

Project name: CG App

Screen title: Downtown, NYC

Screen #: 1/4



**Graphic info:**

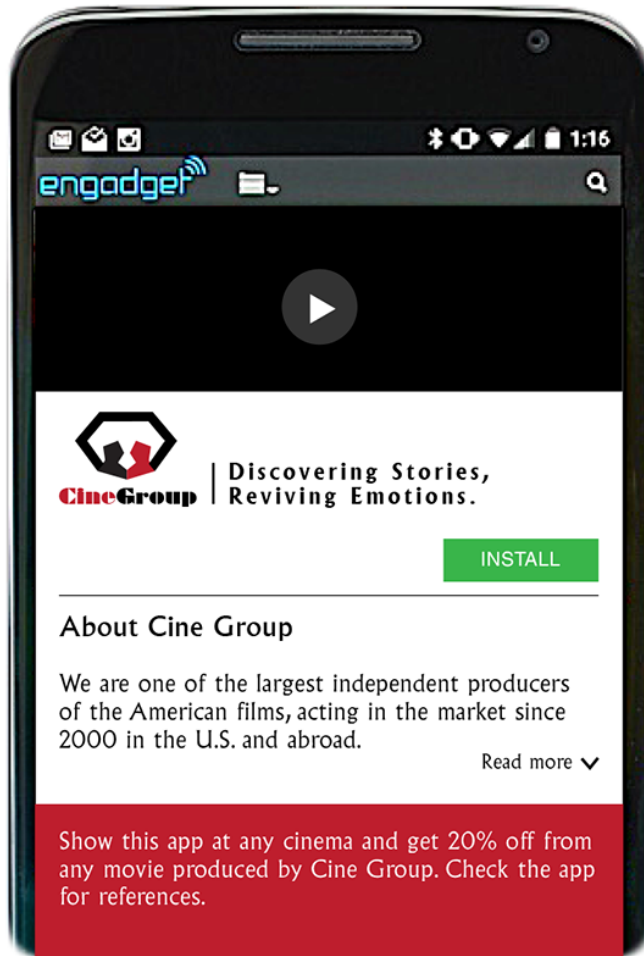
The phrase **discover a story** is a sticker placed at 10 of the busiest sidewalks in NYC's downtown. Next to it, the QR code also in form of a sticker takes the viewers to download the Cine Group app for free.

**Navigation:**

Catching the attention of pedestrians: NEXT:  
Downloading the app 2/4

**Reviewer comments:**

**Audio:**  
No audio will be used.



**Graphic info:**

The app is only informative. Before installing the app, the user can watch a video with short movie scenes that the company produces. And it tells them right away, in red, the benefit they get.

**Navigation:**

Showing the benefit to have users download the app:  
NEXT: Top Half of The App 3/4

**Reviewer comments:**

**Audio:**

Sound will come once the play button is pressed.

Project name: CG App

Screen title: Top Half of The App

Screen #: 3/4



**Graphic info:**

At the very top, the app shows what the company is about, and it tells the user the latest news about future projects.

**Navigation:**

The user becomes informed about Cine Group: NEXT: Bottom Half of The App 4/4

**Reviewer comments:**

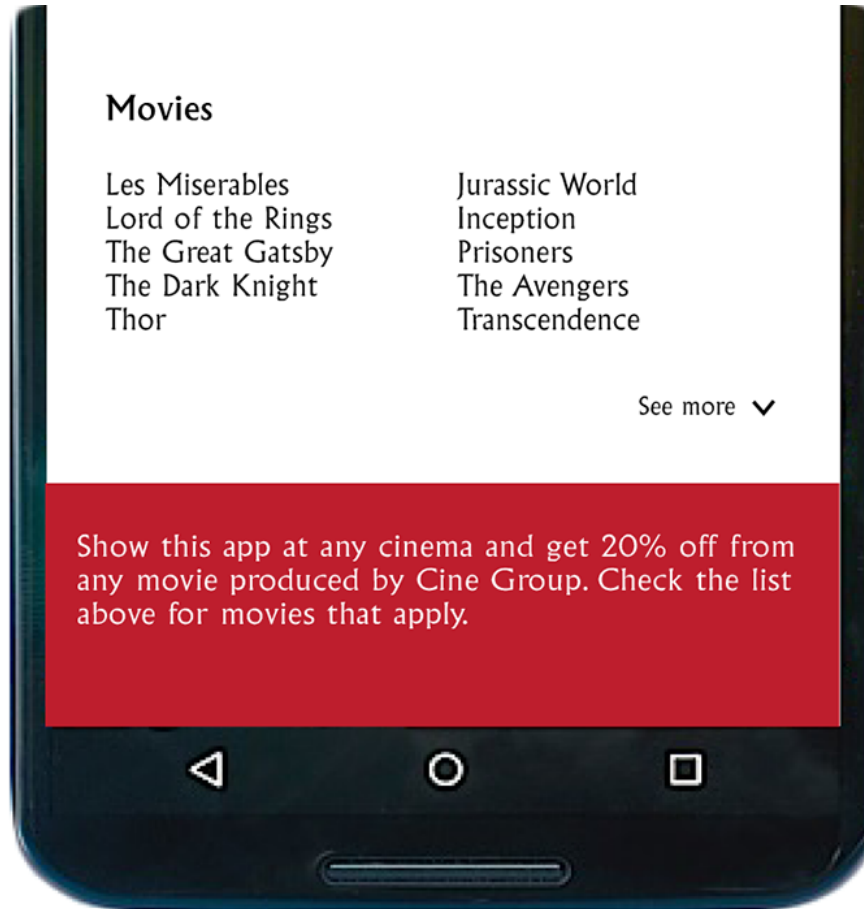
**Audio:**

Music from CG movies will play randomly in the background.

**Project name:** CG App

**Screen title:** Bottom Half of The App

**Screen #:** 4/4



**Graphic info:**

It shows all the movies produced by the company. It also advertises a permanent 20% off that applies only to movies produced by Cine Group at any cinema.

**Navigation:**

The app carries the user through out just enough information. This allows them to read every section clearly.

**Reviewer comments:**

**Audio:**

Music from CG movies will play randomly in the background.