

## FilmCrave Develops API to Syndicate Reviews, Launches First Partner

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FilmCrave, an award winning movie social network, announces their first syndication partnership with HiDefDVD.com. HiDef offers more than 150,000 titles and features both new and hard to find Blue Ray and DVD movies. HiDef showcases FilmCrave movie reviews, trailers, ratings, and other information on their website to enhance the customer experience. “Showcasing FilmCrave’s information gives the customer a better understanding of the quality of the movie, thus encouraging them to make more purchases.” said HiDefDVD.com Manager Shaun. “Hopefully customers will buy from and visit HiDefDVD.com more often.”

This partnership was made possible by the addition of a new FilmCrave developer API. The API allows other developers to utilize FilmCrave’s unique content such as member movie reviews, movie plots, and movie ratings. The API also provides cast data, movie trailers and release dates. The API was built with the highest simplicity standards. From the initial partnership, HiDefDVD.com displayed FilmCrave information in less than a week, demonstrating how easy it is to get started with the API.

The HiDef integration of movie data shows how other websites can benefit from such unique and plentiful content. “Social networks aren’t known for sharing data with other sites. We wanted to prove that we’re truly an entertainment website and not just a social network,” stated Alex Olson, Co-Founder of FilmCrave. “The hope is that other movie sites, such as theater companies and DVD rental places, will embrace the FilmCrave API to enhance their users’ experience, improving brand loyalty.”

FilmCrave is the only movie social network that fully integrates user interaction with movie reviews, movie lists, trailers, DVDs, movie polls and an innovative movie forum. FilmCrave’s awards include being named one of the top 21 places to visit when you’re sick of Facebook on switched.com, best in category on ovguide.com, and many others.

The developer API is now open to the public. Interested parties are encouraged to visit [filmcrave.com/api.php](http://filmcrave.com/api.php).

FilmCrave.com is a unique social networking site dedicated to movies and movie lovers. As a niche based social media site, they allow users to create organized top movie lists, write helpful movie reviews - while at the same time integrating with social networking functions. Members are easily able to make friends by commenting on their profile, discussing their reviews, and browsing the latest member movie reviews and movie lists. The website is designed with both intuitive member usability and compliant adverting standards. FilmCrave is the perfect blend of rich, user functionality and descriptive, helpful movie interaction. FilmCrave (owned and operated by ImaJAN Media, LLC) is privately-held and located in Lee's Summit,

MO.

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[You can find this press release here](#)