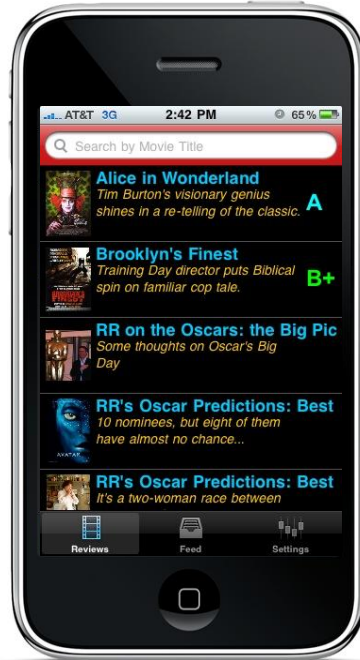




Richard Roeper & The Movies | IPHONE MOBILE APPLICATION



Background:

Richard Roeper is an American columnist and film critic for The Chicago Sun-Times. He was the co-host of "Ebert & Roeper" for eight years, and he has won three Emmys for his commentaries with Fox-TV in Chicago. Roeper has written eight books on movies and popular culture. He is also a regular contributor to the Reelz Channel and his movie reviews appear on RichardRoeper.com and on the Starz channel. Recently, Richard Roeper turned to Americaneagle.com to develop an iPhone™ application to coincide with his new website, which was also developed by Americaneagle.com.

Goals:

Richard Roeper was looking for a way for users to be able to access his movie reviews from a mobile platform. With the boom in iPhone™ sales recently, Richard Roeper decided to partner with Americaneagle.com to create an application that would bring his movie reviews from his website into a mobile environment, and available for download onto an iPhone™, iPod touch®, or iPad®.

Strategy/Results:

Americaneagle.com worked closely with Richard Roeper to design and develop his newest mobile application, "Richard Roeper & The Movies." The new application includes a search tool for quick movie look up, integrated RSS feeds, and high-quality full-screen videos of the critic's movie reviews. In addition, Americaneagle.com utilized the iPhone's built-in GPS to enable users to locate the nearest theatres and find show times for movies. The application is now available for download through Apple's online application store and has thus far been downloaded over 5,000 times.