

# Screen for iPhone®

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Netflix Video Content Discovery Platform to Tailor, Profile and Personalise Content to YOU

London, UK — May 26th 2016 — Gourmet Pixel, a leading app development and design studio, today released Screen, an app for iPhone® and iPod touch®, allowing users to search, tailor and personalise Netflix UK content, with 3D touch capability to “preview” trailers right from the movies list.

“Ever sit down to watch something on Netflix and find there’s nothing you want to watch? All you can find is content you have already watched or don’t like?” said Darren Lynch, Co-Founder, Gourmet Pixel. “It’s a common issue, with literally thousands of shows and films to search through. We developed Screen for UK Netflix content as we saw a need to tailor and discard content that is or isn’t of interest to the individual, cutting the time spent searching, with the added ability to build an ongoing profile of relevant content to the user.”

Screen enables the user to build a profile tailored to your personal viewing preferences, to discover content filtered by Genre and Sub-genre, along with highlights such as “Just Added”, “Coming Soon”, “Leaving Soon” and the most popular “Top 20” shows.

Screen has been a work in progress until now, garnering user feedback to ensure the user experience simply, but effectively, reflects how we intuitively search and view content.

“Screen is a powerful and sophisticated platform with the ability to extend to other content platforms,” said Darren Lynch. ‘We’ve launched Screen for Netflix UK in the first instance, showcasing the initial feature functions, with the view to extending into additional countries with increased functionality”.

## Screen Features

- Provides alerts when new content is added to Netflix UK
- Up to the minute updates on shows and movies about to leave Netflix UK
- Tap for more information such as description, trailer, runtime, age rating and year of release. Owners of iPhone 6S or 6S Plus can take advantage of 3D touch to “preview” trailers right from the movies list
- Provides sneak peaks at new movies and shows that are due to hit Netflix UK – with the ability to set reminders for when they air
- Save movies and shows to “My Collection”. Saved content can be viewed by genre, making it easier to find
- Search capability by Actor, Director or Title

•Cut out the clutter by trashing any content you don't like, so you don't have to search through or view it again

Screen is available on the App Store for FREE. Screen is designed for iPhone and iPod touch. Screen requires OS 7.0 software or newer.

Please download Screen here:

<http://apple.co/1VgyJqS>

Screenshots, icons and other supporting images are available for download here:

<http://www.gourmetpixel.com/screen/screen-press-kit.zip>

More information can be found at: <http://gourmetpixel.com/screen/>

#### About Gourmet Pixel

Gourmet Pixel have been designing and developing native apps since 2008, working with clients such as Electronic Arts, AVON, Rolls-Royce and Virgin. The types of apps we create vary across many fields, from medical to promotional, restaurants, retail, automotive and hospitality. We work with brands, startups and also agencies to help bring interactive offerings to their clients - from concept work and prototyping right through to UX /UI, Design, Development, QA and Distribution.

<http://www.gourmetpixel.com>

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