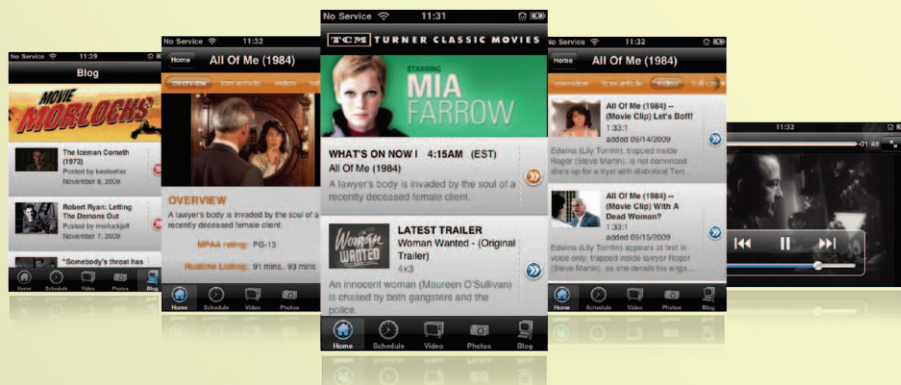




Client
TCM

App Name
TCM

Platforms
iPad, iPhone, Android,
Blackberry, Symbian



Challenge

Turner Classic Movies (TCM) required a connected mobile application that provided fans with daily schedule and blog and full access to movie reviews, galleries, video clips, and trailers.

The application needed to be distributed across multiple application stores to maximize revenue generating opportunities.

Execution

OpenText (formerly weComm) solutions teams worked closely with TCM to deliver a compelling user experience that provides quick and easy access to content.

The design was implemented using OpenText design tools to offer a consistent end-user experience, supporting both touch and non-touch devices and adjusting automatically to support various device layouts and resolutions.

The implementation delivers a dynamic home page detailing what's on now, a channel schedule where end users are able to customize the view based on their region, and video, photo galleries, and TCM's own blog.

Results

A top-class Video On Demand service enhanced with access to a massive library of additional movie content information, reviews, blogs, galleries, and full movie trailers and video clips.

The application delivers content directly from TCM's content management system enabling them to simultaneously highlight campaigns shown on the TV channel.

OpenText continues to work with TCM on a roadmap of features for exciting new services.

About OpenText

OpenText, an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. OpenText supports millions of users in 114 countries and leads mobile technology with a native mobile software platform called "Wave". Wave enables the creation, delivery, and control of rich-media, content-focused mobile applications.