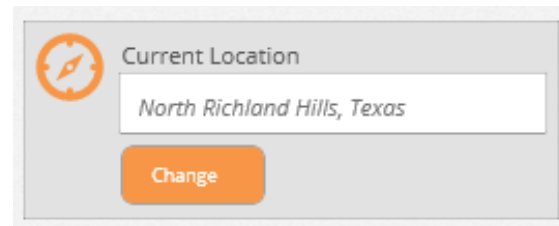
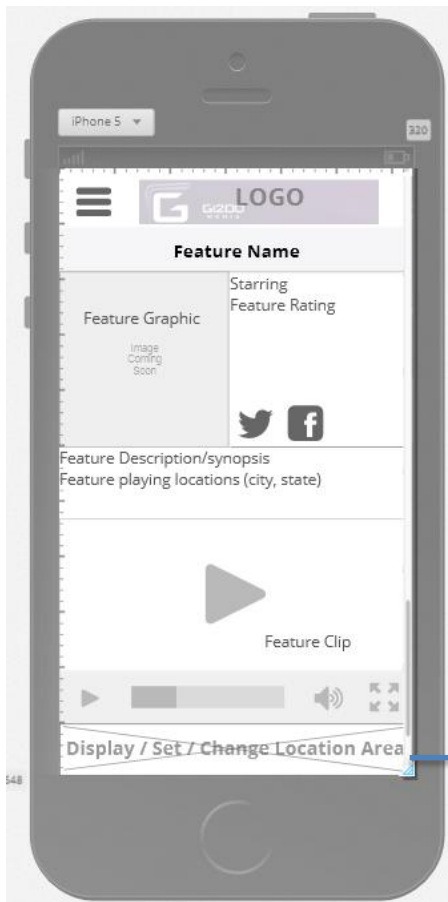
- Left to Right swipe takes you back to the Listings page
- IF location detectable and/or preset
 - THEN
 - Display Movie Times and Theaters section in list
- Else
 - Display Set Location section in list which is to be completed before the Movie Times and Theaters section is displayed

If, at any point, loading time could be 3 seconds or more, then use the Activity Icon with a page mask

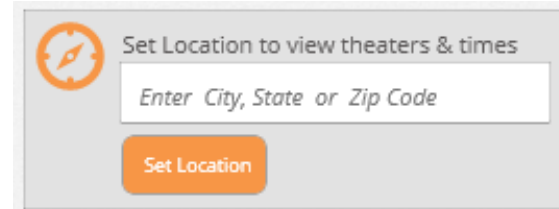


Theater Website – Search – Feature Listing Page (cont.)

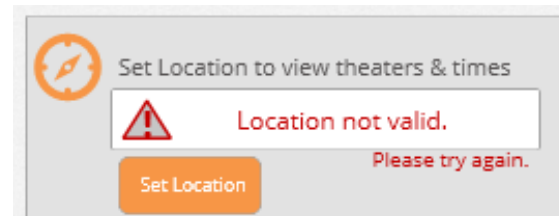
Display / Set / Change Location Function/Behavior*



When location is detected either by system or cookie or input, display current location and provide the ability to change



When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system



When non valid location is entered, system will return error message and allow user to try again. Touching in the entry field clears the error and allows for input

Theater Website – Search – Feature Listing Page (cont.)

Flow

Search

- Scoped Search ✓
- Listings Page ✓
- Select Listing ✓
- Feature Page ✓
- Set Location ✓
- Theater Listing Section ←
- Movie Dates ←
- Movie Times ←
- Hand off to Ticket Purchase



Now Playing Feature Listing Page (cont.)

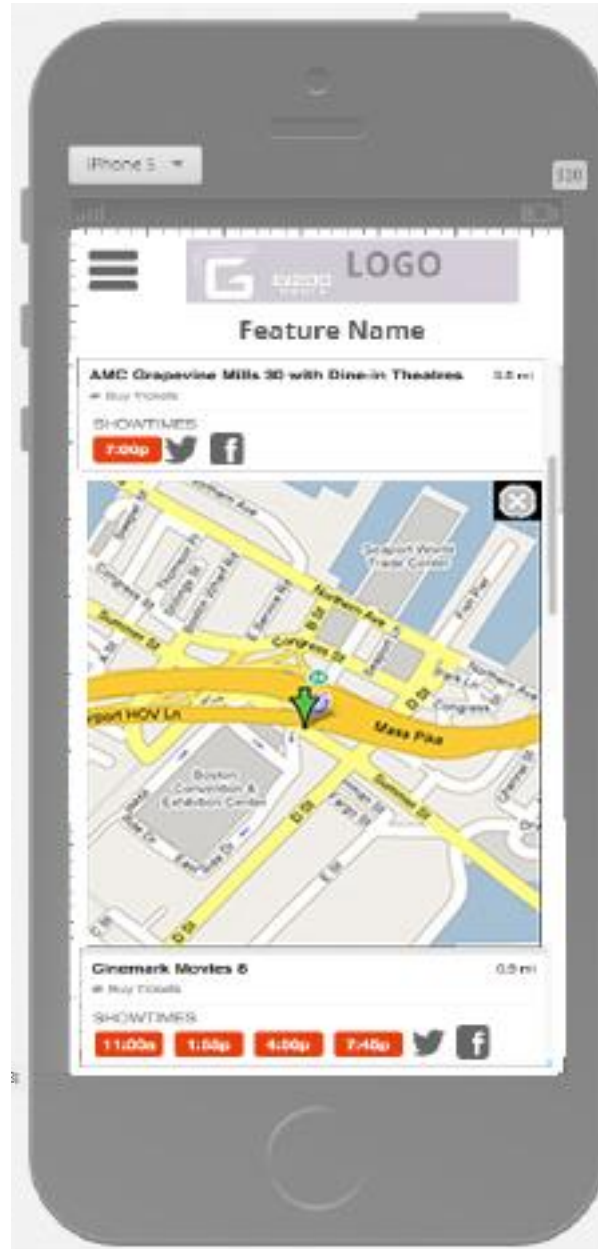
- Scrollable Page
- Once location is detected by the backend via the web browser, the select date mechanism is shown.
- Once a date is selected then the web page loads (use activity indicator if more than 3 seconds) then below the location line, theaters, locations of theaters and available times are displayed.
- Social media icons allow tweeting and facebooking links/posts of the theater and location of interest along w/ date via URL.
- Clicking the grey button with the location name as its label, will pop open underneath it the view/change/set location box
- Non available times will be greyed out and not selectable; for the Feature listing page, the times should be greyed out if not able to purchase tickets or not displayed if that info is not yet available

Theater Website – Search – Feature Listing Page (cont.)

Flow

Search

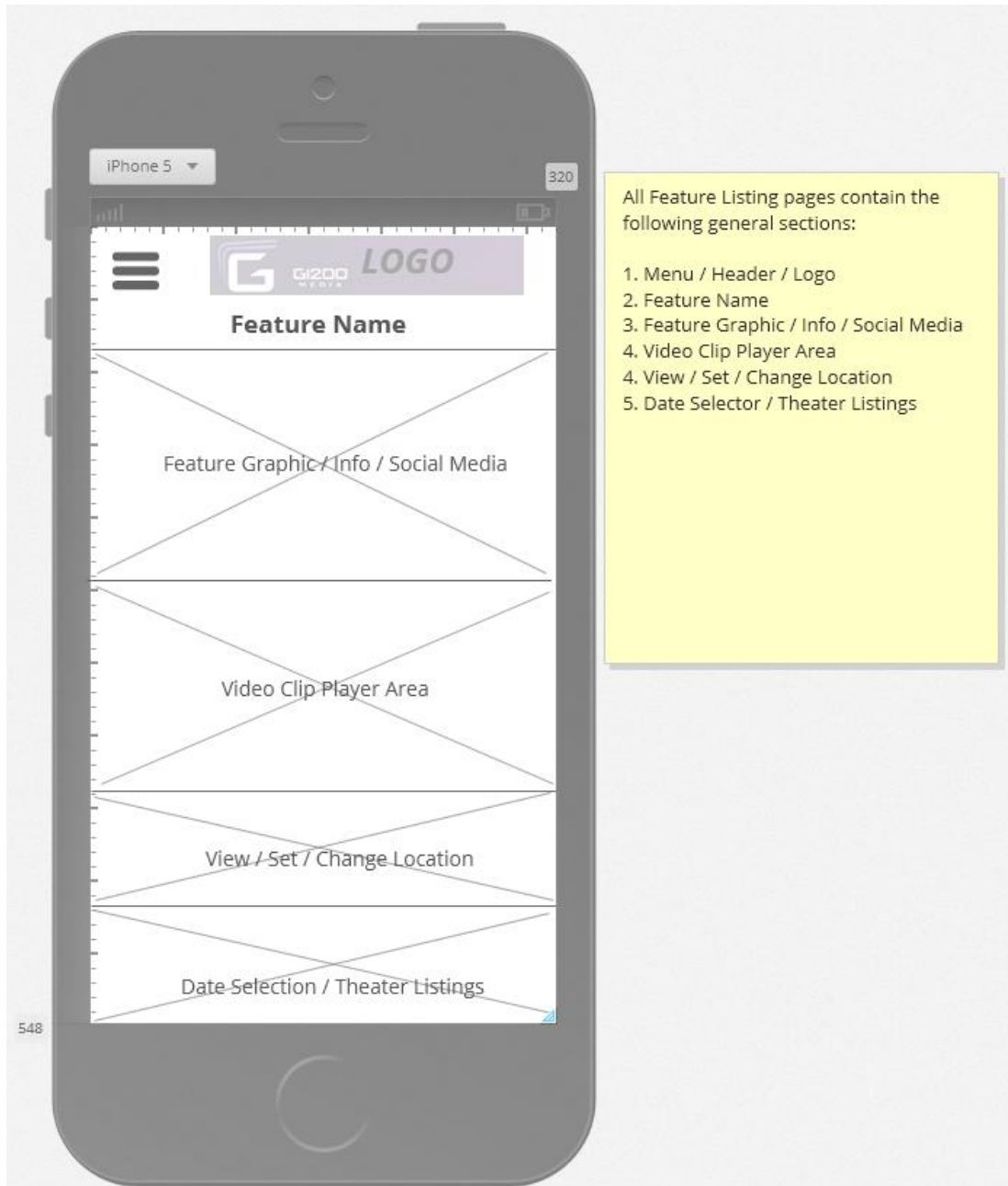
- Scoped Search v
- Listings Page v
- Select Listing v
- Feature Page v
- Set Location v
- Theater Listing Section ←
- Movie Dates ←
- Movie Times ←
- Hand off to Ticket Purchase



Feature Listing Page (cont.)

- Showing map in expandable area beneath the theater listing
- Scrollable Page
- Allow for an icon/link to indicate a map for that theater that shows in an expanded area below the listing for the theater.

Theater Website – Search – Feature Page (general layout)



As the user progresses through any required information, additional Feature Information is progressively disclosed.

For example; adding/changing a location causes a call to the back end that populates Theater Listings area.

With “Coming Soon” the following may or may not be known before a firm commitment from partners:

- City
- State
- Theater
- Time

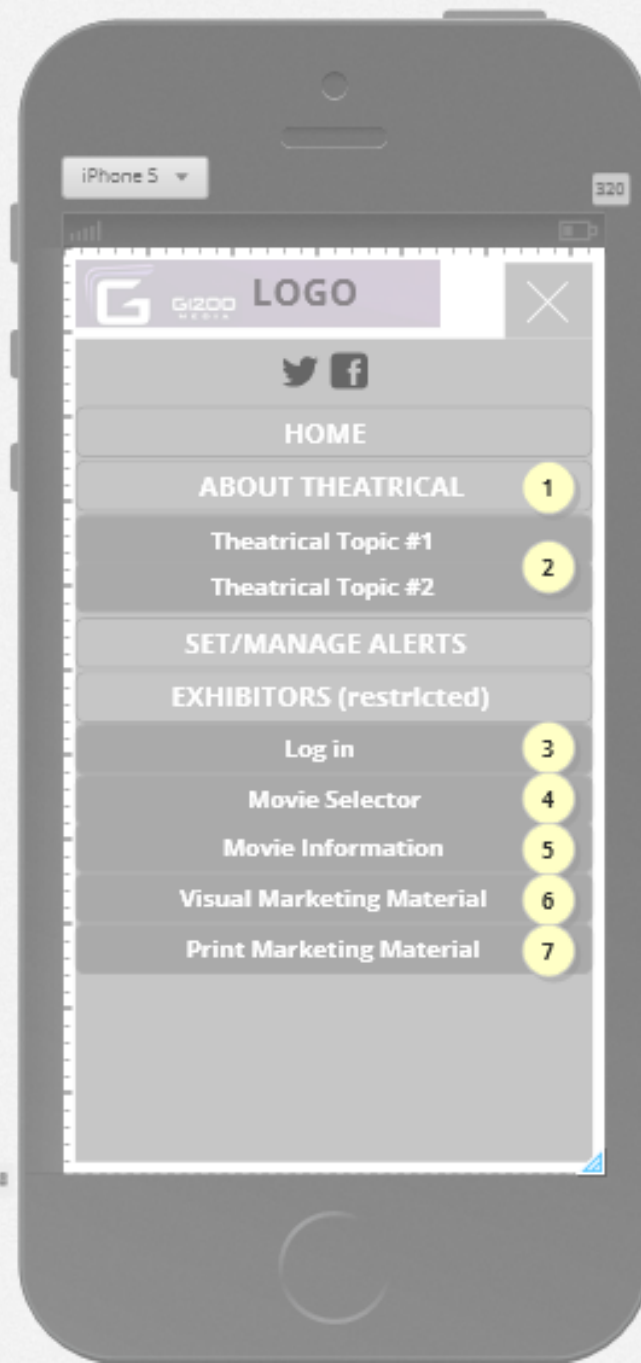
Therefore, once that is defined in the plan, used of the Change location area and dependent items can be defined.

Main Menu

Theatrical Site – Mobile Web – Menu Page

Hamburger menu, when selected, slides in from left side the following menu with heads and sub heads. Selection of item on the Menu Page slides in another page from the right in which the user can swipe back to return or use the back button. The Menu page is dismissed and user is sent back to the page from whence they activated the Hamburger menu via the "X" in the upper right hand corner. Selection of HOME in the menu takes user to theater website Home Page

NOTE: 6 Items in this section cannot be downloaded to a mobile device, therefore:
 -For Mobile, thumbnails must be available
 -Have function/button on page to allow the user to email the url to himself to download on a non mobile device



1 Section Header
 Section Heads are highlighted & separated by a HR, page listings below are not.

2 Topical text page. If No Subheads exist for a Header, then turn header into info bearing page

3 Takes user to log in page for Exhibitors; log in is persistent until log out. After user has logged in (use std error messages for failure) user is sent back to the Menu Page and Log in is changed to Log out. Log out is a single action that does not require a DIALOGUE PANEL

4 Brings up a list of all Movies that have Exhibitor assets associated with them. User taps item in list and that movie is persistent for the session unless user goes back to the Movie Selector page and makes another choice

5 Contains the following items on a page that swipes in from the right, the page contains accordian sections:
 Ticketing Info
 Movie Description
 Cast Listing
 Ratings Info

6 Contains the following items on a page that swipes in from the right, the page contains the following accordian sections:
 -Banner Ads Listing (with associated banner size download links)
 - Promo Images Listing (with associated image size download links)
 - Trailiers Listing (with associated trailer resolution download links)
 - Posters (Listing of posters with their URLs)

7 Contains the following items on a page in list format with brief description and a link to download:
 -Marketing Plan
 -Program Guide
 -Sales Sheet
 -Press Release

S48

Alerts

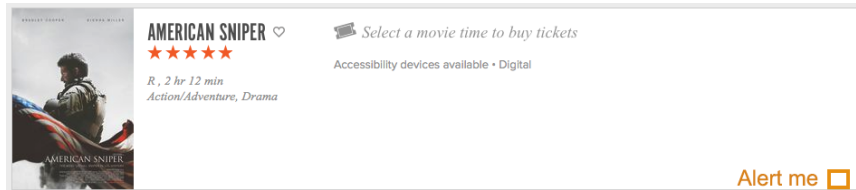
Alerts

Alerts apply to only one type of object in the interface; those events that do not yet have show dates and therefore tickets are not on sale.

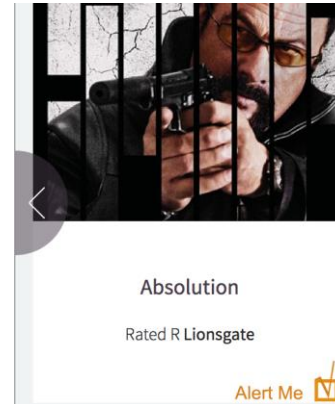
The SOLE purpose of “Alerts” is to alert the user of tickets going on sale for events they are interested in.

Objects that fulfill the “Alerts” requirement are to be displayed either with a button “Alert Me” or a checkbox “Alert Me” for the user to select to add to their Alert Queue.

Below is a depiction.



Not selected for Alert Queue



Selected for Alert Queue

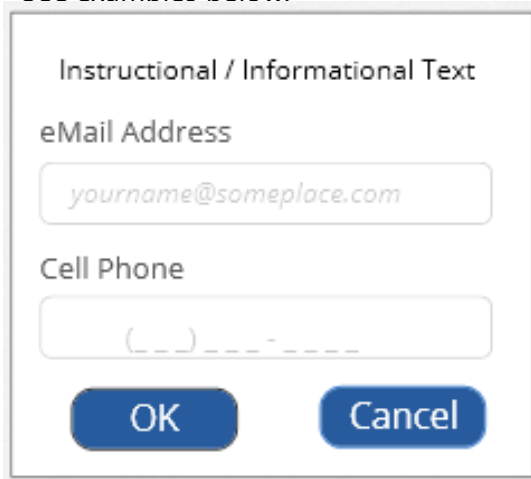
Responses to the users’ alerts are delivered by an email and/or SMS message generated by the website.

In order for the alerts to be sent, the user must set up alerts which is found in the Main Menu.

If a user selects “Alert Me” and Alerts has not been set up, they will be prompted to do so.

Alerts

In both the Mobile and Desktop/Tablet versions, dialogs will be utilized to display, capture and record User Alert data. Alternately, a drawer slide down from the main menu could be utilized as it would parallel the 'log in' for exhibitors and fit the slide down/accordion in the mobile phone version w/o using dialogs. See examples below.



Instructional / Informational Text

eMail Address

Cell Phone

OK Cancel

Upon clicking "Alerts" in the Menu bar, the above dialog will open and display the current "Alerts" information consisting of email address and Cell Phone number of the user.

If the user has not inputted that information the dialog will be similar to the above showing that information is missing.



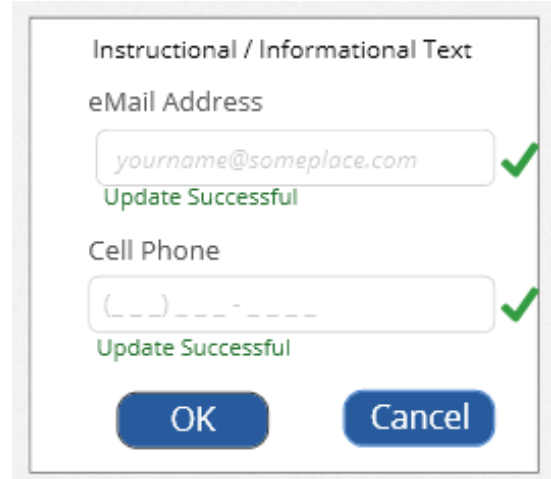
Instructional / Informational Text

eMail Address

Cell Phone

OK Cancel

Upon submission of info and activity indicator will be displayed showing that something is occurring. When the info has been accepted then the Activity indicator will dismiss and either a success or failure will be displayed as shown in the next column



Instructional / Informational Text

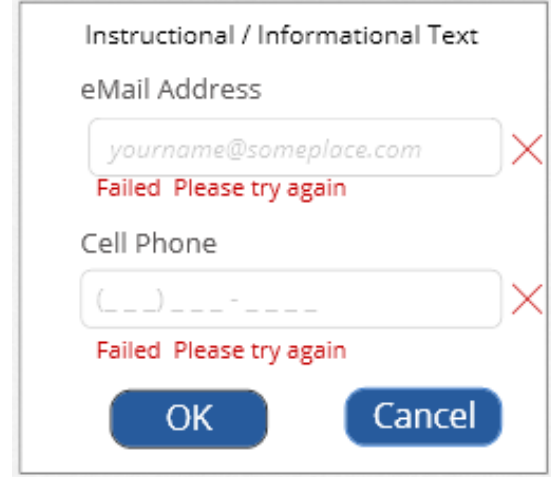
eMail Address

 ✓
Update Successful

Cell Phone

 ✓
Update Successful

OK Cancel



Instructional / Informational Text

eMail Address

 ✗
Failed Please try again

Cell Phone

 ✗
Failed Please try again

OK Cancel

Above: Success and Failure Dialogs

Error Messages:

- Not a valid email address
- Not a valid phone number
- Failed to save to server, Please try again
- Server not available, try again later

Log in

Log in

In both the Mobile and Desktop/Tablet versions, dialogs will be utilized to display, capture and record Log ins. The Log In areas will only be shown if the user on said device is NOT already logged in.

Alternately, a drawer slide down from the main menu could be utilized as it would parallel the 'Alerts' for exhibitors and fit the slide down/accordion in the mobile phone version w/o using dialogs. See examples below.

Exhibitor Log in
Informational text.....

eMail Address

Password

OK Cancel

Upon clicking "Exhibitors" in the Menu bar, if not already logged in, the above dialog will open/slide down and display the log in area. Once logged in, Exhibitor ONLY options will be displayed

We assume that login information will be handed out by someone at Group1200/Funimation as there are no specs for registration as an exhibitor

Exhibitor Log in
Informational text.....

eMail Address

Password

OK Cancel

Upon submission of info and activity indicator will be displayed showing that something is occurring. When the info has been accepted then the Activity indicator will dismiss and either a success or failure will be displayed as shown in the next column

Exhibitor Log in
Informational text.....

eMail Address

Password

OK Cancel

Exhibitor Log in
Informational text.....

eMail Address

Password

Username Password combination not valid.
Try again

OK Cancel

Above: Success and Failure Dialogs

Error Messages:

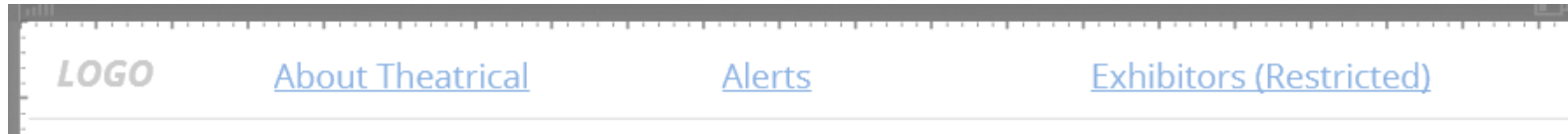
Not a valid email address

Not a valid phone number

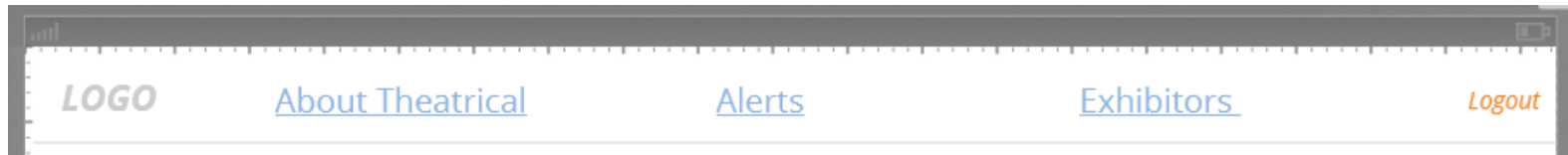
Failed to save to server, Please try again

Server not available, try again later

Log in



Navigation bar in default state (not logged in)



Navigation bar in logged in state

Standard Logout dialogs/confirmation are to be utilized for the logout process.

Logout could also be a slide/drawer type of action from the main menu just as Alerts and Log in.

Once the user is logged in with valid email and pwd the Exhibitors displays the options available.

Movie Now

Theatrical Site – Mobile Web – Movie Now

Time Period / Priority is TBD



Flow

Movie Now

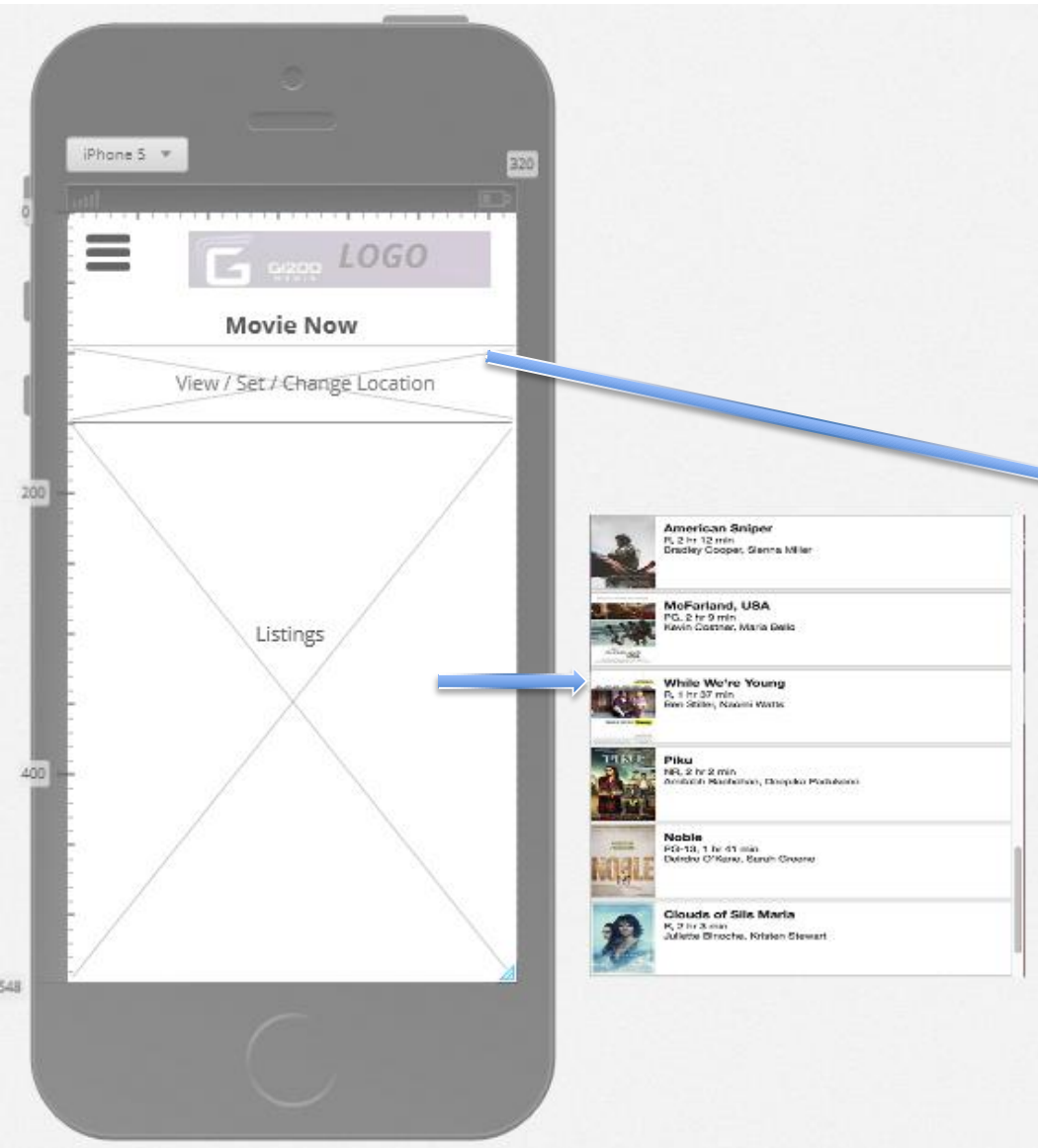
- Movie Now Button
- Set Location
- Listings section
- Select Listing
- Feature Page
- Theater & Time listing
- Hand off to Ticket purchase

Movie Now functionality is a fast path to locating a movie near the user within a 24 hour period based off the device system clock and within 100 miles of the user's current location.

Upon activation the location information and time information is used to gather a feature list that is ordered from (a) Nearest to farthest to the user's location and (b) Soonest to Latest in a 24 hour time period.

Priority of listing is Nearest and Soonest

Theatrical Site – Mobile Web – Movie Now



Movie Now

- Movie Now Button v
- Set Location ←
- Listings Section populated ←
- Select Listing ←
- Feature Page
- Theater Listing Section
- Hand off to Ticket purchase

Note: Movie Now only presents results with 24 hours of the users' phone internal clock

Current Location
North Richland Hills, Texas
Change

When location is detected either by system or cookie or input, display current location and provide the ability to change

Set Location to view theaters & times
Enter City, State or Zip Code
Set Location

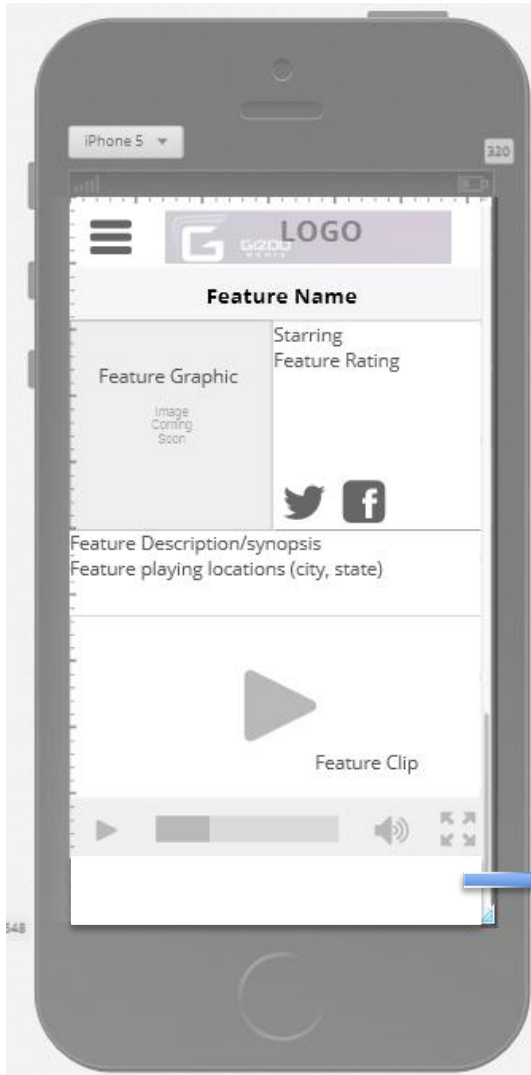
When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system

Set Location to view theaters & times
Location not valid.
Please try again.
Set Location

When non valid location is entered, system will return error message and allow user to try again. Touching in the entry field clears the error and allows for input

Note: Once location is set it is persistent until the user changes it.

Theatrical Site – Mobile Web – Movie Now

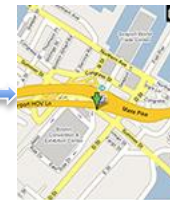
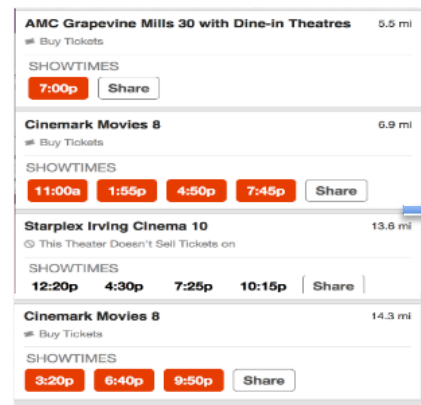


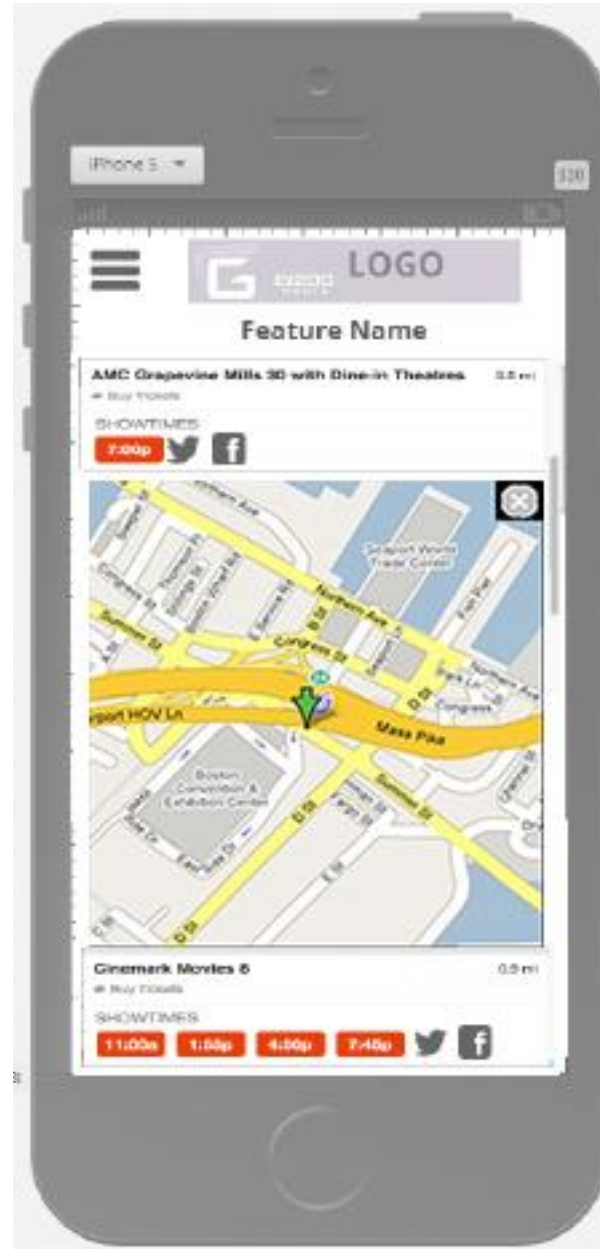
Movie Now

- Movie Now Button ✓
- Set Location ✓
- Listings Section populated ✓
- Select Listing ✓
- Feature Page ←
- Theater Listing Section (with times w/1 a 24 hour period ordered from Nearest/Soonest to Farthest/Latest) ←
- Select Theater & Time ←
- Hand off to Ticket purchase

Note: Movie Now only presents results with 24 hours of the users' phone internal clock

Note: There will be a link or icon to indicate that the theater listing can be expanded to show a map that can then be viewed and closed (see next chart)



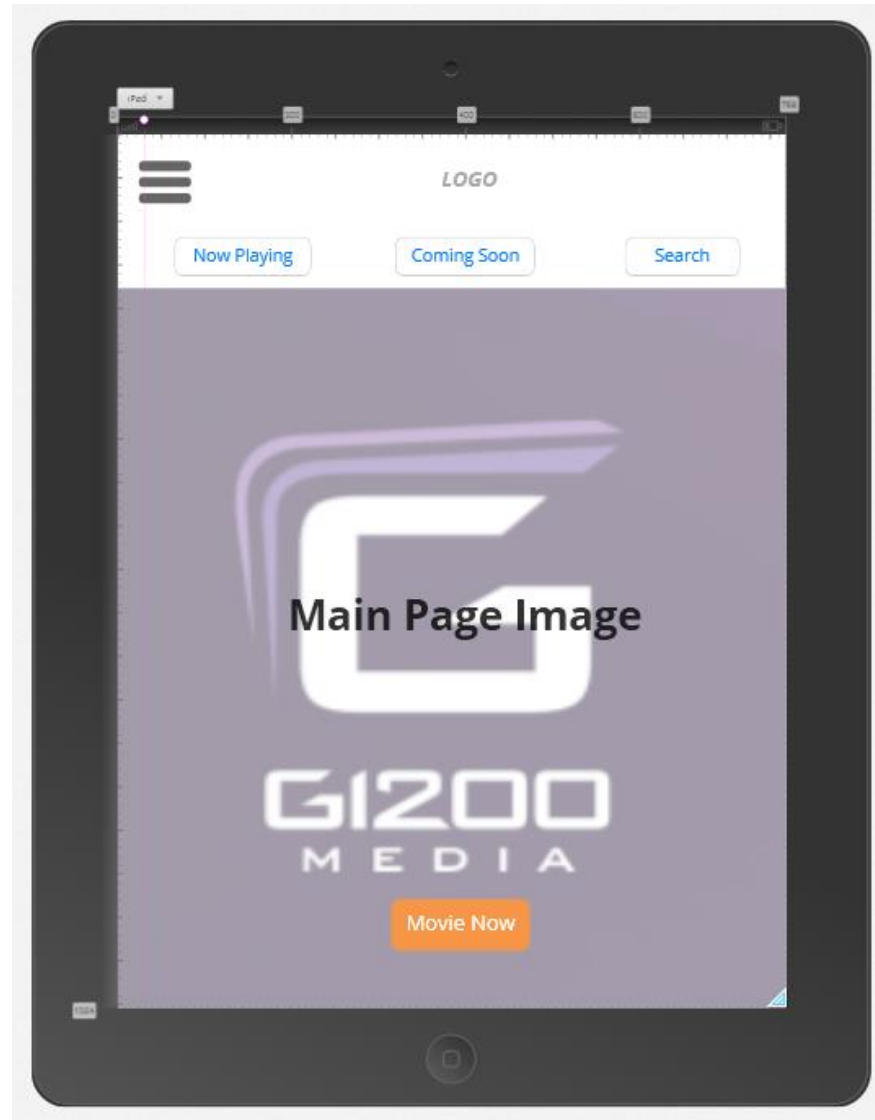


Movie Now Feature Listing Page (cont.)

- Showing map in expandable area beneath the theater listing
- Scrollable Page
- Allow for an icon/link to indicate a map for that theater that shows in an expanded area below the listing for the theater.
- Map is closed by use of "X" in upper right

iPad - Portrait

Theater Website - Landing Page / iPad Portrait Mode



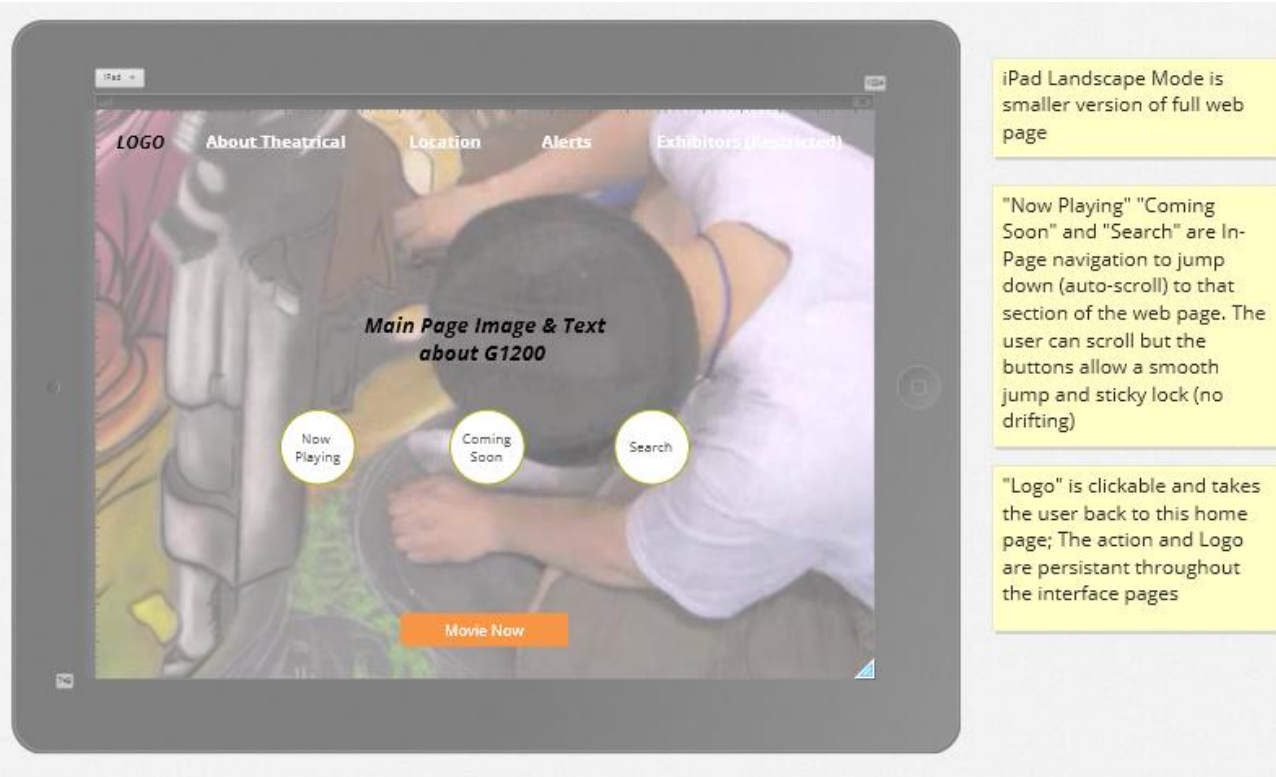
Design & Interactions for iPad Portrait mode is exactly the same as for mobile phone.

Refer to that design

iPad - Landscape

Theater Website - Landing Page / iPad Landscape Mode

Note: This is the same layout as the webpage; clicks/scroll will replace touch/swipe



The Main page of the website consists of Five (5) sections listed below, everything else is a separate webpage unless otherwise noted.

- Landing Page
- Now Playing
- Coming Soon
- Search
- Movie Now

Page Jump Sections

Now Playing

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Search

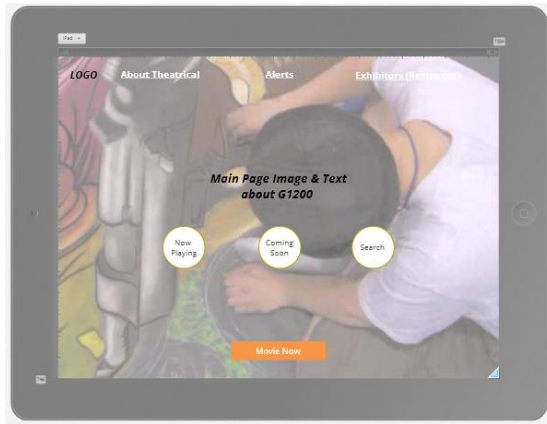
- Scoped Search
- Listings Page
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket Purchase

** All touch items should conform to the following dimensions

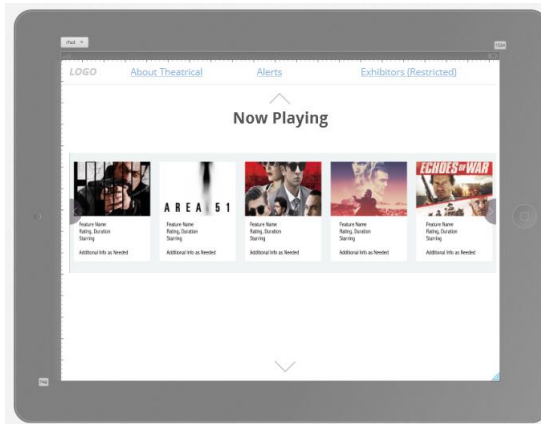
<http://www.lukew.com/ff/entry.asp?1085>

*Data may not exist; if no data, then DND

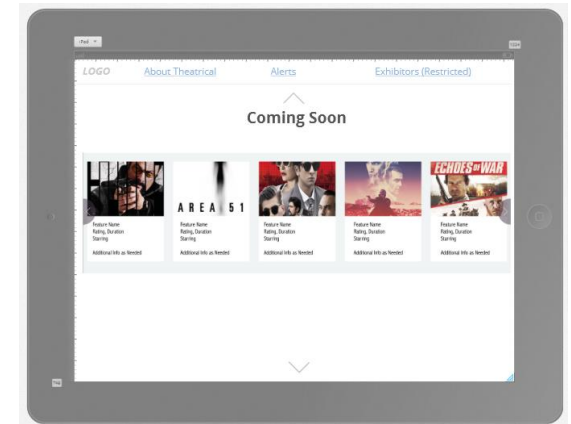
Theater Website - Main Page Sections



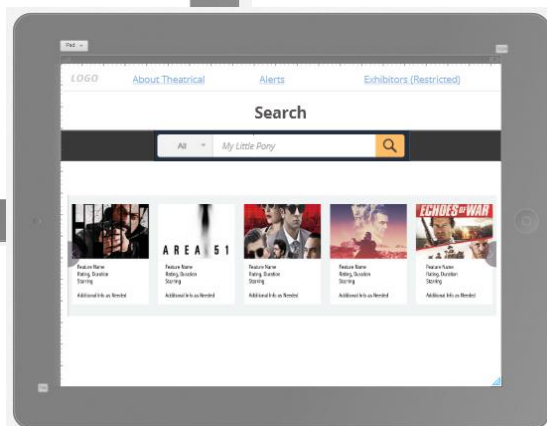
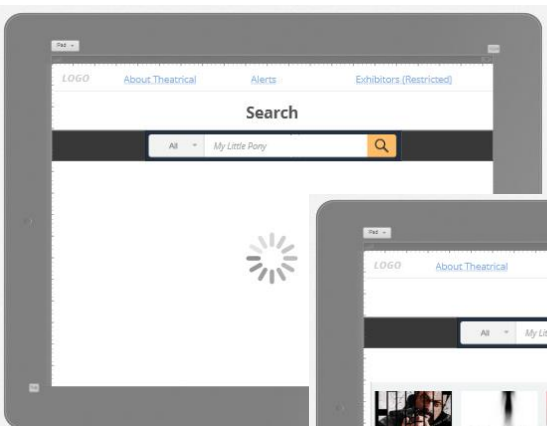
#1 Landing Area / Top of Webpage



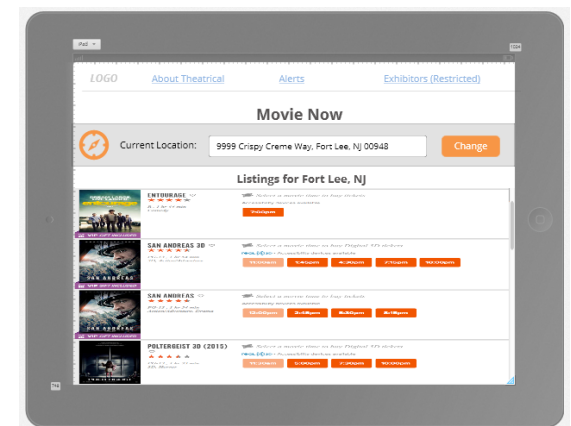
#2 Now Playing Area of Webpage



#3 Coming Soon Area of Webpage



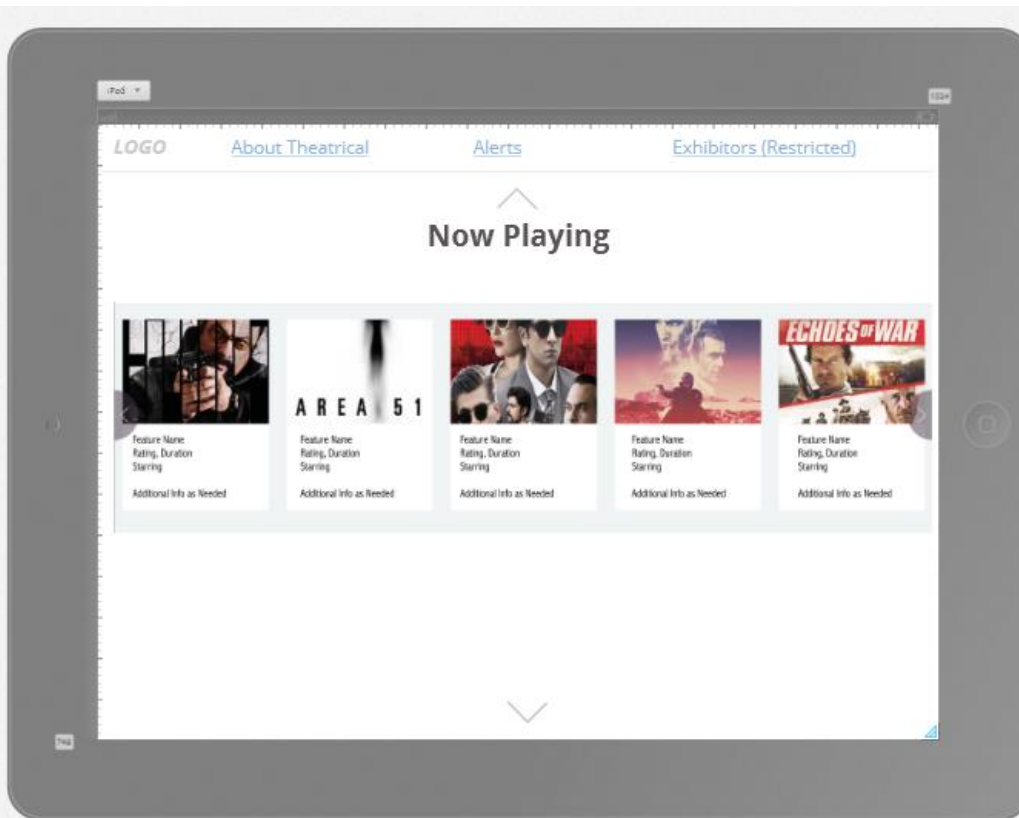
#4 Search Area of Webpage



#5 Movie Now Area of Webpage

iPad – Landscape – Now Playing

Theater Website - Now Playing Section / iPad Landscape Mode



The "Now Playing" page format is the same for the "Listings" and "Coming Soon" pages with the exception of the page title. The same format is used for the results of the Scoped Search and "Movie Now" actions.

Tapping a listing (clicking on the website) takes the user to that feature's listing page and leaves the Home Page. Swiping back from the Feature's listing takes the user back to this page to view more playing shows.

The screen displays a movement (swipe) to the right to arrive at the Feature's Listing page giving the user the indication that they swipe to get back to this page.

Now Playing Section

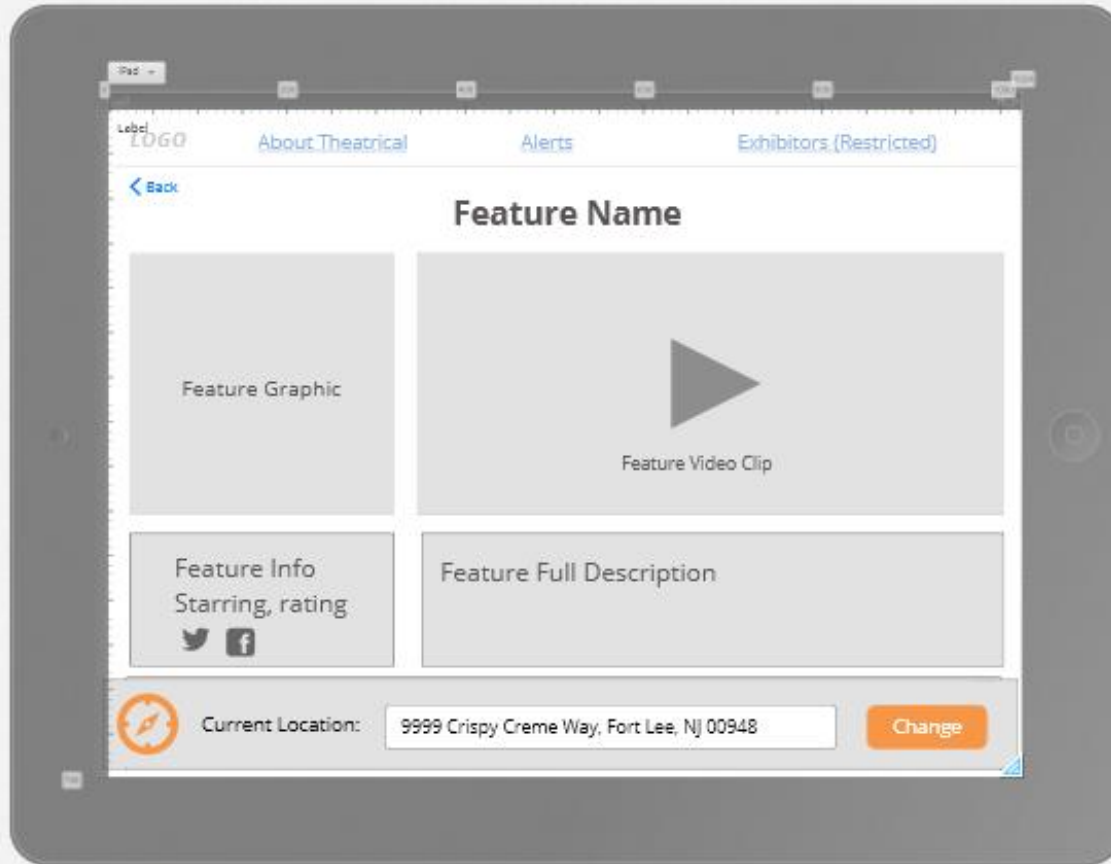
- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Jumping to the "Now Playing" Section shows everything that is currently playing in all regions in a carousel. The 'cards' contain enough information to be helpful such as rating, starring, duration, general locations (CA, FL, NJ, NY etc), etc.

User swipes or uses hot areas to advance/reverse the carousel.

Upon selection of a Feature, the user is taken to Feature Listing page which contains Set location option.

Theater Website - Now Playing Section / iPad Landscape Mode



Feature Listing page Web/
iPad Portrait

A left to right swipe takes
the user back to the listings
page (as does the Back link)
Use of 'Back' Link TBD

This page is exactly the same
as the corresponding web
page, just scaled down

Feature page contains the
same elements as the mobile
application in the order
shown on the left.

Set location area and
behavior is denoted on the
left

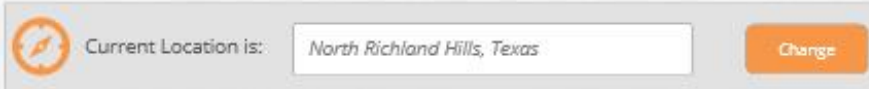
Once set location has a valid
address, the page displays
the 'Activity Indicator' and
then expands with the
Feature Listings section

Now Playing Section

- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase



When landing on Feature Page, if
Location Not Set, then display this in the
location bar area

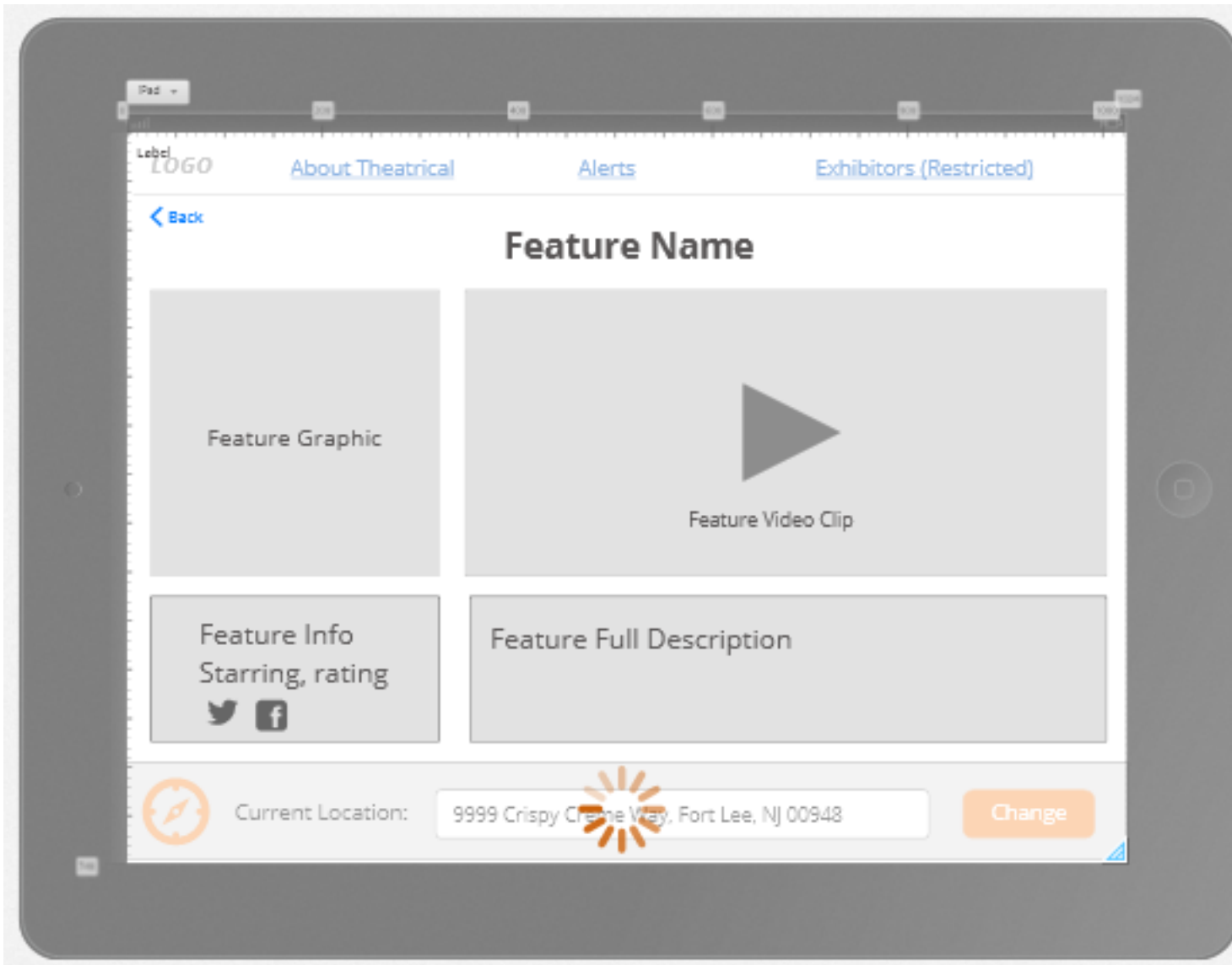


When landing on Feature Page, if Location is Set, then
display the current location and provide ability for
user to change



When user enters non-valid location return error
message and allow them to start over again

Theater Website - Now Playing Section / iPad Landscape Mode

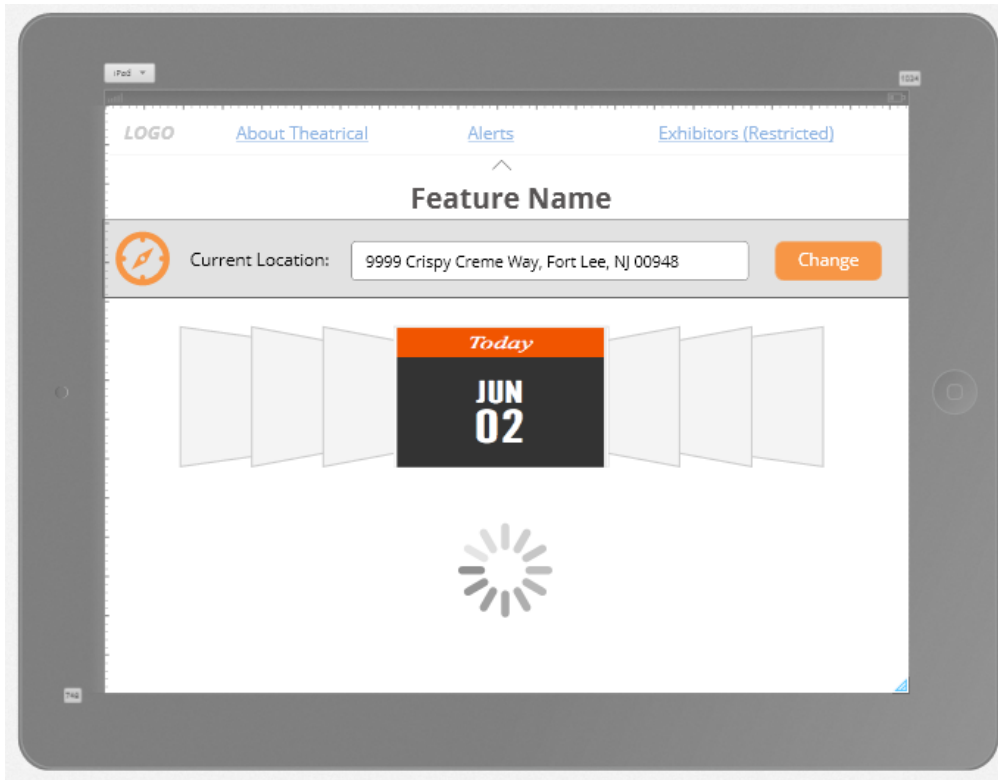


Feature Page showing the Set Location Being updated

Now Playing Section

- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Theater Website - Now Playing Section / iPad Landscape Mode



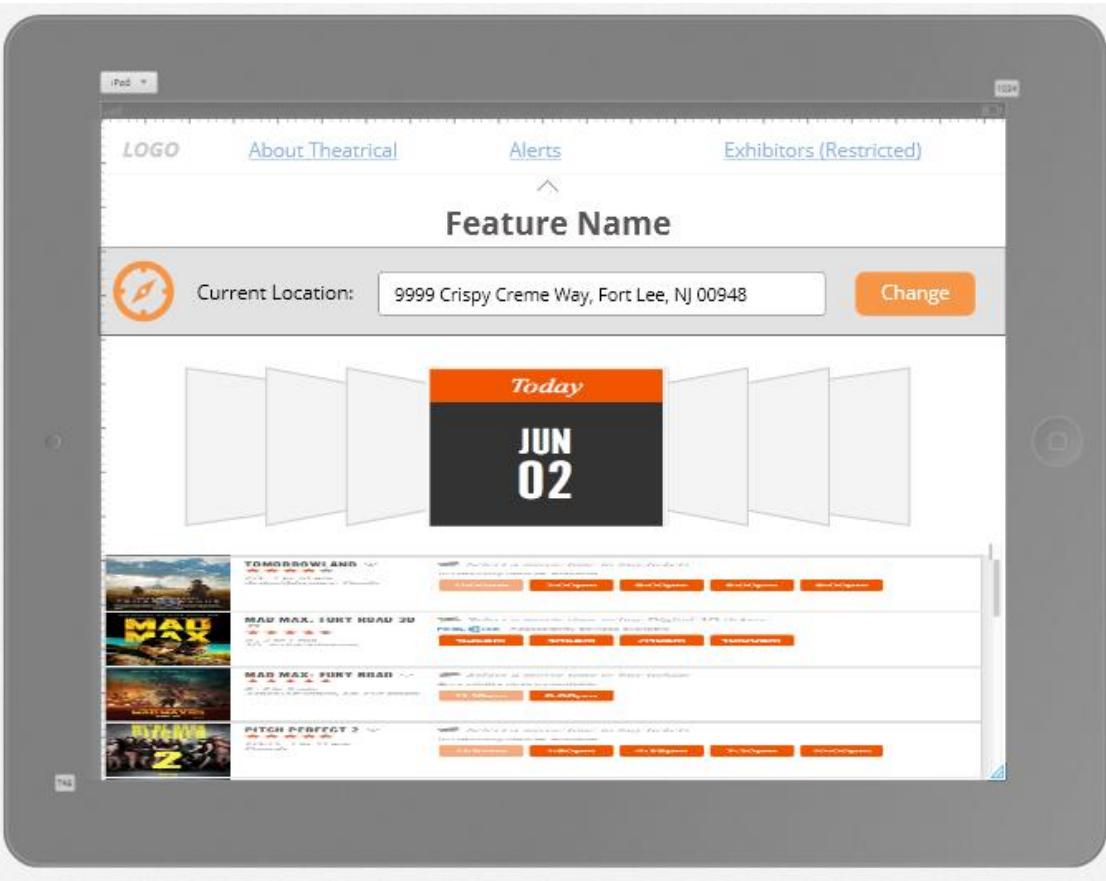
Once the location is set the date selector appears.

Once a date is selected the area below displays the Activity Indicator (the area where the feature listings will appear)

Now Playing Section

- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Theater Website - Now Playing Section / iPad Landscape Mode



Theater Listings are shown in standard format along with times of available shows for the date and location chosen

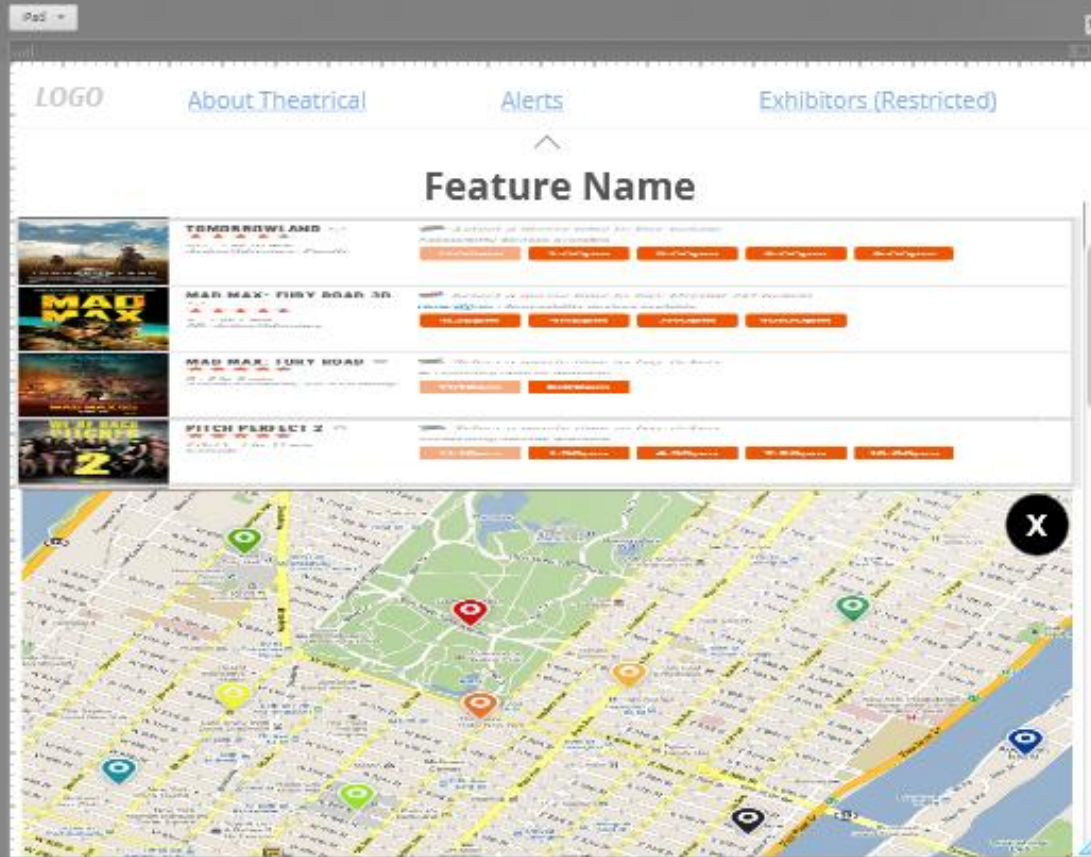
Each listing contains an icon, link (tbd) to allow for a map to be shown.

When map is activated, the page is pushed up and the map is displayed below the feature listing as shown on the next page

Now Playing Section

- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

Theater Website - Now Playing Section / iPad Landscape Mode



Example:

When map is activated, the page is pushed up and the map is displayed below the feature listing as shown on the next page

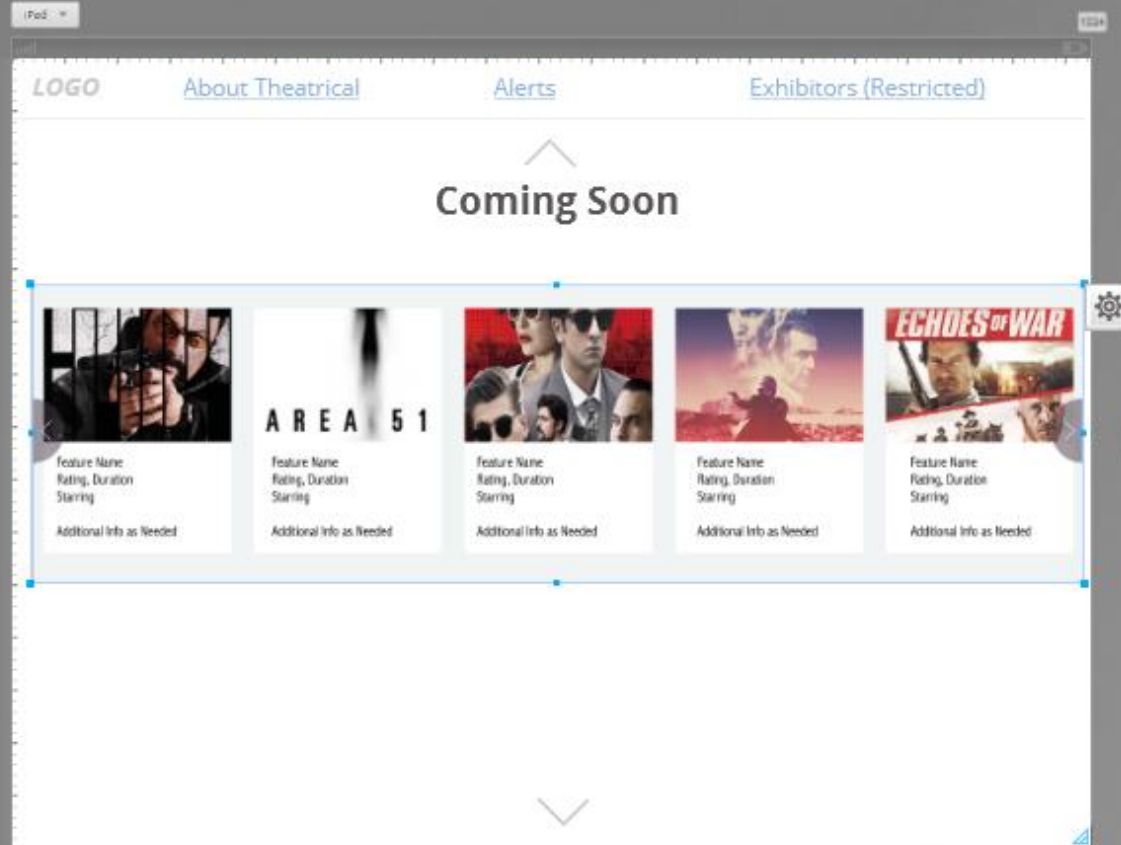
After Time is selected the website hands off to ticket sales

Now Playing Section

- Listings Carousel
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket purchase

iPad – Landscape – Coming Soon

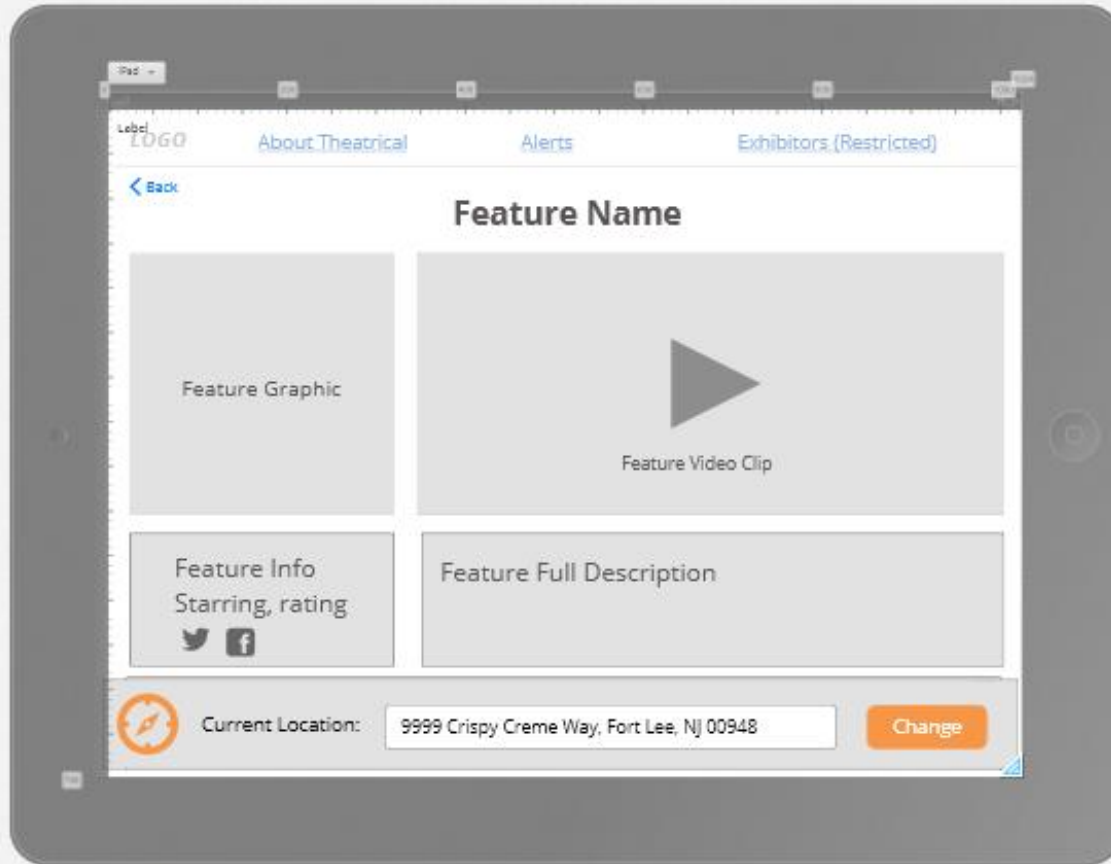
Theater Website - Coming Soon Section / iPad Landscape Mode



Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Theater Website - Coming Soon Section / iPad Landscape Mode



Feature Listing page Web/
iPad Portrait

A left to right swipe takes
the user back to the listings
page (as does the Back link)
Use of 'Back' Link TBD

This page is exactly the same
as the corresponding web
page, just scaled down

Feature page contains the
same elements as the mobile
application in the order
shown on the left.

Set location area and
behavior is denoted on the
left

Once set location has a valid
address, the page displays
the 'Activity Indicator' and
then expands with the
Feature Listings section

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing
Section*



When landing on Feature Page, if
Location Not Set, then display this in the
location bar area

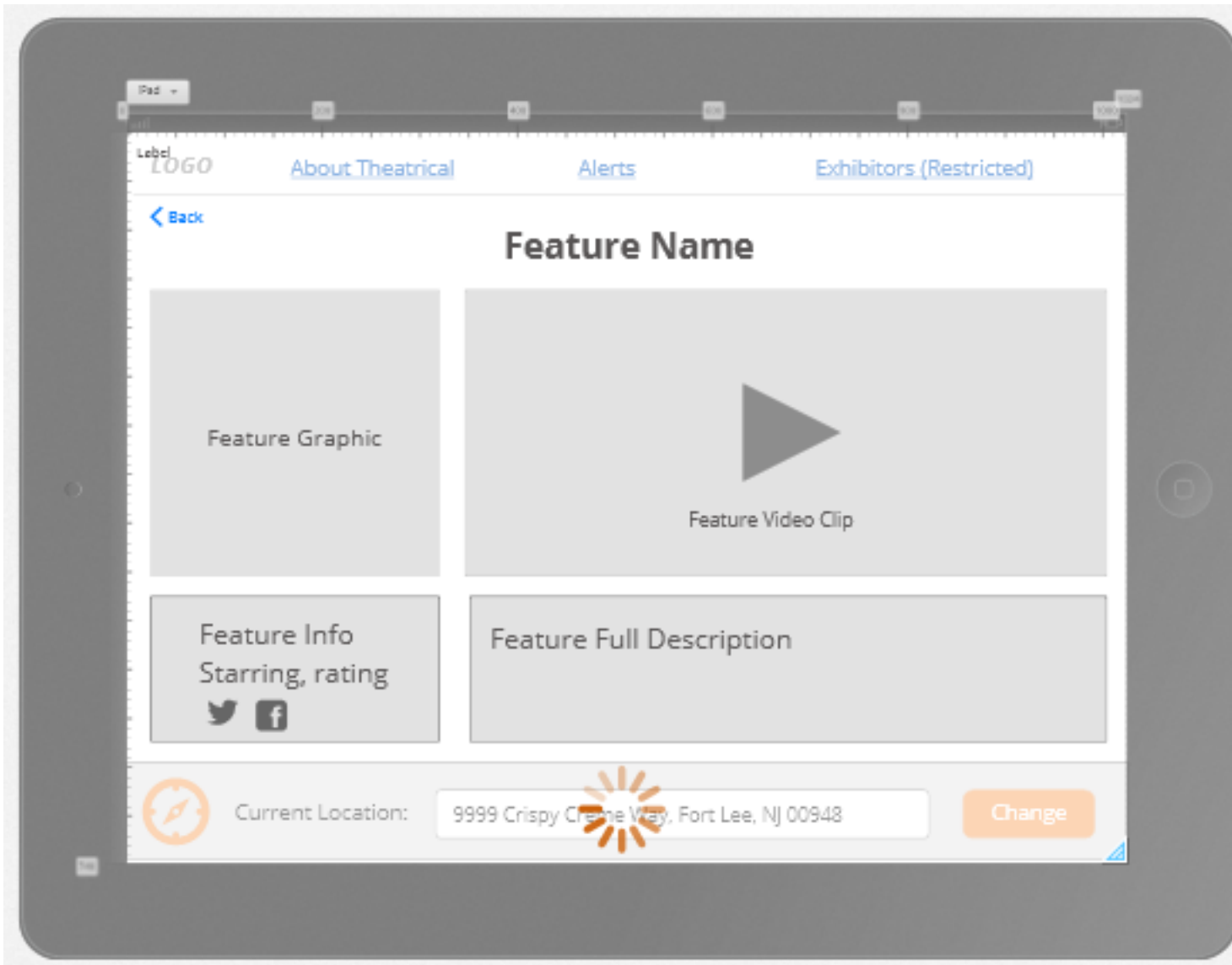


When landing on Feature Page, if Location is Set, then
display the current location and provide ability for
user to change



When user enters non-valid location return error
message and allow them to start over again

Theater Website - Coming Soon Section / iPad Landscape Mode

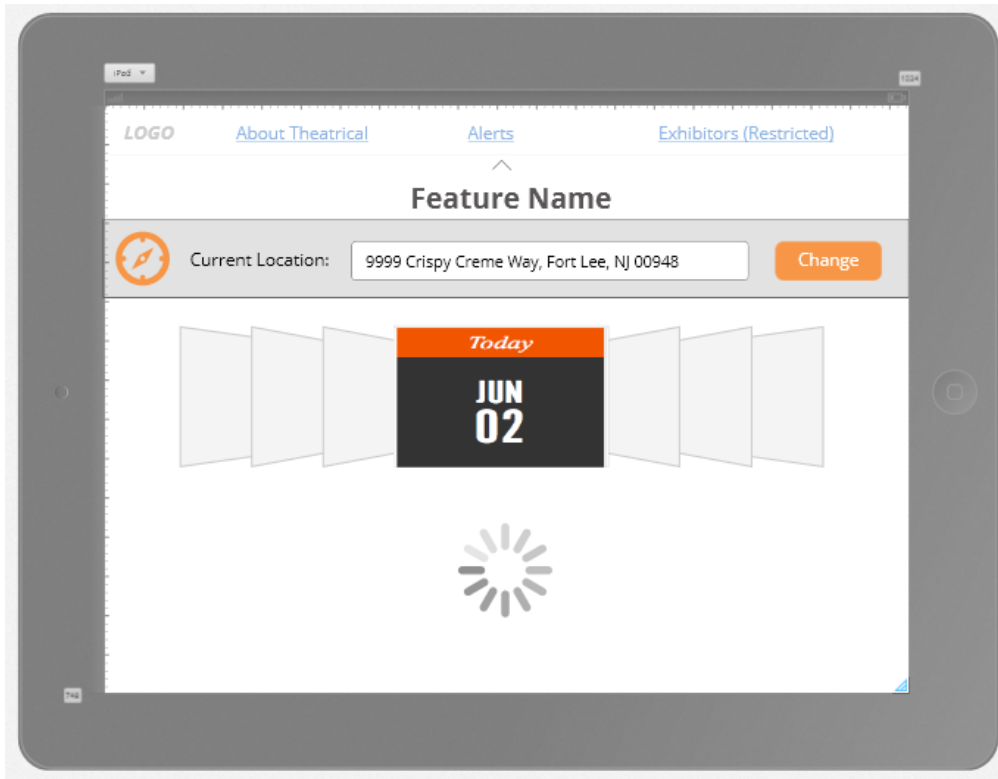


Feature Page showing the Set Location Being updated

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Theater Website - Coming Soon Section / iPad Landscape Mode



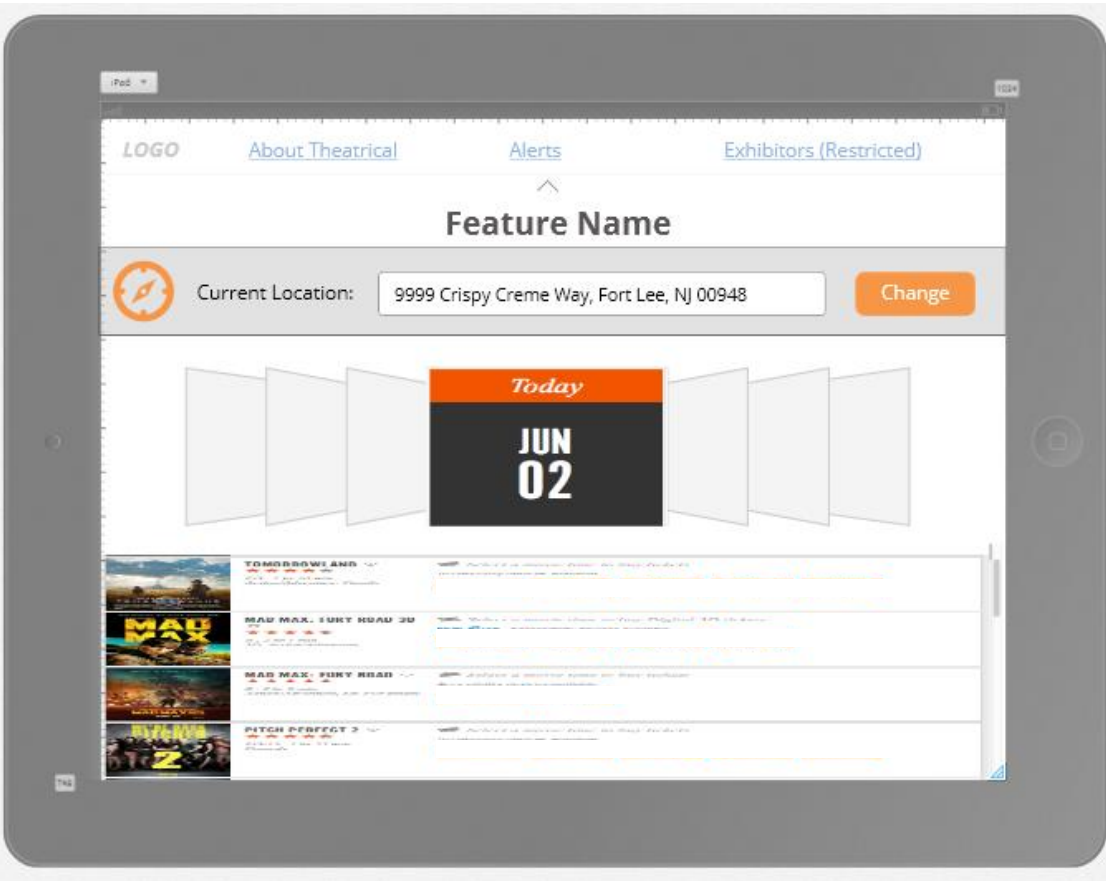
Once the location is set the date selector appears.

Once a date is selected the area below displays the Activity Indicator (the area where the feature listings will appear)

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Theater Website - Coming Soon Section / iPad Landscape Mode



Theater Listings are shown in standard format along with times of available shows for the date and location chosen

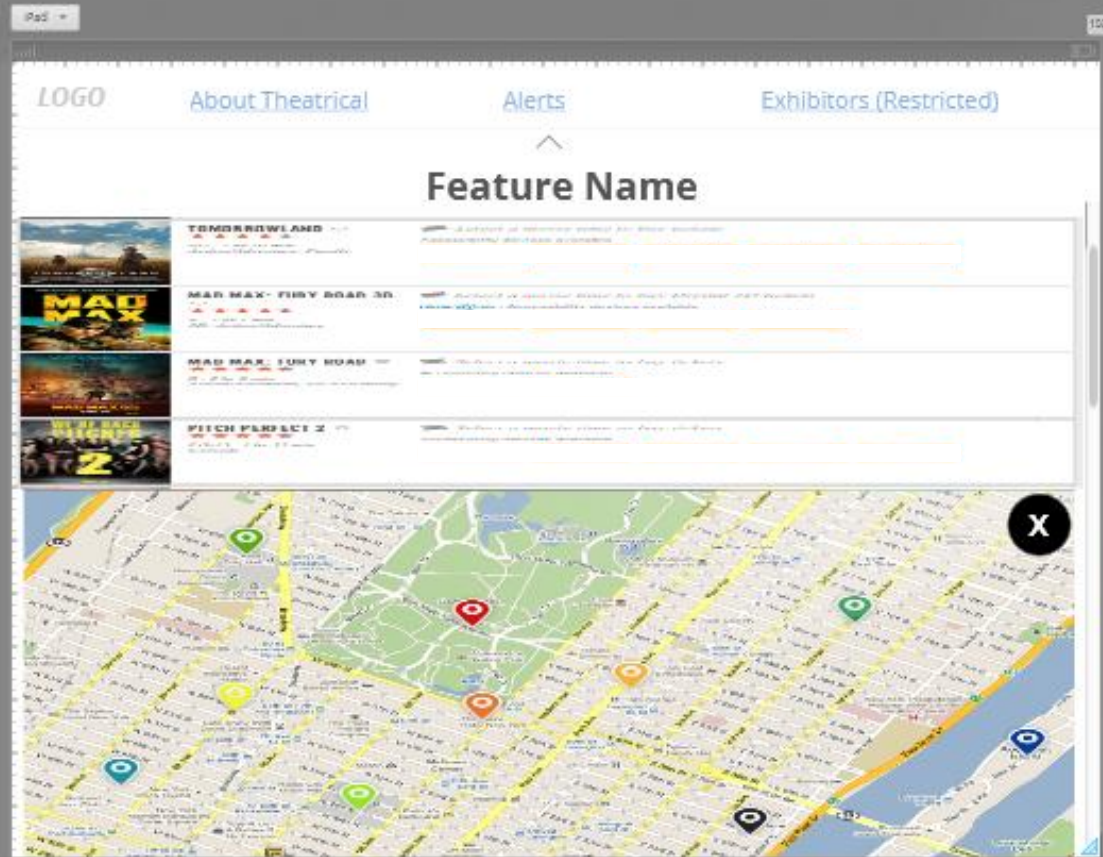
Each listing contains an icon, link (tbd) to allow for a map to be shown.

When map is activated, the page is pushed up and the map is displayed below the feature listing as shown on the next page

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

Theater Website - Coming Soon Section / iPad Landscape Mode



Example:

When map is activated, the page is pushed up and the map is displayed below the feature listing as shown on the next page

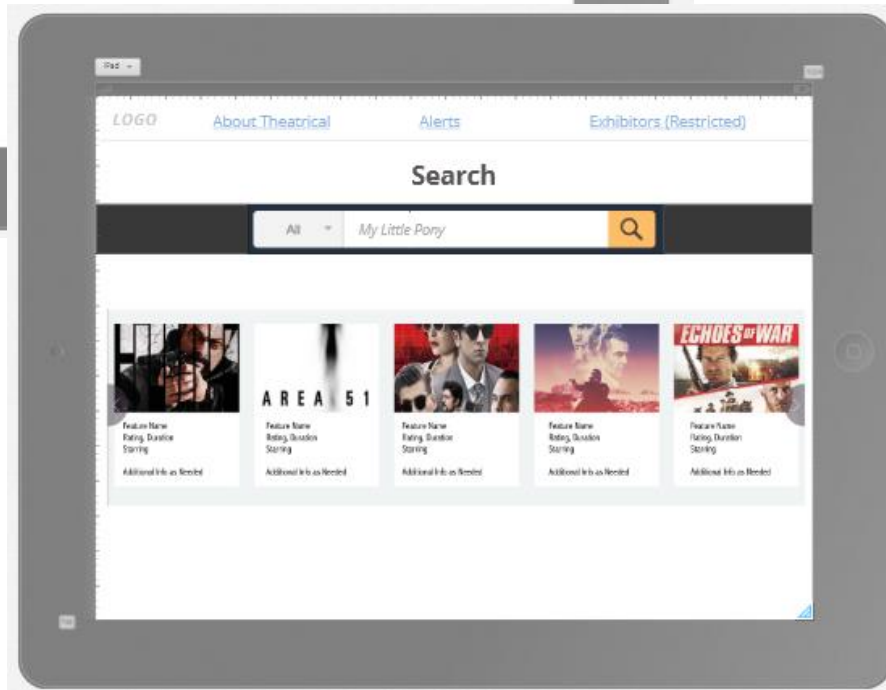
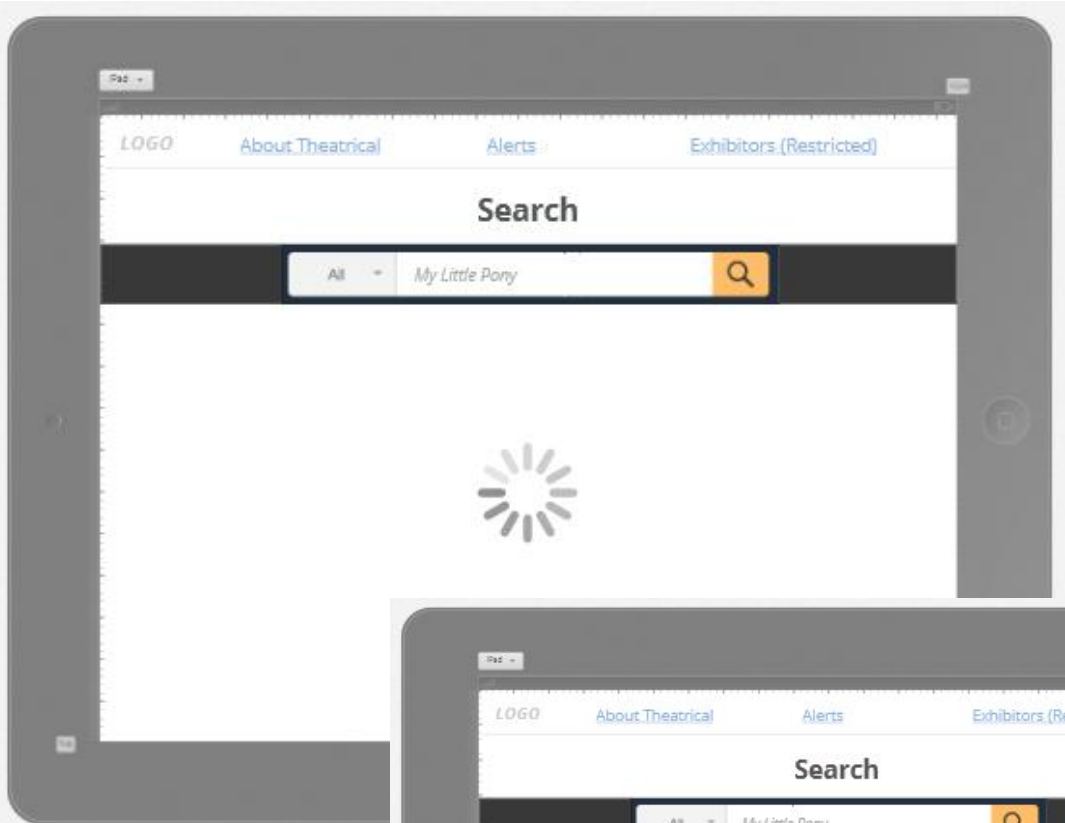
After Time is selected the website hands off to ticket sales

Coming Soon

- Listings page
- Select Listing
- Feature Page
- Set Location
- Movie Dates*
- Theater Listing Section*

iPad – Landscape – Search

Theater Website - Search Section / iPad Landscape Mode



Search

- Scoped Search
- Listings Page
- Select Listing
- Feature Page
- Set Location
- Movie Dates
- Theater Listing Section
- Movie Times
- Hand off to Ticket Purchase

The search section of the webpage contains a scoped search entry field. Drop down values are:

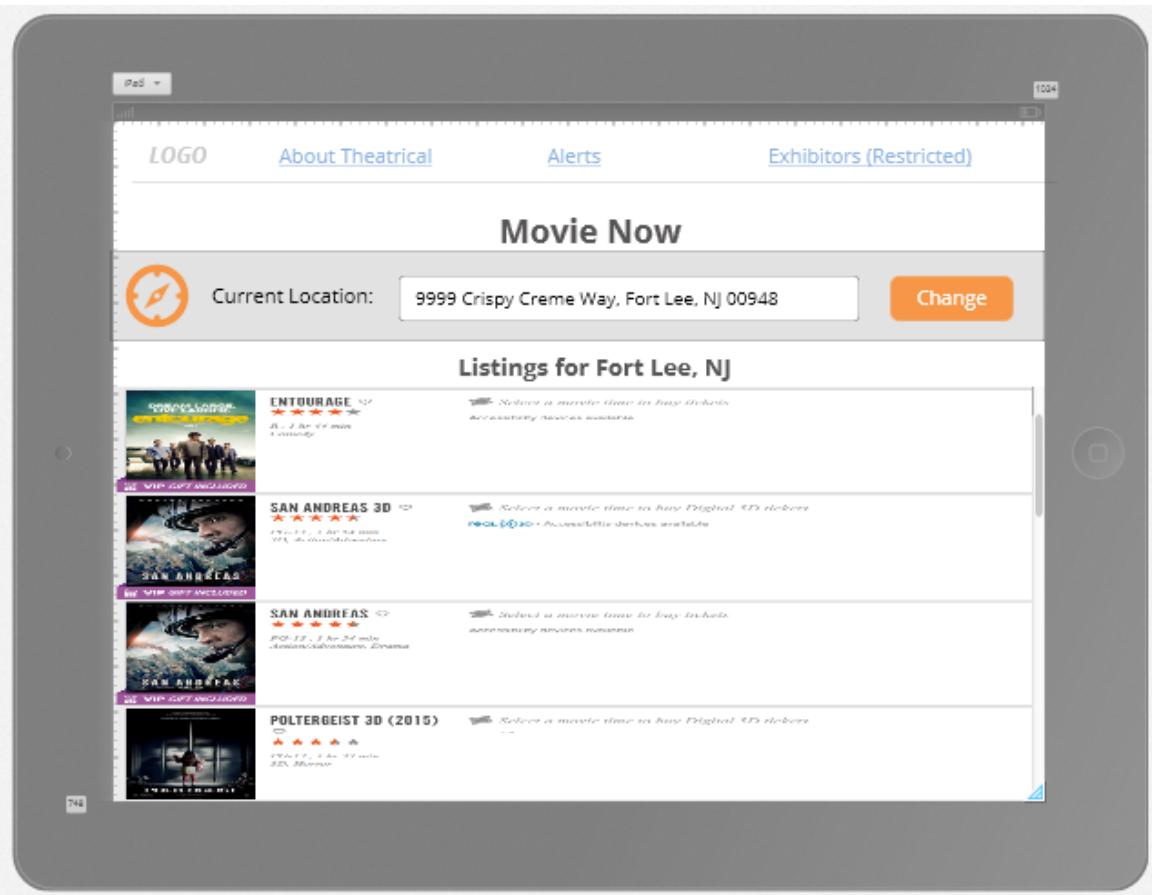
- All
- Company
- Brand
- Genre
- Title

User selects category to search and area shows Activity Indicator then a listings page in either a list or a carousel format

- IF LISTING FORMAT then proceed thru from Select Listing in Now Playing Section
- IF CAROUSEL FORMAT then proceed thru from Select Feature in Now Playing Section

iPad – Landscape – Movie Now

Theater Website - Movie Now / iPad Landscape Mode



Flow

Movie Now

- Movie Now Button
- Set Location
- Listings section
- Select Listing
- Feature Page
- Theater & Time listing
- Hand off to Ticket purchase

Movie Now functionality is a fast path to locating a movie near the user within a 24 hour period based off the device system clock and within 100 miles of the user's current location.

Upon activation the location information and time information is used to gather a feature list that is ordered from (a) Nearest to farthest to the user's location and (b) Soonest to Latest in a 24 hour time period.

Priority of listing is Nearest, then Soonest.

Behavior of "Set Location" function stays the same

Once listing is selected it goes directly to Feature page (w/o Set Location) and gives Theater & Time Listings