



IMDb LAUNCHES ANDROID TABLET FOR HONEYCOMB OS AND UPGRADED ANDROID PHONE APP

What's The News?

As the next extension of IMDb's "Everywhere" initiative, IMDb today (July 12, 2011) launched an Android Tablet app. The IMDb app is optimized for Honeycomb OS.

- IMDb is making a significant commitment to its 'IMDb Everywhere' initiative, expanding the IMDb footprint across the web and onto emerging technologies and platforms.
- IMDb customers want to engage with IMDb's comprehensive and authoritative entertainment content anywhere they are and from any device or platform.
- IMDb is committed to providing the best mobile experience for choosing, finding and consuming entertainment.

Additionally, on July 12, 2011, IMDb also released the next version of its Android phone app, featuring these popular new features: login, ratings, Watchlist, magical search, and an enhanced Showtimes experience.

About IMDb's Android Tablet App:

- IMDb is the world's largest collection of movie, TV and celebrity information, and has the leading app for Android to find US showtimes, watch trailers, browse photo galleries, get US TV listings, find latest DVD and Blu-ray releases, explore popular charts and share movie information.
- IMDb aims to list every detail about every movie and TV show ever made, including who was in it, who made it, the plot, user ratings, trailers, photos, reviews, quotes, goofs, trivia and much more.
- The IMDb Android tablet app includes much of the functionality of IMDb's other popular apps, featuring movie trailers and breaking entertainment news from hundreds of media outlets. You can access international movie showtimes for 13 countries and share updates on both Facebook and Twitter from within the app.

IMDb's Android Phone App NOW Enables Users To:

- Login and rate movies: rate movies from 1 (awful) to 10 (great).
- Create and maintain a Watchlist to track/manage movies and TV shows that you want to watch.
- Conveniently access enhanced Showtimes listings: Search for movie theaters based on distance from your location.
- Use Magical Search: Get search results as you type.

Images

Images have been sent via email.

Link to Download:

<https://market.android.com/details?id=com.imdb.mobile>

Recent IMDb "Everywhere" Milestones

- IMDb's Android app has now been installed by more than 7.5 million users worldwide.
- To date, there have been more than 21 MM installs of IMDb mobile apps (iOS, Android and WP7) worldwide.
- IMDb's mobile properties have more than 25 MM monthly visitors.



MORE INFORMATION:

To learn more about IMDb's mobile offerings, go to: <http://imdb.com/apps/>