



# Filmoteka 1.0 for iPhone and iPod Touch Catalogs Movies Using Kinopoisk (report)

**Objective:** Inform iPhone and iPod Touch users about the availability of a mobile application for cataloging a collection of home movies

**Target audience:** Home users who have iPhone or iPod Touch

**Category:** Mobile application

# Press-Release Publications

<http://www.ixbt.com/news/soft/index.shtml?14/00/87>

**ixBT.com** is the largest web portal about information technologies. The average audience is **200,000** visitors per day. The core of the audience consists of highly educated professionals who are empowered to make decisions or recommend a purchase of a particular product.



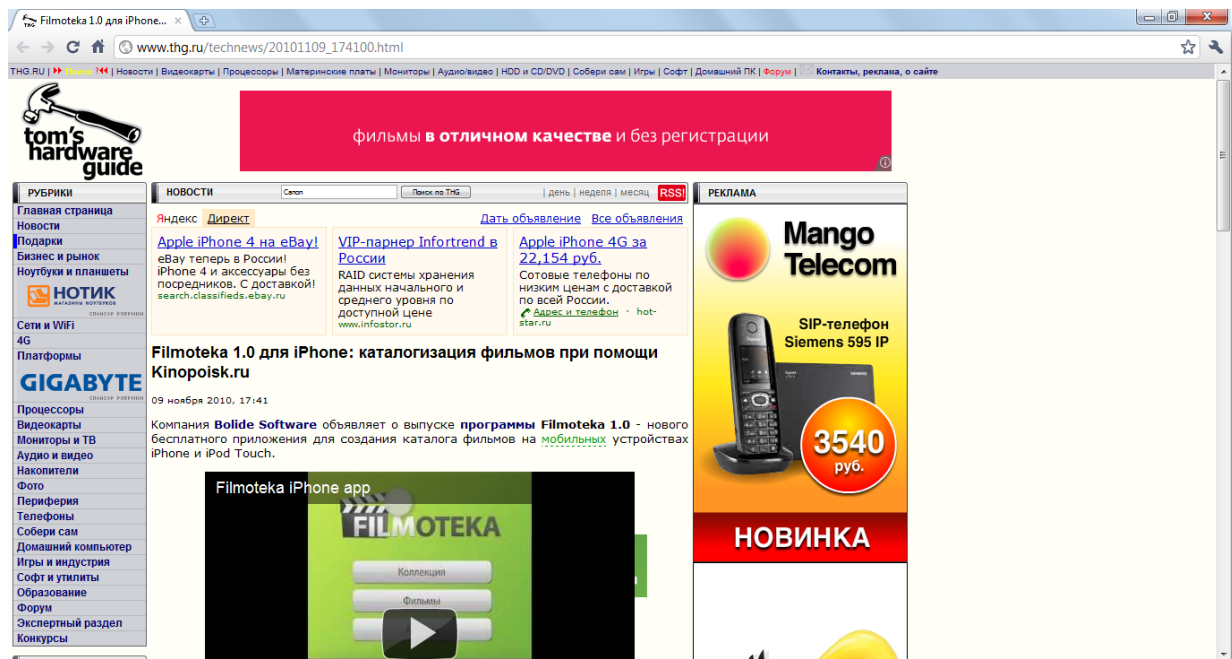
<http://4pda.ru/2010/11/10/31938/>

**4PDA.ru** is a popular portal on mobile phones using Apple iOS, Android OS, Windows Phone 7 and Windows Mobile. The average audience is **206,000** visitors per day.



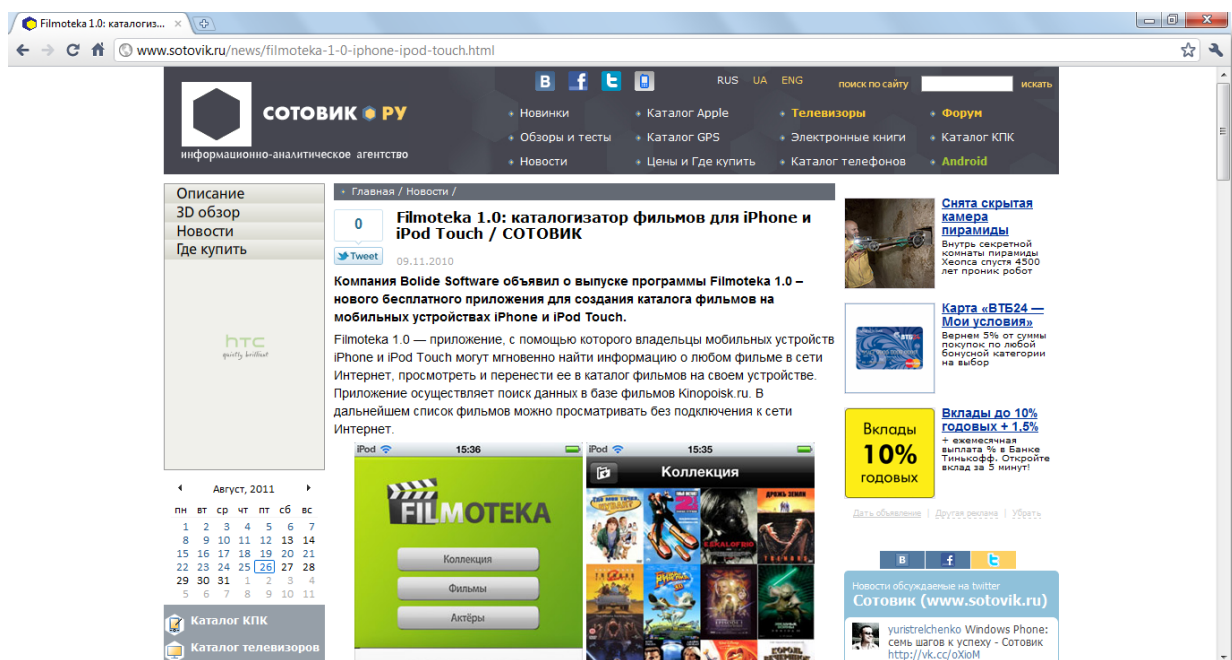
[http://www.thg.ru/technews/20101109\\_174100.html](http://www.thg.ru/technews/20101109_174100.html)

Tom's Hardware Guide is among the three most popular online editions in Russian internet targeted at consumers and professionals and dedicated to modern technologies, smart electronics and related technologies. The average audience is **65,000** visitors per day.



<http://www.sotovik.ru/news/filmoteka-1-0-iphone-ipod-touch.html>

Sotovik is a popular news portal about mobile phones. The average audience is **45,000** visitors per day.



<http://www.cybersecurity.ru/press/107419.html>

CyberSecurity.ru is a popular portal about high-tech, science, IT, telecom and information security.



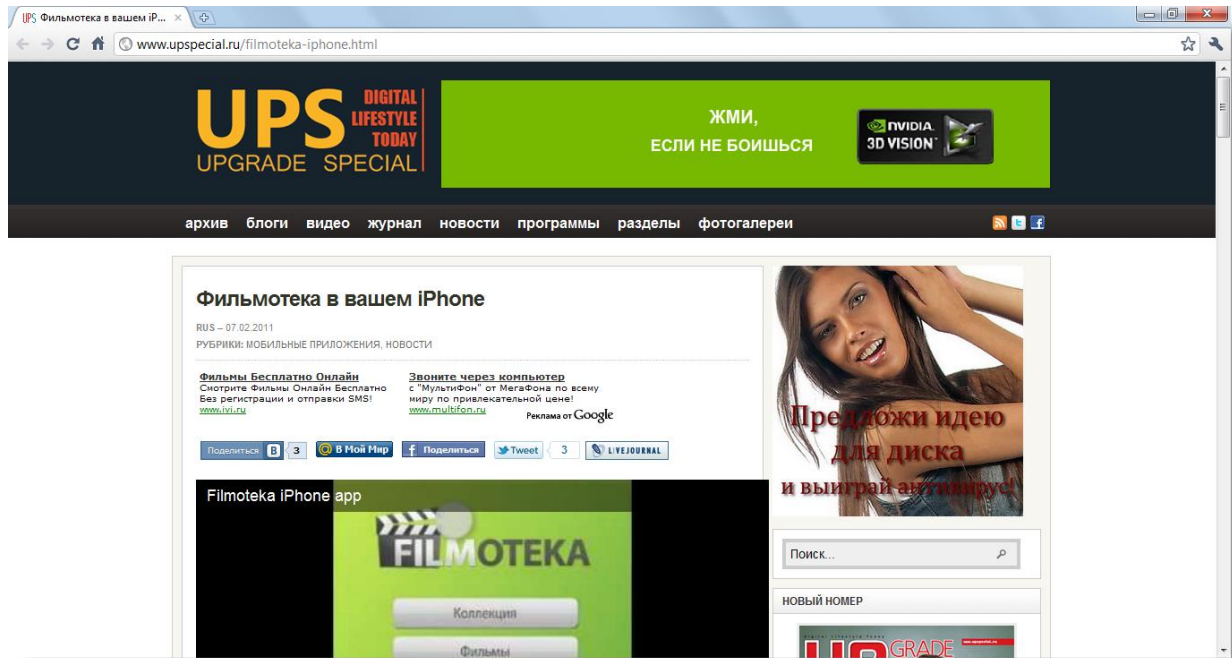
<http://megaobzor.com/filmoteka-mobile-prototip-all-my-movies-for-iphone-ipod-touch.html>

MegaObzor.ru is a news and reviews portal about computers, mobile phones, internet and software. Over **25,000** active users from around the world. The average audience is **16,000** visitors per day.



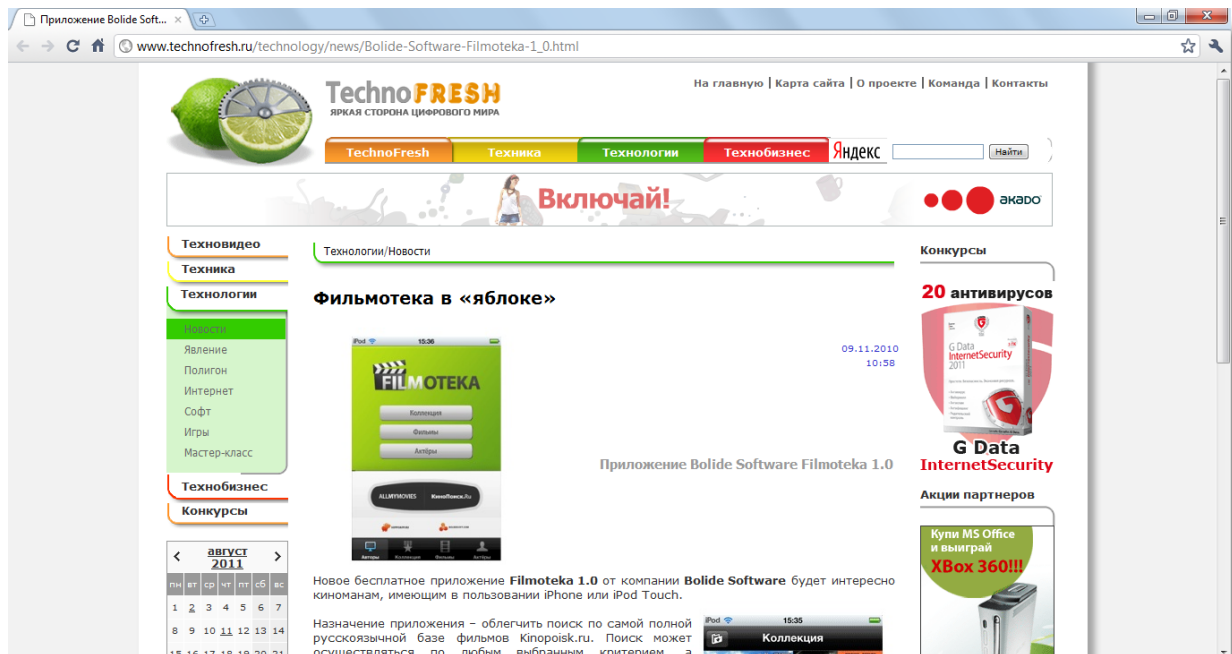
<http://www.upspecial.ru/filmoteka-iphone.html>

Upgrade Special is a portal of a popular computer magazine. The audience is over **2,000** visitors a day.



[http://www.technofresh.ru/technology/news/Bolide-Software-Filmoteka-1\\_0.html](http://www.technofresh.ru/technology/news/Bolide-Software-Filmoteka-1_0.html)

TechnoFresh is a news portal about new gadgets, software and internet.



<http://www.handy.ru/a/2010/11/09/8405.html>

Handy.ru is a popular news portal about mobile phones and technologies.

The screenshot shows the Handy.ru website interface. At the top, there's a navigation bar with the site logo and a search bar. Below that, there's a main header with the text "ОПТИМУМ ГИС мониторинг и контроль" and "GPS мониторинг транспорта и мобильного персонала". The main content area features a news article titled "9 ноября 2010г. Filmoteka: каталогизатор фильмов для iPhone" with a sub-link "версия для печати". The article text describes the app developed by Bolide Software, highlighting its features like offline viewing and search capabilities. To the right of the article, there are several advertisements, including one for "Антисоциальная Сеть Novius" and another for "Хочешь квартиру почти даром?". At the bottom of the article, there's a section titled "Коллекция" showing a grid of movie covers from the app.

<http://www.bybanner.com/article/17240.html>

BYBANNER.COM is a news portal about information technologies in Belarus.

The screenshot shows the BYBANNER.COM website interface. At the top, there's a navigation bar with the site logo and a search bar. Below that, there's a main header with the text "Фильмы Бесплатно Онлайн" and "Смотрите Фильмы Онлайн Бесплатно Без регистрации и отправки SMS!". The main content area features a news article titled "2010-11-09 10:00:34 Создан бесплатный каталогизатор фильмов для iPhone и iPod Touch" with a sub-link "версия для печати". The article text describes the app developed by Bolide Software, highlighting its features like offline viewing and search capabilities. To the right of the article, there are several advertisements, including one for "APPLE iPod 1 за 8,845 руб." and another for "Новости интернета". At the bottom of the article, there's a section titled "Аналитика" with a sub-link "Алексей Шабловский".