

## **i.TV Launches Movie and TV Guide for the iPhone and iPod touch**

*i.TV combines a comprehensive visual media guide, user community features and the ability to stream movie trailers and television previews*

PALO ALTO, CA—October 7, 2008—i.TV ([www.i.tv](http://www.i.tv)) today announced the launch of a movie and TV guide service for the iPhone and iPod touch.

“i.TV makes it easy to discover television and movie programming options, share entertainment information with friends, and access media anywhere you can take an iPhone or iPod touch,” said Brad Pelo, i.TV’s founder and chief executive officer. “When Apple announced that it would allow third parties to develop applications for the iPhone and iPod touch, we saw an opportunity to leverage the powerful capabilities of Apple’s devices to create a new kind of media discovery utility. In order to make such a tool viable, we forged a strategic partnership with TV Guide because we knew they could provide our users with the best and most comprehensive media guidance information. We are confident those who use i.TV will be pleased with the result.”

“We are excited to see end user options for enjoying digital media continue to expand and believe that users should have a robust experience regardless of device or location,” said Corey Ferengul, executive vice president of marketing, Macrovision. “We believe that having Macrovision’s TV Guide solutions as part of i.TV’s offering will help enhance the end user experience.”

### **Features**

i.TV presents users with relevant and up-to-date TV and movie listings based on their current location and other customizable profile settings. The service provides rich background information for most programs, including celebrity photos, biographies, show synopses, ratings, and reviews. i.TV also gives users advanced sort options that make it easy to organize television listings according to categories such as channel, show, and genre. Additionally, customers can use built-in filtering capabilities to exclude information from their listings, such as adult content.

i.TV includes a number of community-focused features that enable users to discover programming and socialize around entertainment. Customers can also use i.TV to recommend shows through an email alert to friends. The application allows users to give shows star ratings, write their own reviews, and respond to reviews written by other members of the i.TV community.

i.TV also has the capability to deliver entertainment directly to the end user. Using the iPhone or iPod touch, i.TV’s customers have access to a large selection of movie trailers and television previews that can be streamed directly to their device.

### **Pricing & Availability**

i.TV is a free download for the iPhone and iPod touch, available exclusively in the US and Canada from the [iPhone App Store](http://iPhoneAppStore). For more information about i.TV, please visit [www.i.tv](http://www.i.tv).

### **About i.TV**

i.TV (pronounced i-dot-TV) develops innovative media guidance services that help people discover, share, and consume media. i.TV was founded in April 2008 and has offices in Palo Alto, CA and Park City, UT.

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