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Google I/O 2013



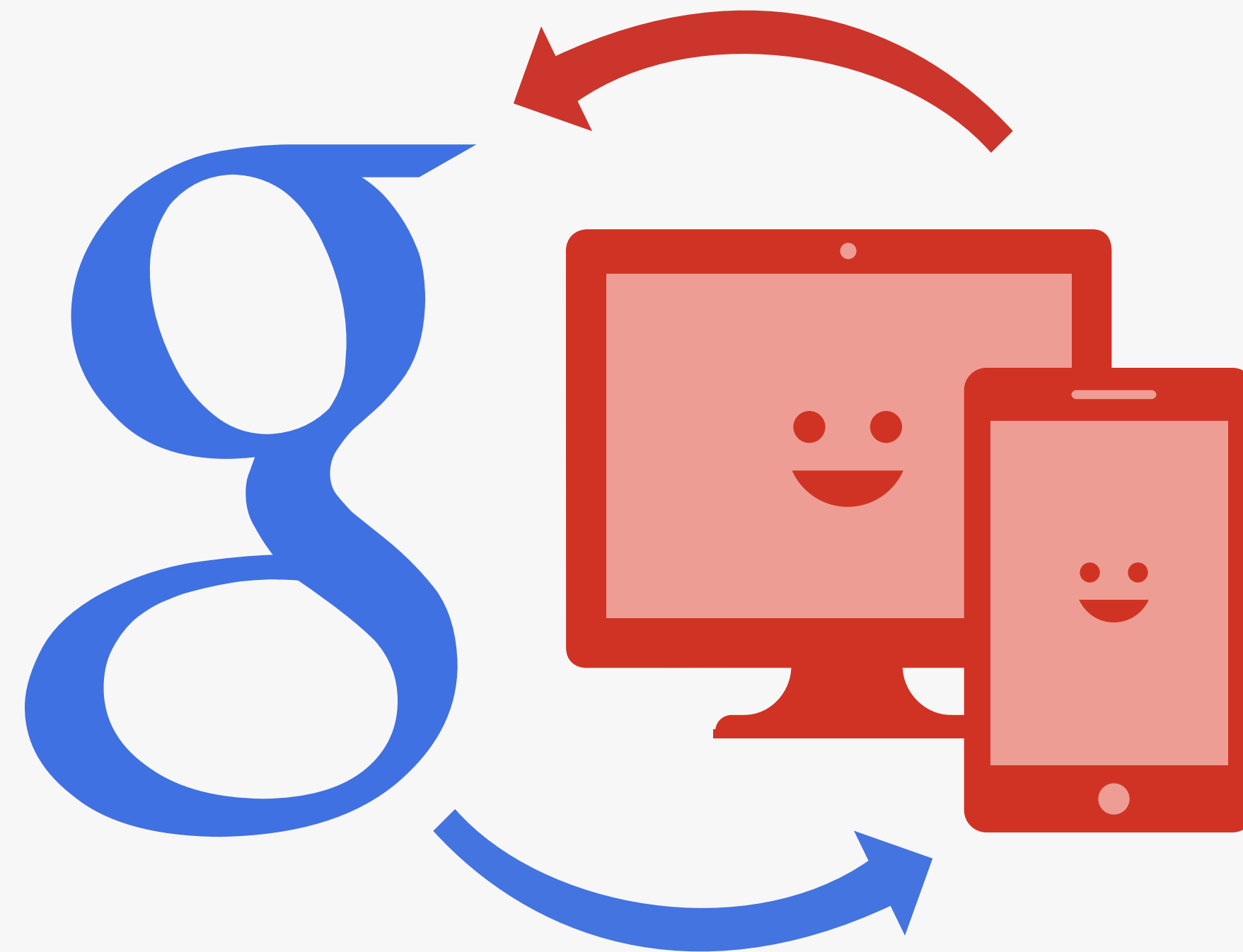
Seth Sternberg
Director of Product Management



David Glazer
Director of Engineering

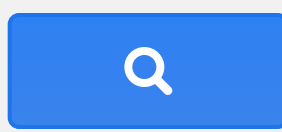


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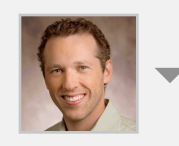
movie theater



Seth Sternberg

0

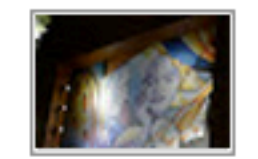
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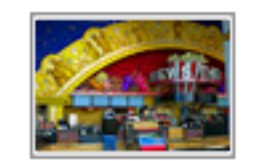
movie theater near The Moscone Center, 747 Howard St, San Francisco, CA

A **Century San Francisco Centre 9 and XD**
 845 Market St #500, San Francisco, CA
 0.3 mi W
 Westfield San Francisco Centre
 (415) 538-8422 · cinemark.com
 Category: **Movie Theater**



22 39 reviews ·
 kettle corn · reald 3d
 "Love this theater!" -
 Alex Torres (2 places in common with you) rated it very good. "This is my favourite theatre when it comes to more commercial movies. ..."

B **AMC Loews Metreon 16**
 135 4th St #3000, San Francisco, CA
 0.1 mi W
 Metreon
 (415) 369-6201 · amctheatres.com
 Category: **Movie Theater**

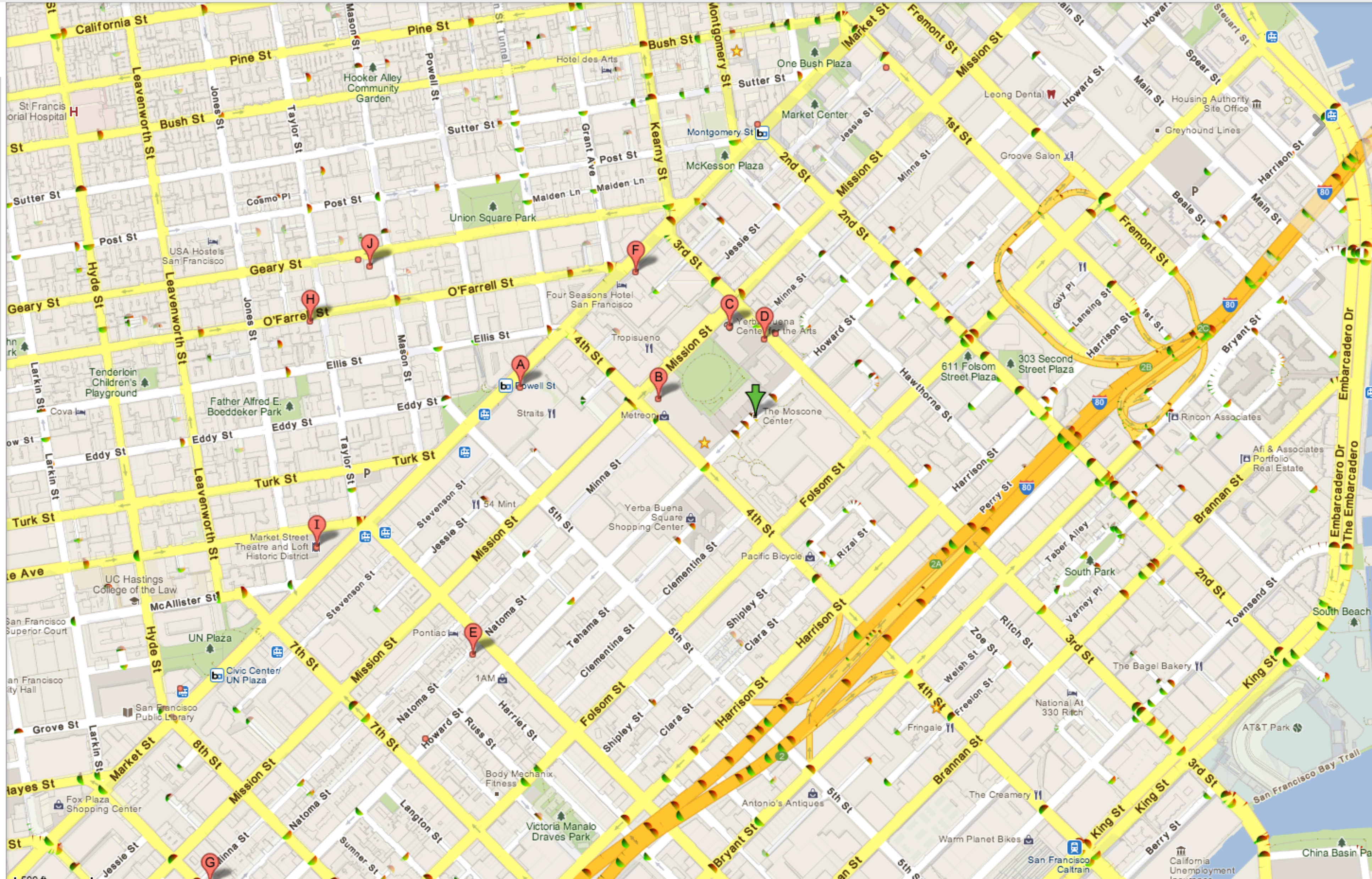


19 20 reviews ·
 "Good theatre, great food, and beautiful scenery in the park! ..."
 Greg Marra rated it good.

C **Yerba Buena Center for the Arts**
 701 Mission St, San Francisco, CA 0.1 mi N
 (415) 978-2787 · ybca.org
 Category: **Theatres-movie**

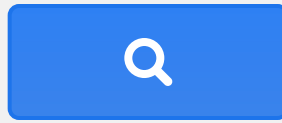


21 53 reviews ·
 martin luther king jr · curators
 "i love this place, i wish i went more often, i like the atmosphere," -
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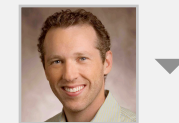
movie theater



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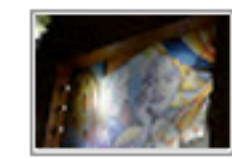
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movie theater near The Moscone Center, 747 Howard St, San Francisco, CA

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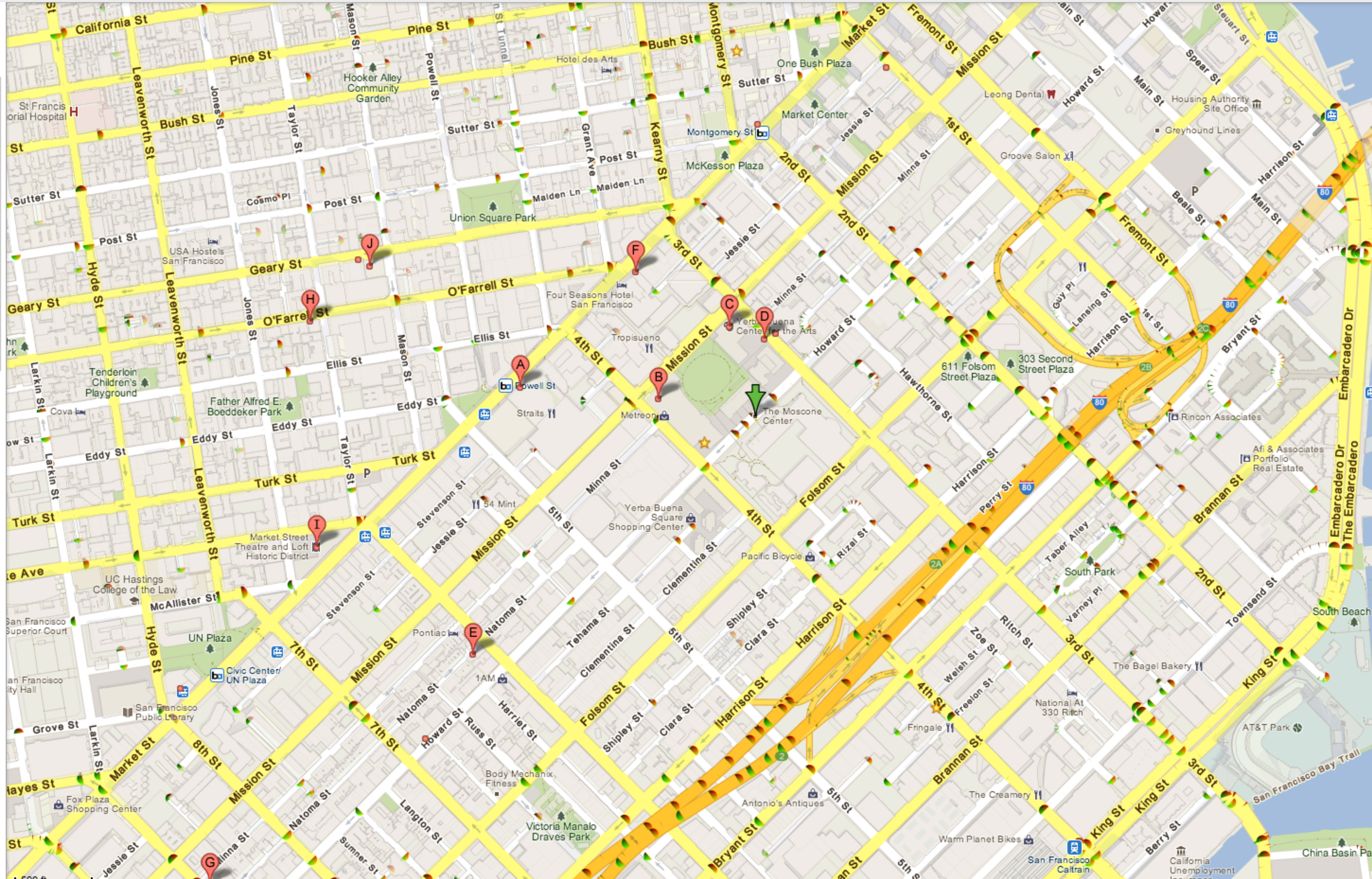


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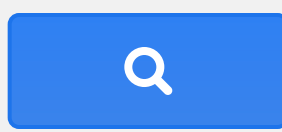


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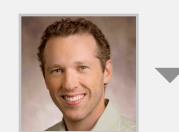
movie theater



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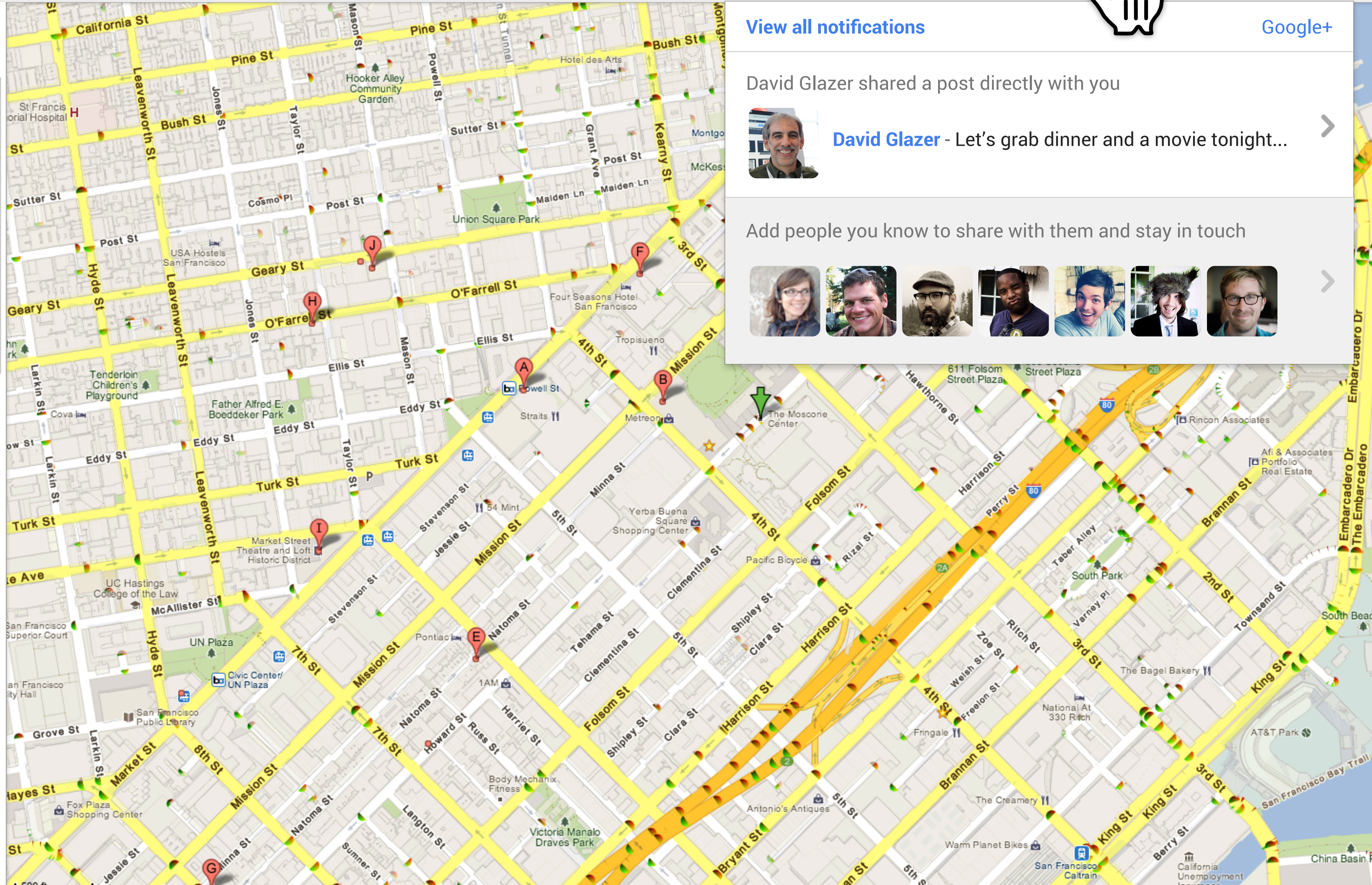
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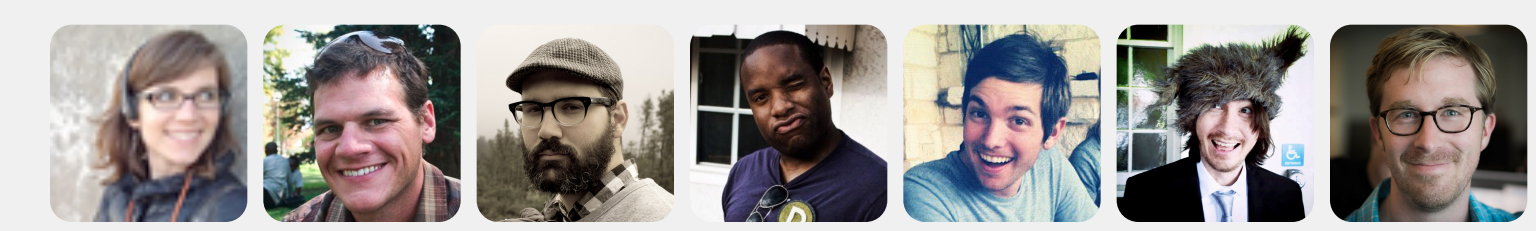
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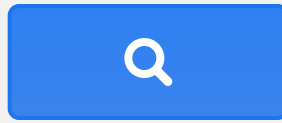
David Glazer - Let's grab dinner and a movie tonight...

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movie theater



Seth Sternberg



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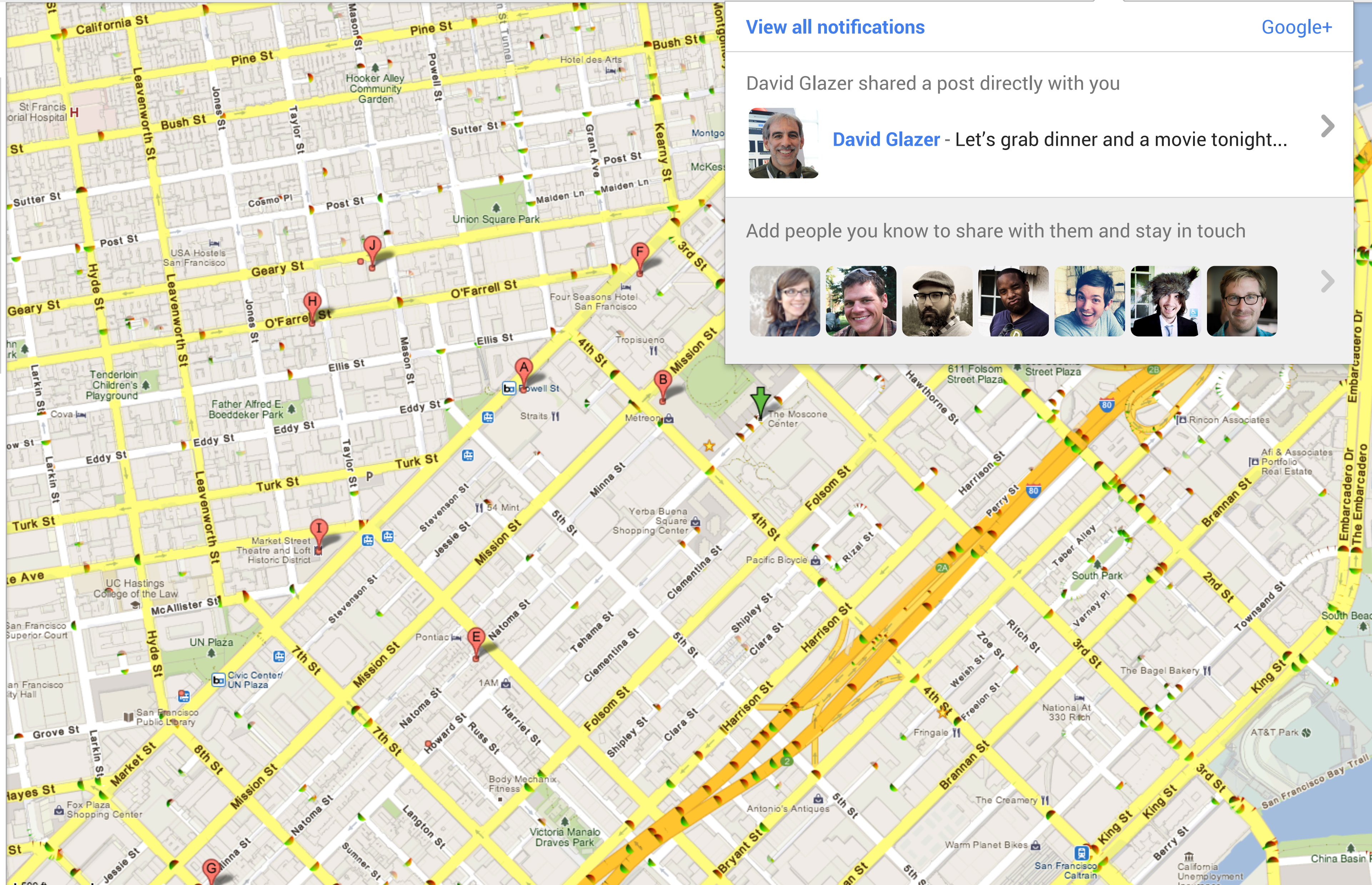
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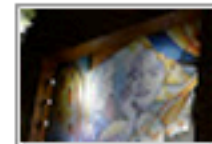
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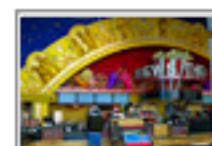
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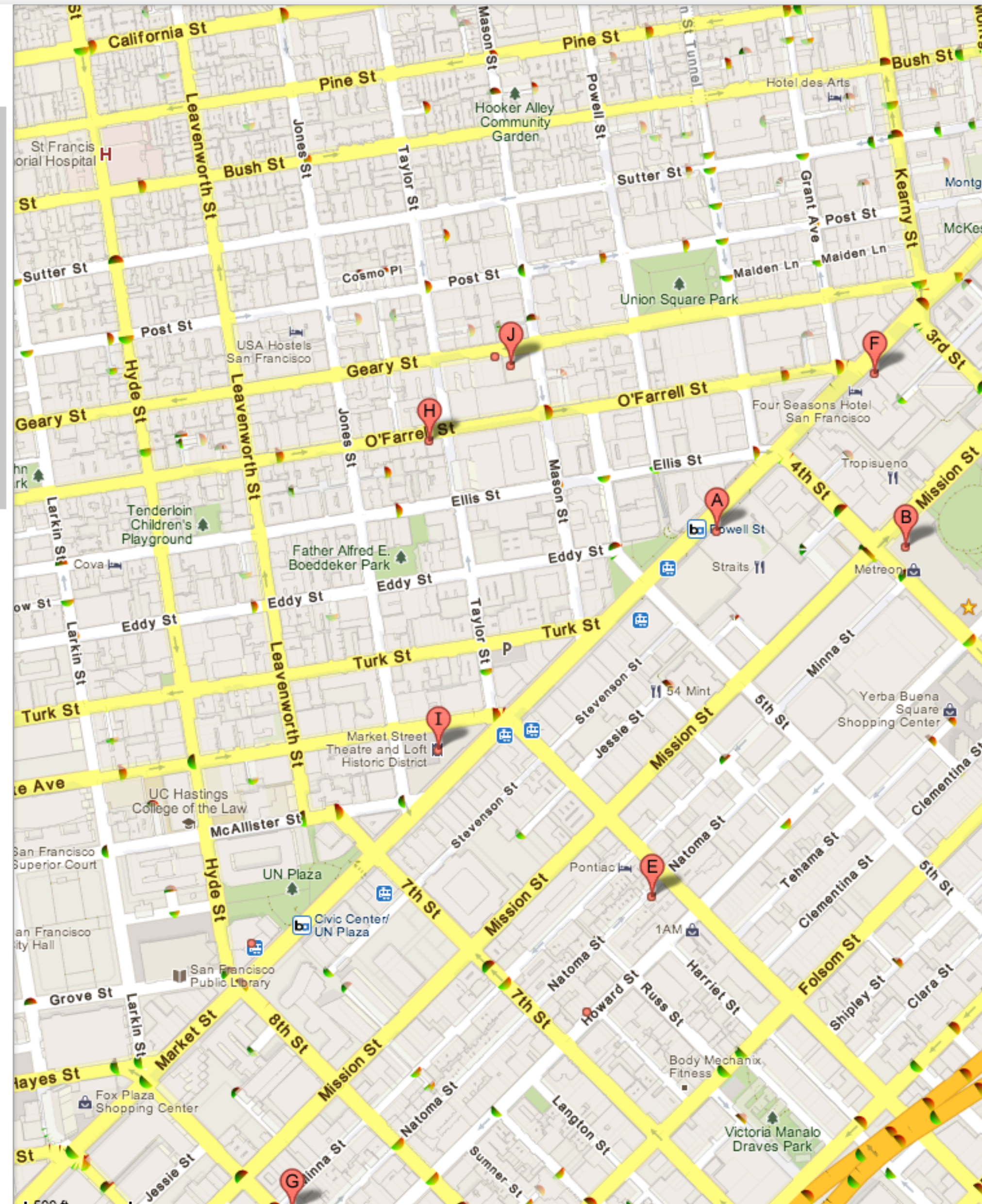
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David Glazer

Shared privately - 2:08 PM

Let's grab dinner and a movie tonight. How about?



Zero Zero

Zero Zero opened in 2010 inspired by Chef Bruce Hill's dedication to farm driven ingredients, combined with his love for wood-fired pizzas that have been nicknamed "Calipolitan". Michael Bauer of the San Francisco Chronicle named us the French Laundry of upscale pizza, and the readers...

View menu

+1

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Mute post

Reserve at Zero Zero







Overview

Menu

Reviews

LUNCH

BRUNCH

DINNER

DESSERT

COCKTAILS & WINE

BEVERAGES

Strawberry Fields Strawberry, mint, lemon, ginger beer	\$5.00	Coke, Diet Coke, Sprite	\$3.50
		Fresh Squeezed Orange Juice	\$4.00
Basil Lemonade Lemon juice, basil syrup, seltzer	\$5.00	Evian Still Water	
		Size	
Iced Tea, House Lemonade, or Arnold Palmer	\$3.50	330ml \$4.00 750ml \$6.00	
Root Beer	\$4.00	Badoit Sparkling Water	
		Size	
Aranciata	\$4.00	330ml \$4.00 750ml \$6.00	
Ginger Beer	\$4.00		
Peach Soda	\$4.00		

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San Francisco Bay Area [Change Location >](#)

Restaurants

Zero Zero

Date mm/dd/yyyy

05/15/2013

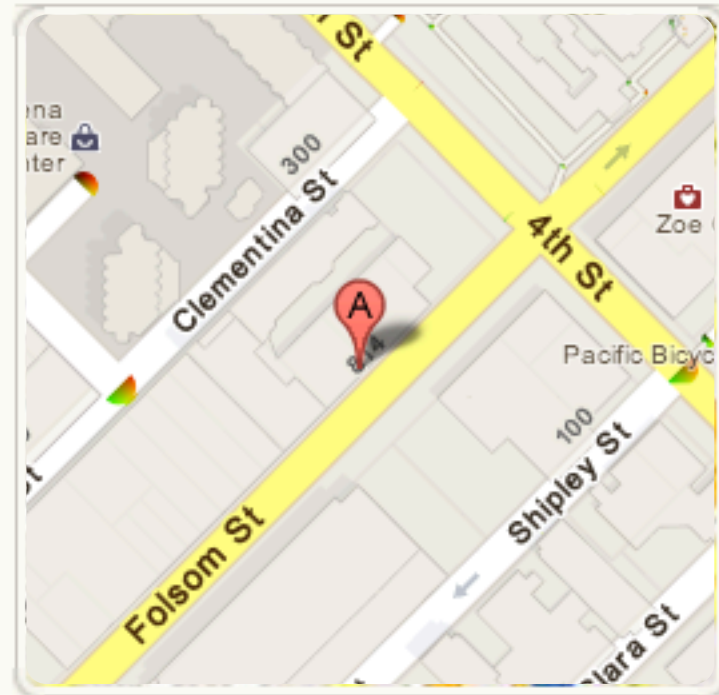
Time

7:00 PM

Party Size

2 people

[Find a Table](#)



Availability for Zero Zero around 7:00 PM

Restaurant Name / Neighborhood / Cuisine	Price	Availability (click time to reserve)
Zero Zero SOMA Italian	\$\$	<input type="button" value="5:30"/> <input type="button" value="5:45"/> <input type="button" value="6:00"/> <input type="button" value="6:15"/> <input type="button" value="6:30"/> <input type="button" value="6:45"/> <input type="button" value="7:00"/> <input type="button" value="7:15"/> <input type="button" value="7:30"/> <input type="button" value="7:45"/> <input type="button" value="8:00"/> <input type="button" value="8:15"/> <input type="button" value="8:30"/> <input type="button" value="8:45"/> <input type="button" value="9:00"/> <input type="button" value="9:15"/>

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Wednesday, May 15, 2013 at 5:00 PM
100 points

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Diner Name:*

Phone:*

Email:*

Is this your first time at this restaurant? Yes No

Please send me special event emails from this restaurant

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Phone:*

Email:*

Is this your first time at this restaurant?

Please send me special event emails

Special Requests:

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Seth Sternberg

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Wednesday, May 15, 2011
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Google play Seth Sternberg

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OpenTable
OpenTable
★★★★★ (17,863)
App Version: 2.5.1 Size: 2.1M

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This application has access to the following:

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approximate location (network-based)

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read phone status and identity





Zero Zero




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Your Reservation is Confirmed [Details >](#)

Zero Zero on Wednesday, May 15, 2013 at 5:45 PM for 2

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Confirmation #: 834806904

Your reservation is confirmed and saved in the restaurant's computer reservation system. You'll receive an email copy of this confirmation.

David Glazer



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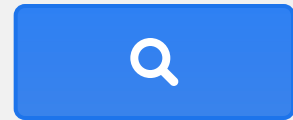
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I'm Feeling Lucky



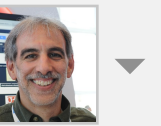
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News for fandango

What Happened After Raw Tonight?, John Cena and Fandango Appear

Wrestlezone - by Nick Paglino - 1 hour ago

Thanks to Clarke Ianello for sending in the following: After Raw went off the air tonight, there was no dark match, but John Cena addressed the ...

Universal, Fandango, & MovieTickets Announce Advance Ticket Offers for F...

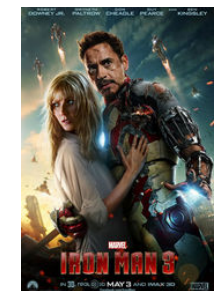


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Iron Man 3

PG-13, 2 hr 20 min

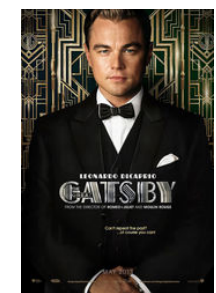
2,044 watched the trailer



Star Trek Into Darkness

PG-13, 2 hr 12 min

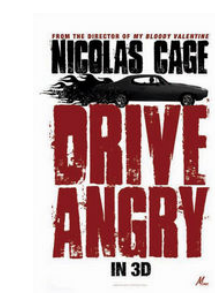
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The Great Gatsby

PG-13, 2 hr 22 min

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Drive Angry 3D

R, 1 hr 44 min

1,761 watched the trailer

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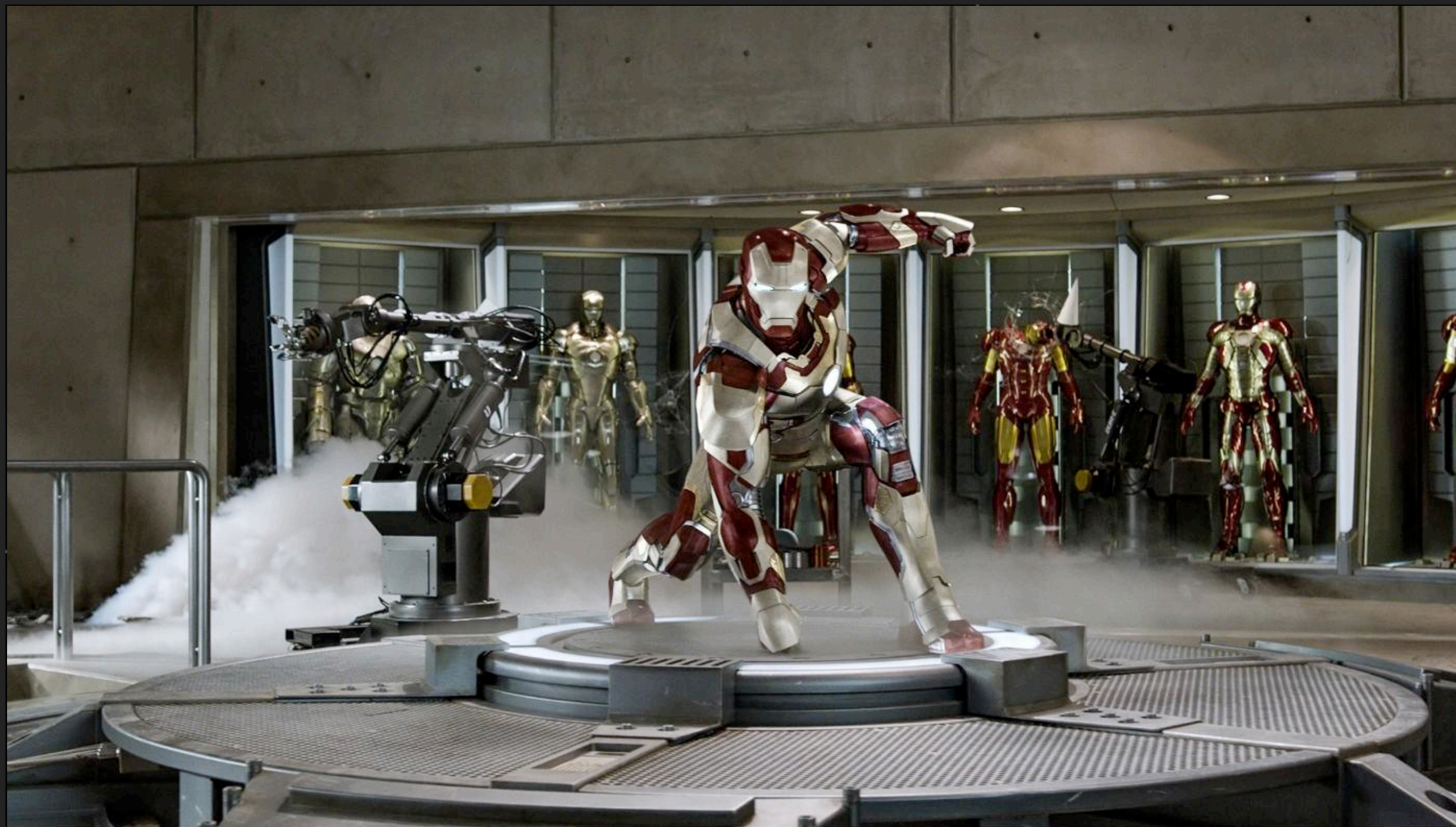
Box Office: 'Gatsby' Posts a Great Number, But 'Iron Man' Still Reigns Supreme.

#IronMan3 #TheGreatGatsby #BoxOffice

3 hours ago



Movie Trailers + Clips | Iron Man 3



Iron Man 3

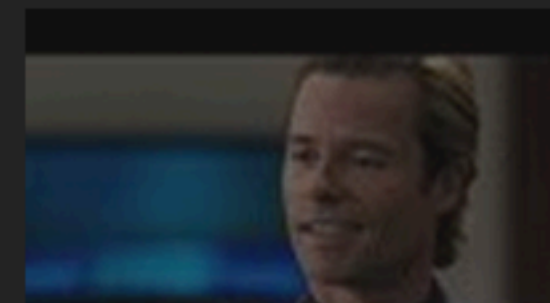
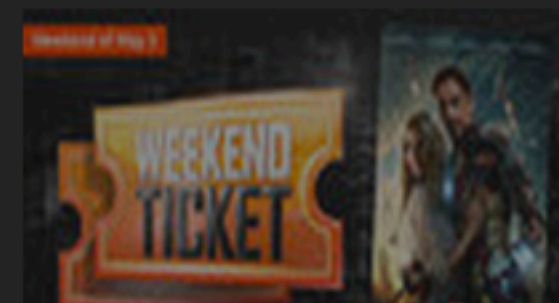
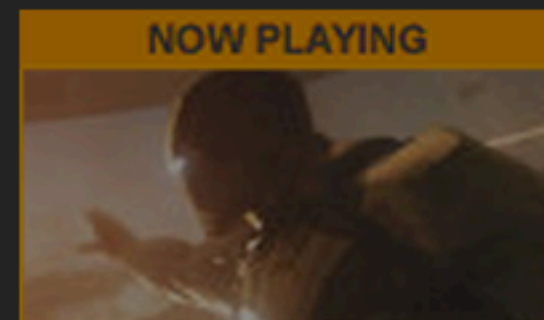
Robert Downey, Jr., Gwyneth Paltrow, Don Cheadle, Guy Pearce and Rebecca Hall star in Iron Man 3.

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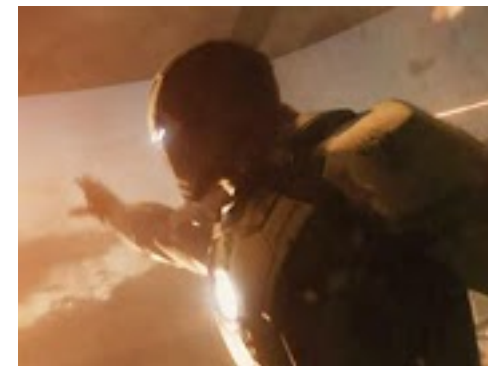


Movie Trailers + Clips |



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Iron Man 3 (trailer)

<http://www.fandango.com/ironma...>

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Iron Man 3

Robert Downey, Jr., Gwyneth Paltrow, Don Cheadle, Guy Pearce and Rebecca Hall star in Iron Man 3.

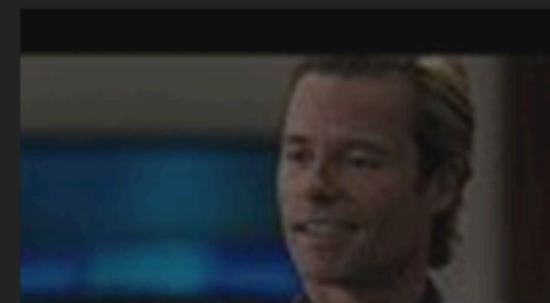
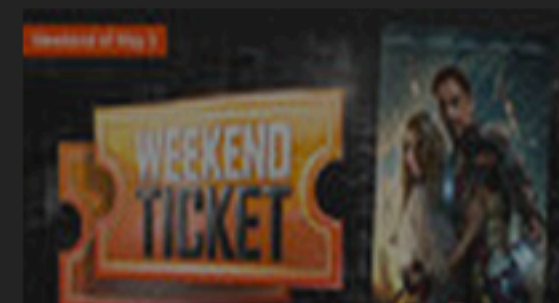
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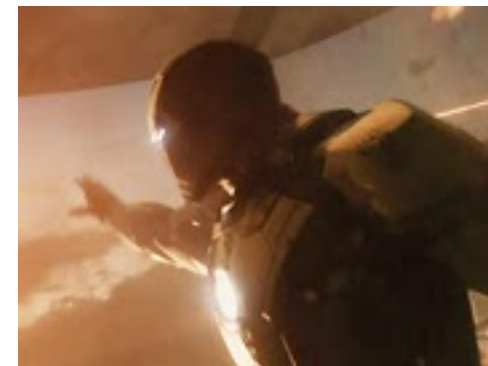


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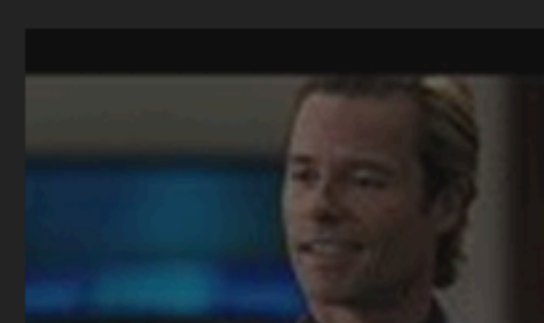
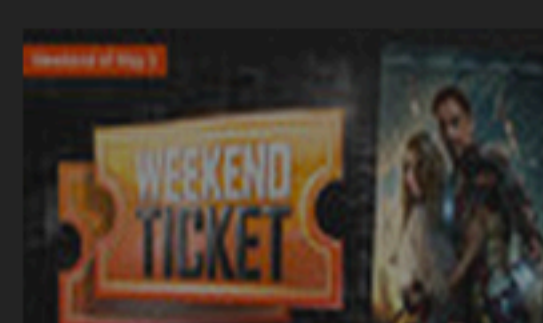
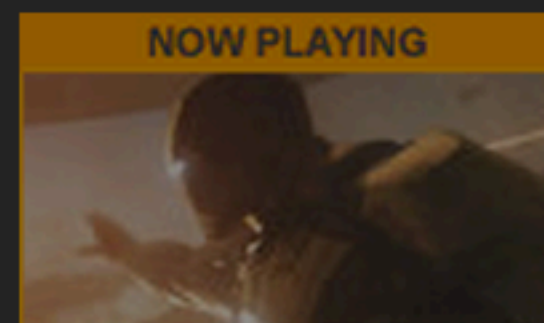
Robert Downey, Jr., Gwyneth Paltrow, Don Cheadle, Guy Pearce and Rebecca Hall star in Iron Man 3.

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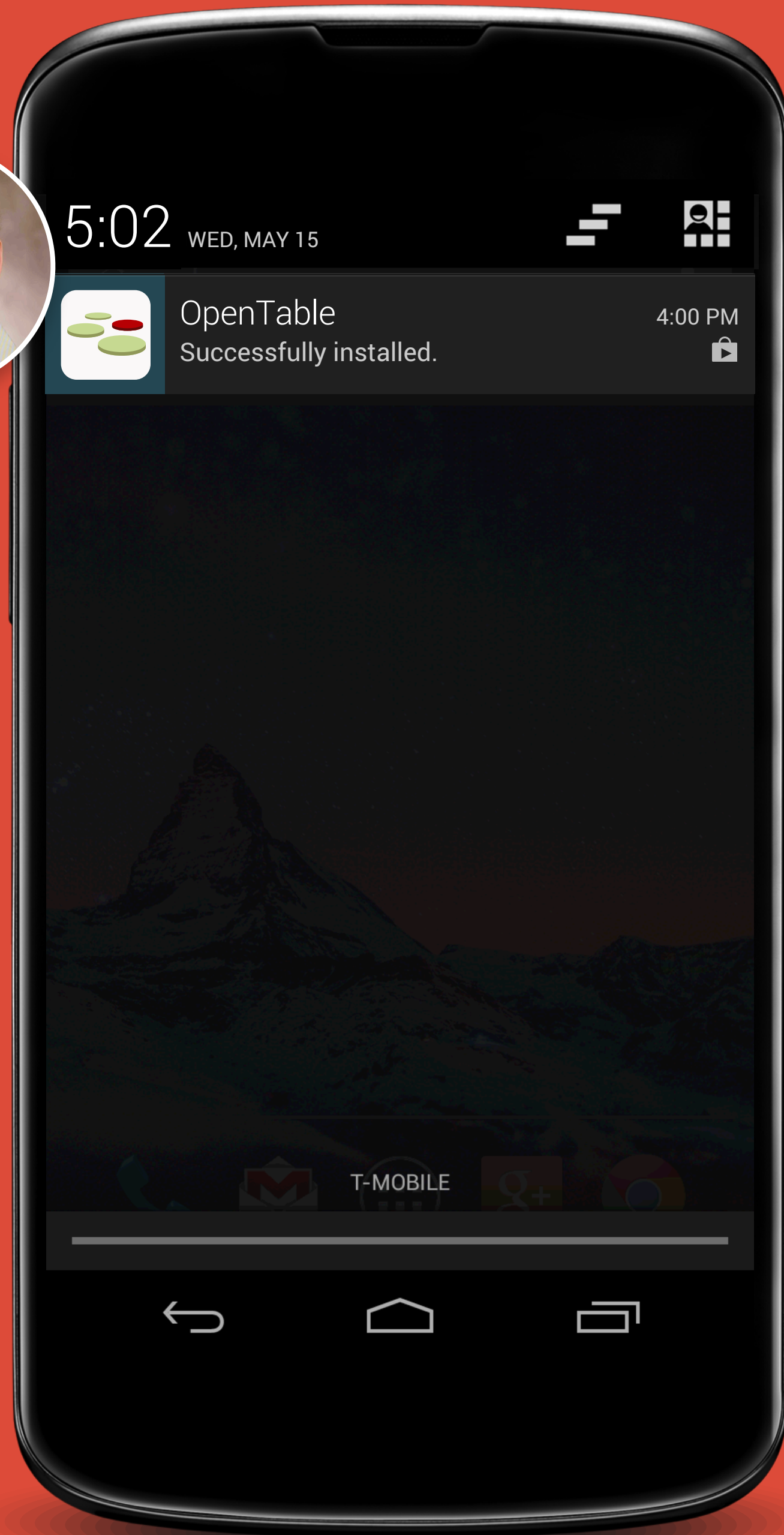
Buy Tickets

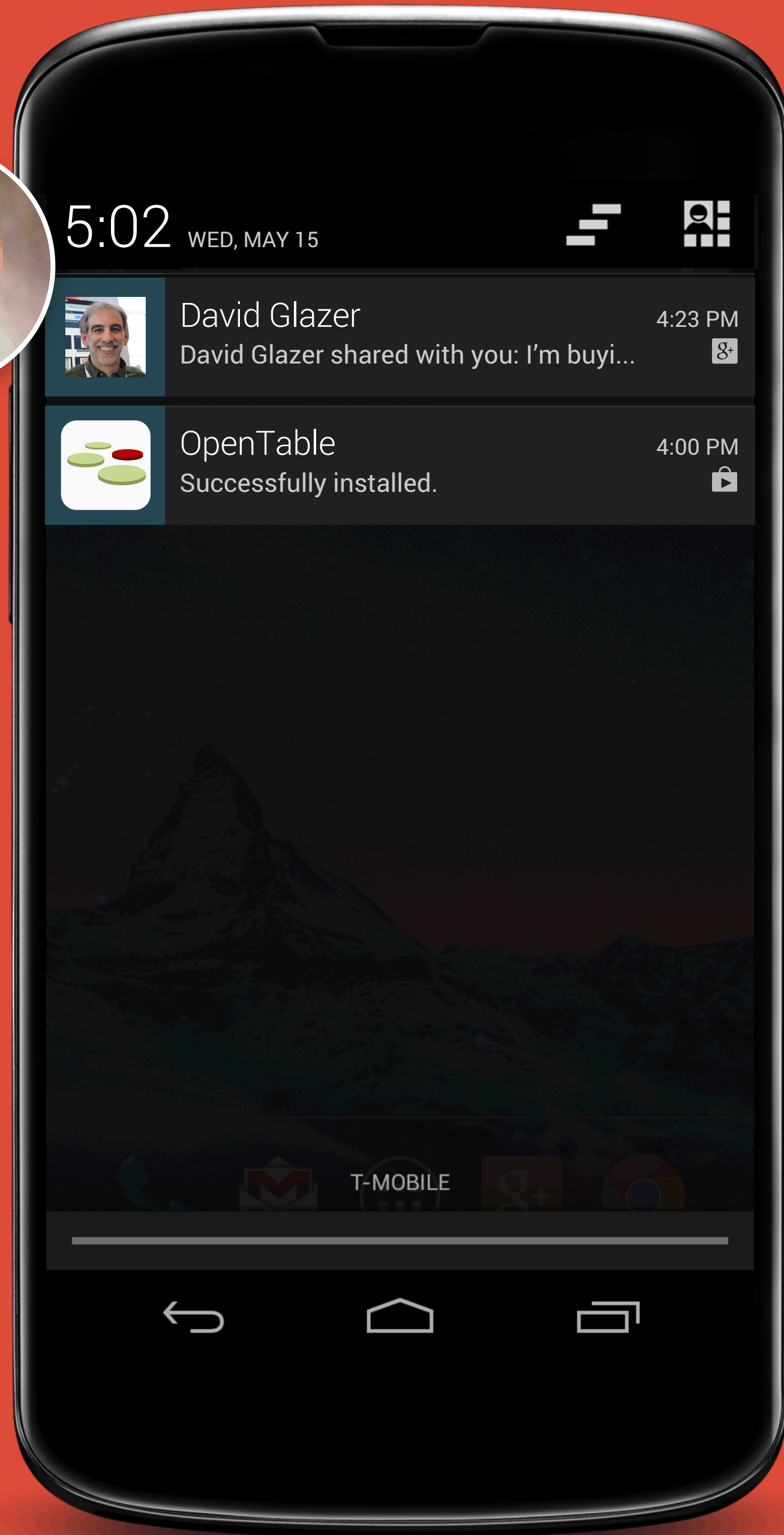
Videos

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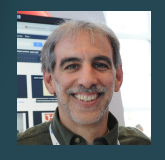


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Start your Summer movie mission now.





5:02 WED, MAY 15

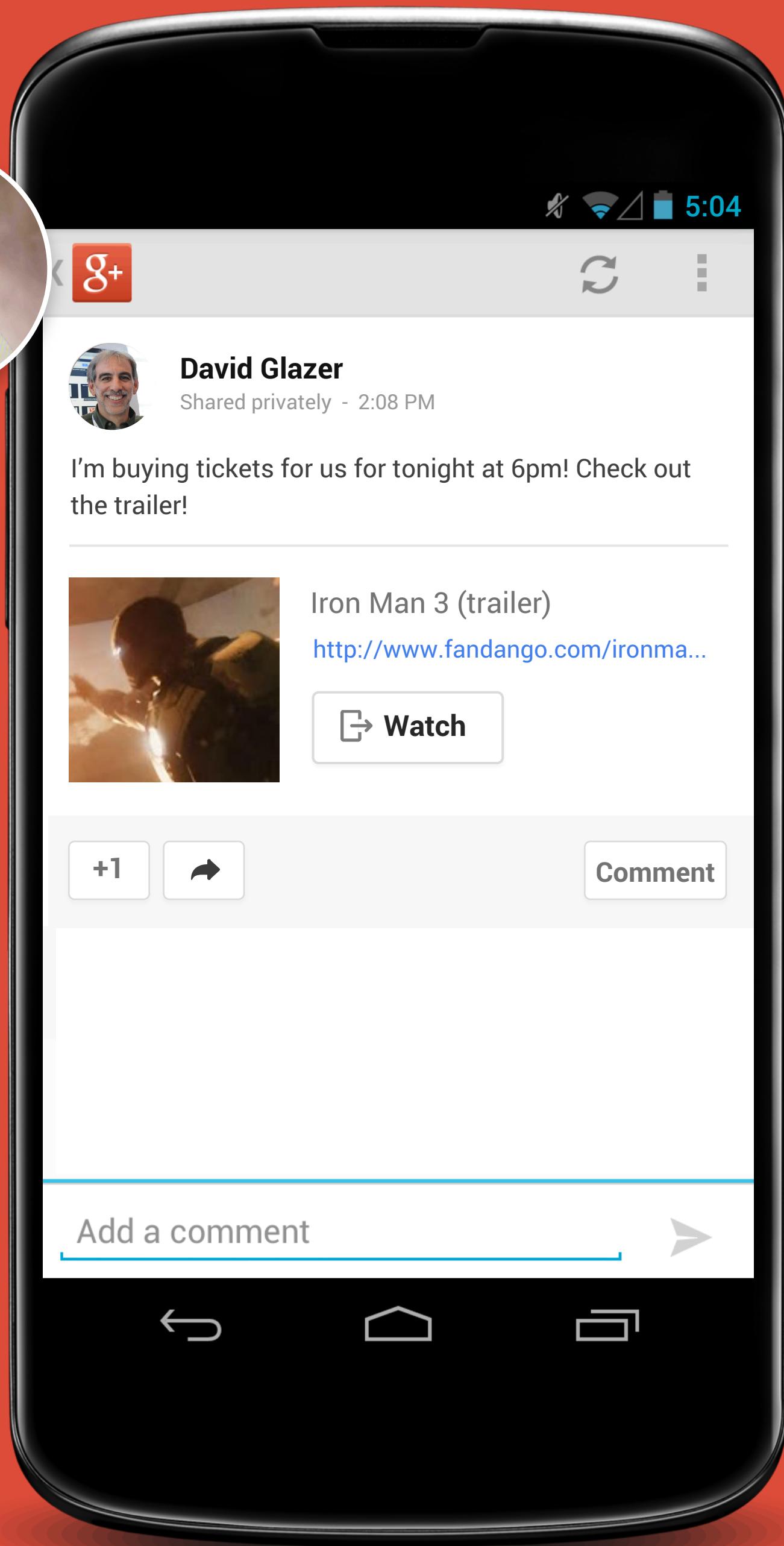


David Glazer 4:23 PM
David Glazer shared with you: I'm buyi...



OpenTable 4:00 PM
Successfully installed.









OpenTable

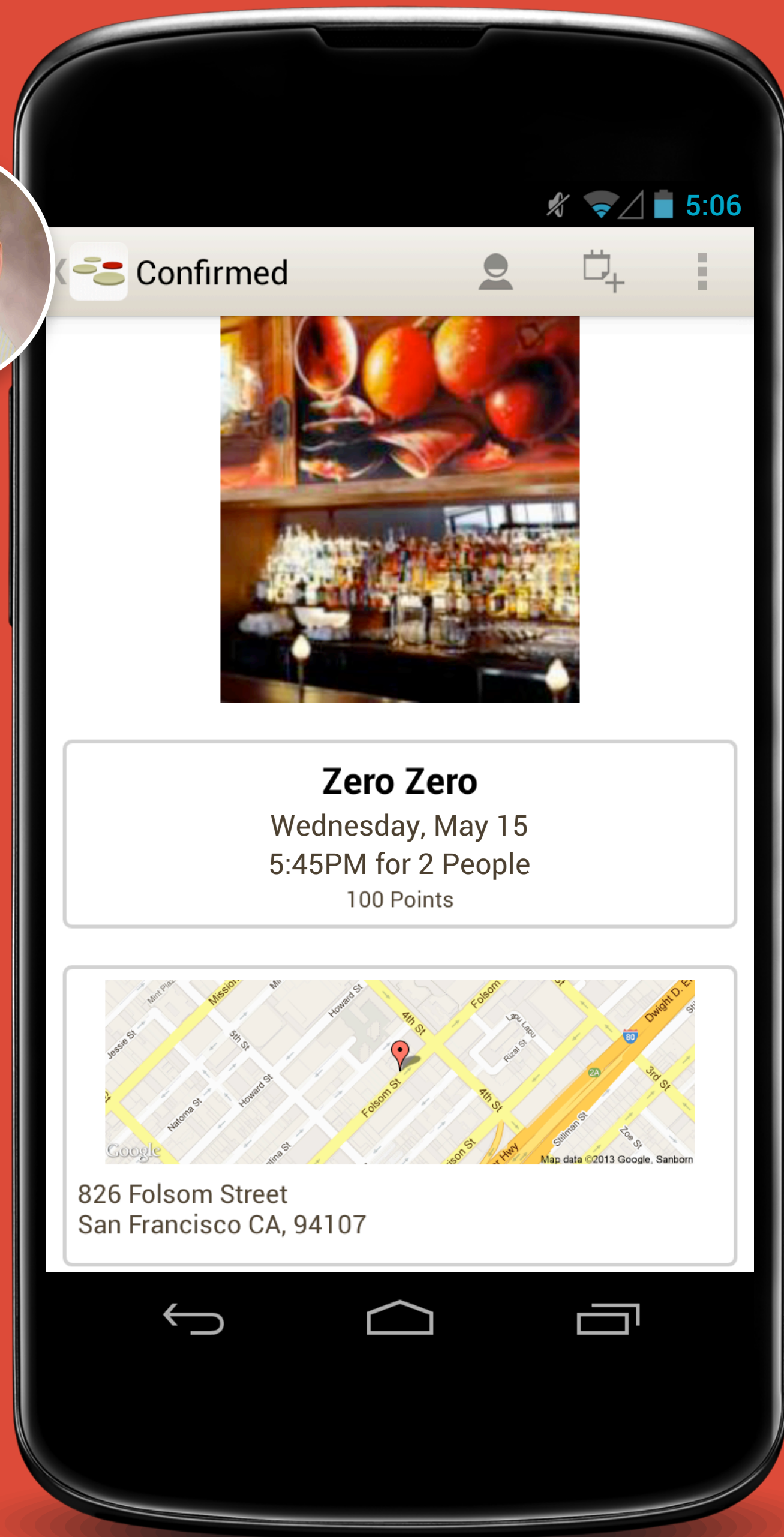
Seth Sternberg
4000 DINING POINTS
seth.sternberg@gmail.com

Upcoming Reservations

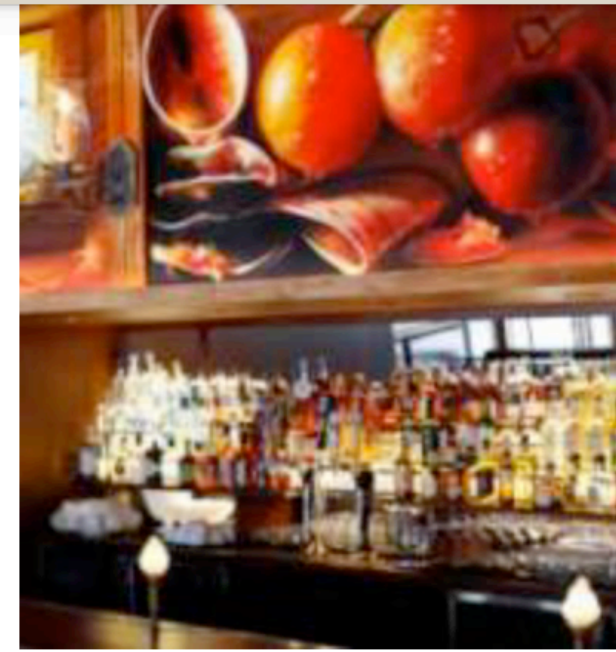
Zero Zero 5:45PM Wednesday, May 15	100 PTS
Greens Restaurant 7:30PM Saturday, June 8	100 PTS

Recent Reservations

Central Kitchen 8:30PM Friday, April 26	100 PTS
Bar Agricole 8:00PM Tuesday, April 23	100 PTS

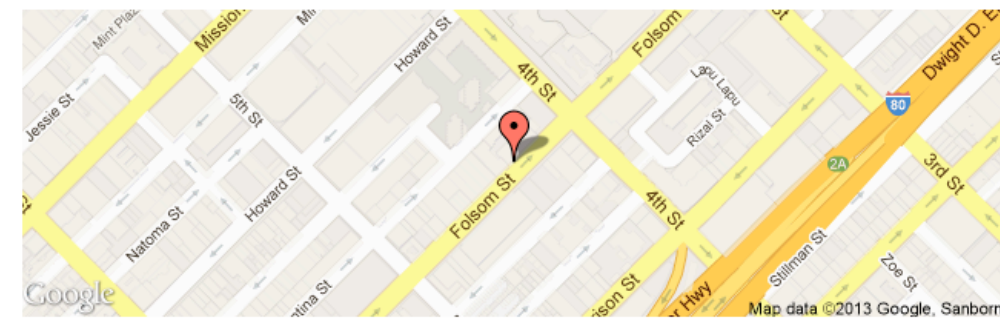


Confirmed



Zero Zero

Wednesday, May 15
5:45PM for 2 People
100 Points



826 Folsom Street
San Francisco CA, 94107



What we're hearing...

“ Our analytics show tremendous sign-in conversion from Google, besting other popular social networks across web, Android and even iOS... We’re considering removing other sign-in sources...”



Haisoo Shin, Director of Engineering
The Fancy



“ Google+ Sign-In is the most popular social sign-in method on our Android application, measuring 41% of overall social sign-in users.”



Tom Grinsted, Product Manager
Guardian News



40%

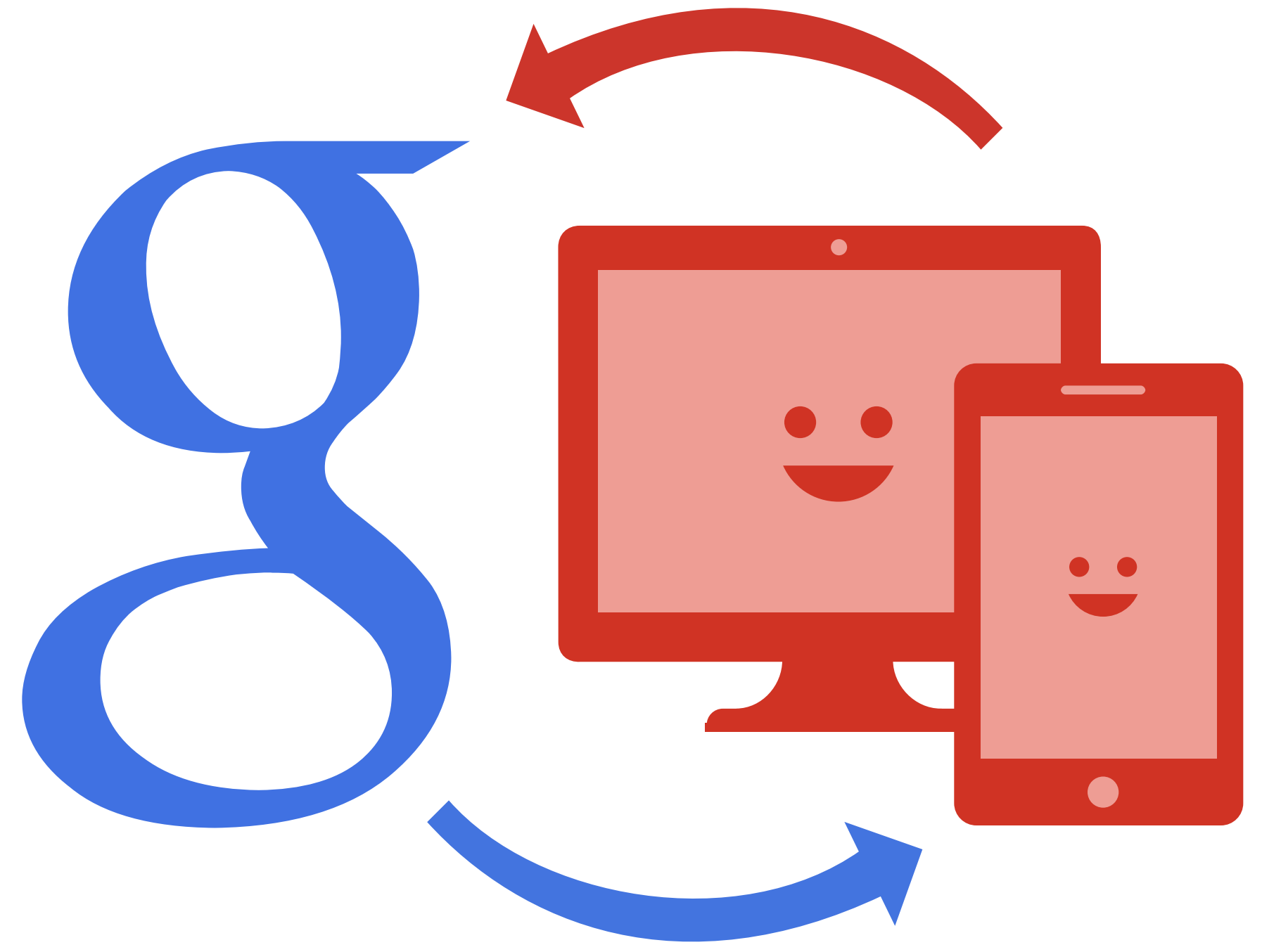
of people who are offered to install a website's mobile app after sign in, accept

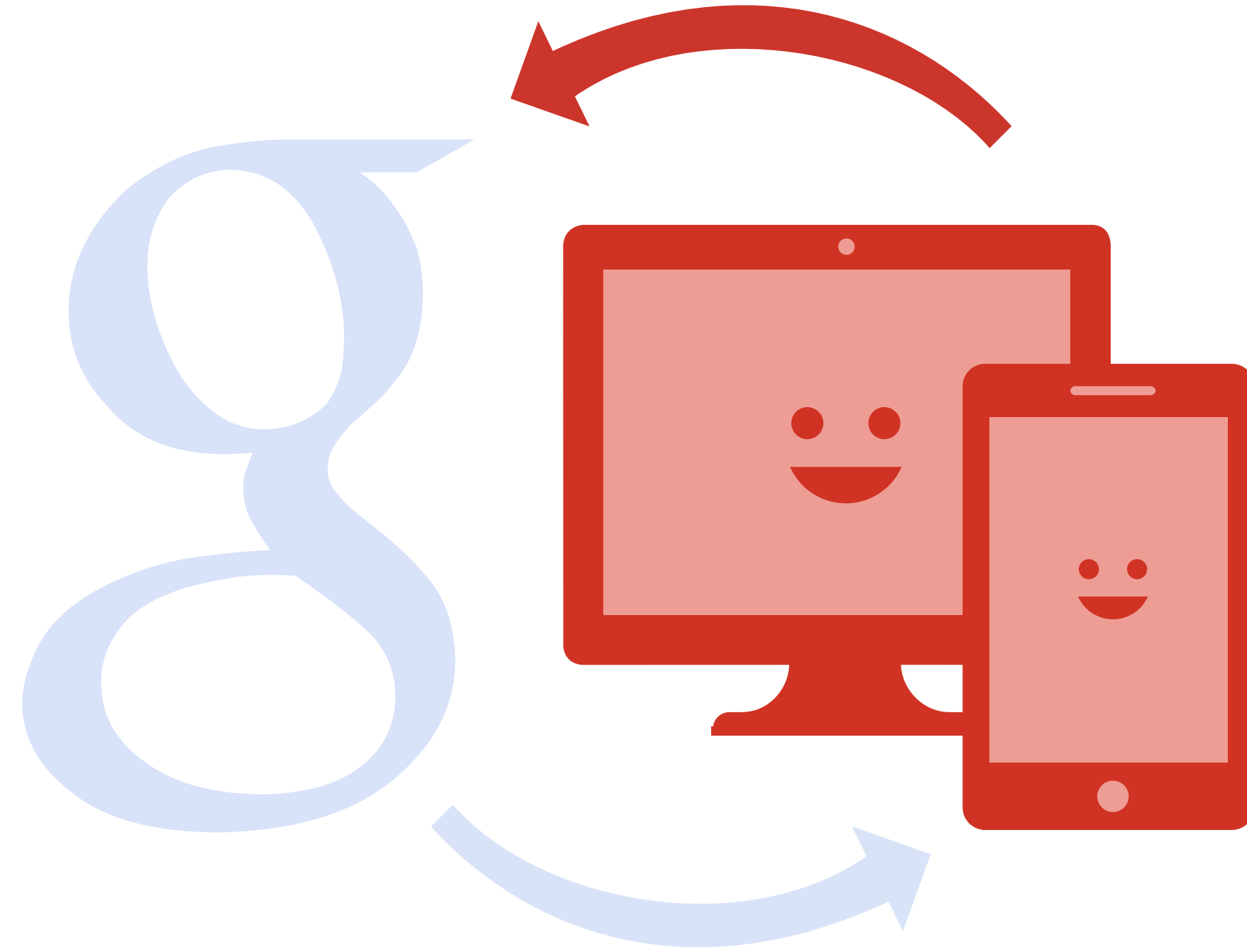
3x

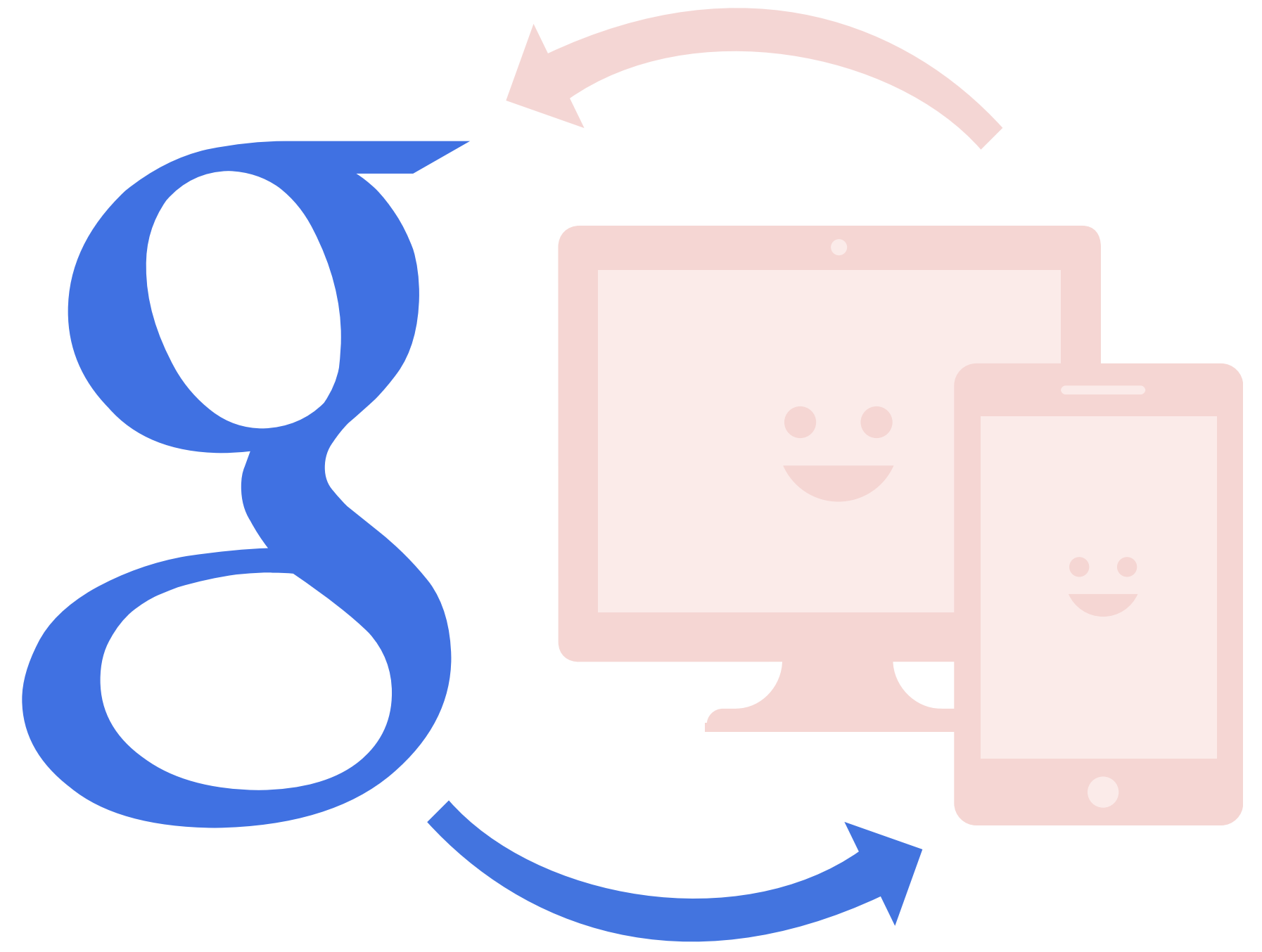
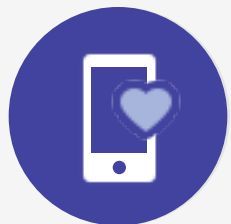
more interaction than standard Google+ posts



Ready for some code?







Be active on Google+ to be present in Google search

The screenshot shows a Google search for "national geographic". The search bar at the top contains the text "national geographic" and a search button. The user's name "Seth Sternberg" and a "Share" button are visible in the top right. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", "More", and "Search tools". The search results show "170 personal results. 392,000,000 other results." An advertisement for "channel.nationalgeographic.com - National Geographic" is displayed, featuring a TV schedule. Below the ad, there are several search results for National Geographic, including links to the website, a YouTube channel, and various content categories like "Animals", "Video", "Photography", and "National Geographic Magazine". On the right side, a Knowledge Panel for "National Geographic" is visible, showing "2,797,900 followers on Google+", a "Following" button, and a description of the organization. Below the Knowledge Panel, there are "Recent posts" and "See results about" sections.

Google national geographic

Seth Sternberg 0 + Share

Web Images Maps Shopping News More Search tools

170 personal results. 392,000,000 other results.

Ad related to national geographic

[channel.nationalgeographic.com - National Geographic](#)
[channel.nationalgeographic.com/](#)
No Winners, Just Survivors. Watch Ultimate Survival Alaska, Sun @ 9P

Wicked Tuna - Sunday 9P The Numbers Game - Mon. 10P
TV Schedule - See What's On Locked Up Abroad - Wed. 4/17 9P

[National Geographic - Inspiring People to Care About the Planet ...](#)
[www.nationalgeographic.com/](#)
National Geographic provides free maps, photos, videos and daily news stories, as well as articles and features about animals, the environment, cultures, history ...

[National Geographic Magazine](#)
The online home of National Geographic Magazine ...

[Animals](#)
National Geographic Animals and Nat Geo Wild Home Page.

[Kids](#)
Games - Video - Animals - Creature Feature - All Countries

[Video](#)
Animals Video - All Videos - Nat Geo TV - Nat Geo Wild - Kids - ...

[Photography](#)
Photo Galleries - Wallpapers - Best of Photo of the Day - Animals - ...

[National Geographic Channel](#)
TV Schedule - Shows - Doomsday Preppers - Nat Geo Wild - Taboo

Search nationalgeographic.com

[National Geographic - YouTube](#)
[www.youtube.com/user/NationalGeographic](#)
54 students will be competing at the National Geographic Bee championship in Washington, D.C. Watch the top ten students compete for scholarships totaling ...
Ciro Villa shared this on Google+

National Geographic
2,797,900 followers on Google+

Following

National Geographic, formerly the National Geographic Magazine, is the official magazine of the National Geographic Society. It published its first issue in 1888, just nine months after the Society itself was founded. Wikipedia

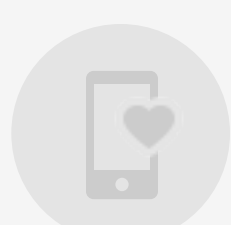
Recent posts

"Whenever I gaze up at the moon, I feel like I'm on a time machine. I am back to that precious pinpoint of time," says Apollo 11 astronaut Buzz Aldrin. (Photo ... 5 hours ago)

Feedback / More info

See results about

National Geographic Society
The National Geographic Society, headquartered in Washington, D.C. in ...



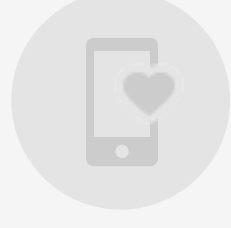
Be active on Google+ to be present in Google search

The screenshot shows the National Geographic profile on Google+. The profile header features a banner with a lion and a woman's face, and the text "A NEW AGE OF EXPLORATION". The profile name is "National Geographic" with a verified badge and a follower count of "+3,474,405". A green "Following" button is visible. The bio states: "National Geographic, formerly the National Geographic Magazine, is the official magazine of the National Geographic Society. It published its first issue in 1888, just nine months after the Society itself was founded. Wikipedia".

The main content area shows a post from National Geographic, shared publicly at 10:40 AM. The text of the post reads: "Whenever I gaze up at the moon, I feel like I'm on a time machine. I am back to that precious pinpoint of time," says Apollo 11 astronaut Buzz Aldrin. (Photo courtesy NASA). Below the text is a "Read more" link and a photograph of an astronaut on the moon.

On the right side, there is a "Recent posts" section with a photo of Buzz Aldrin on the moon and the text: "Whenever I gaze up at the moon, I feel like I'm on a time machine. I am back to that precious pinpoint of time," says Apollo 11 astronaut Buzz Aldrin. (Photo ... 5 hours ago).

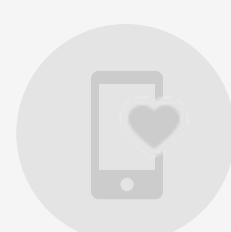
Below the post, there is a section titled "In their circles" with 7 people, including World Bank, BioBlitz Rocky Mountain, and Google Science Fair, each with an "Add" button. Below that is a section titled "Have them in circles" with 2,797,902 people, showing a row of profile pictures.



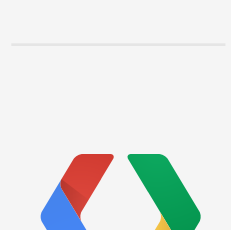
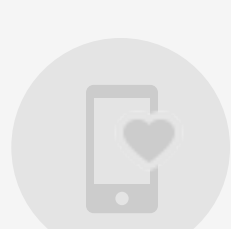
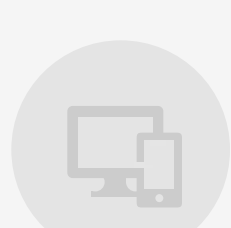
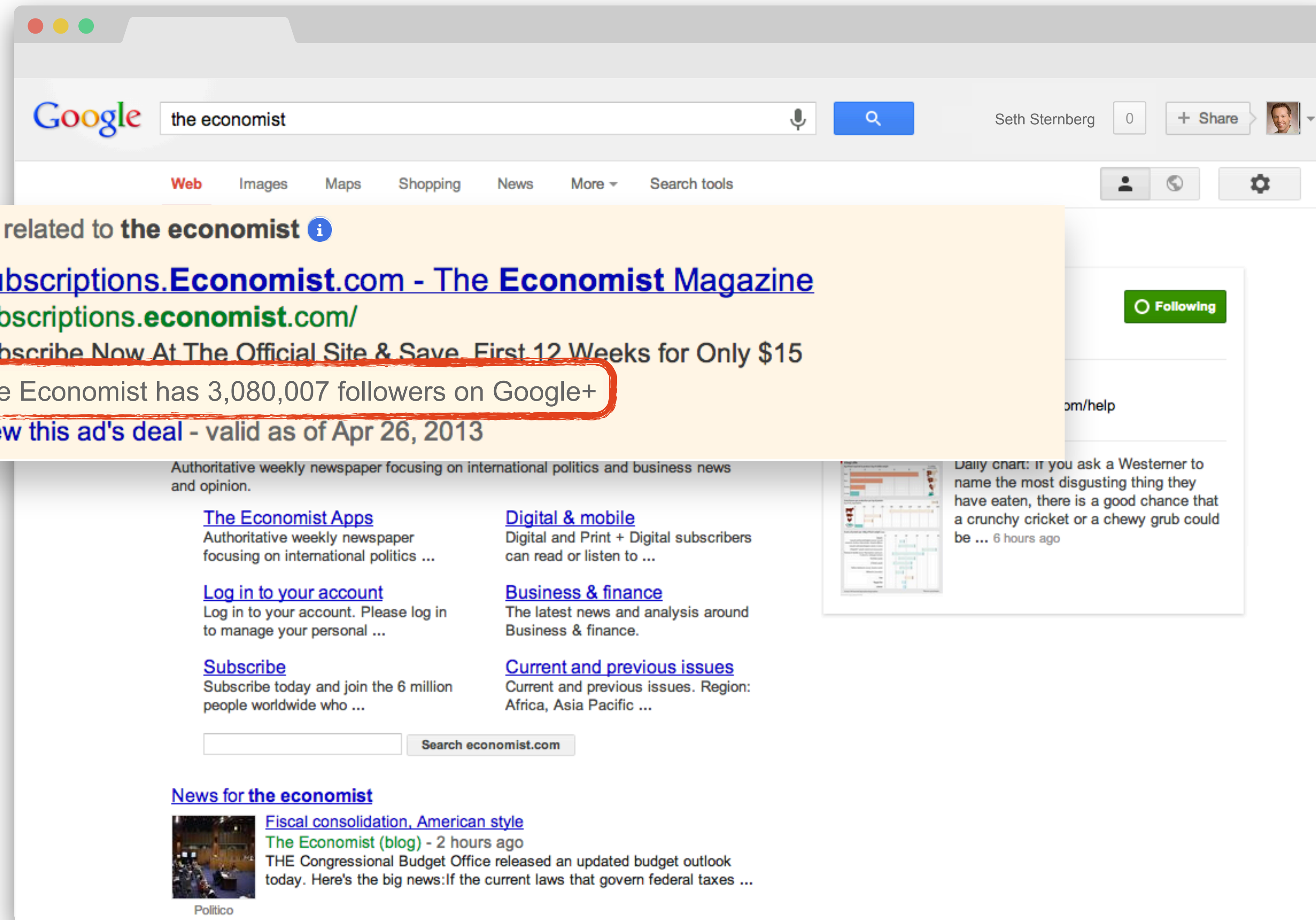
Improve your search presence with site plugins

The screenshot shows a Google search interface with the query "the economist". The search results page includes:

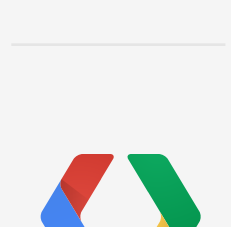
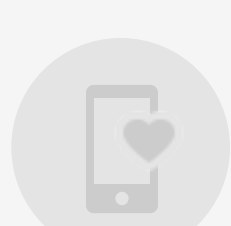
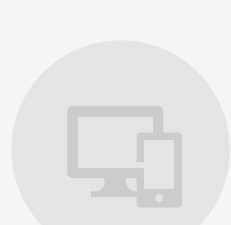
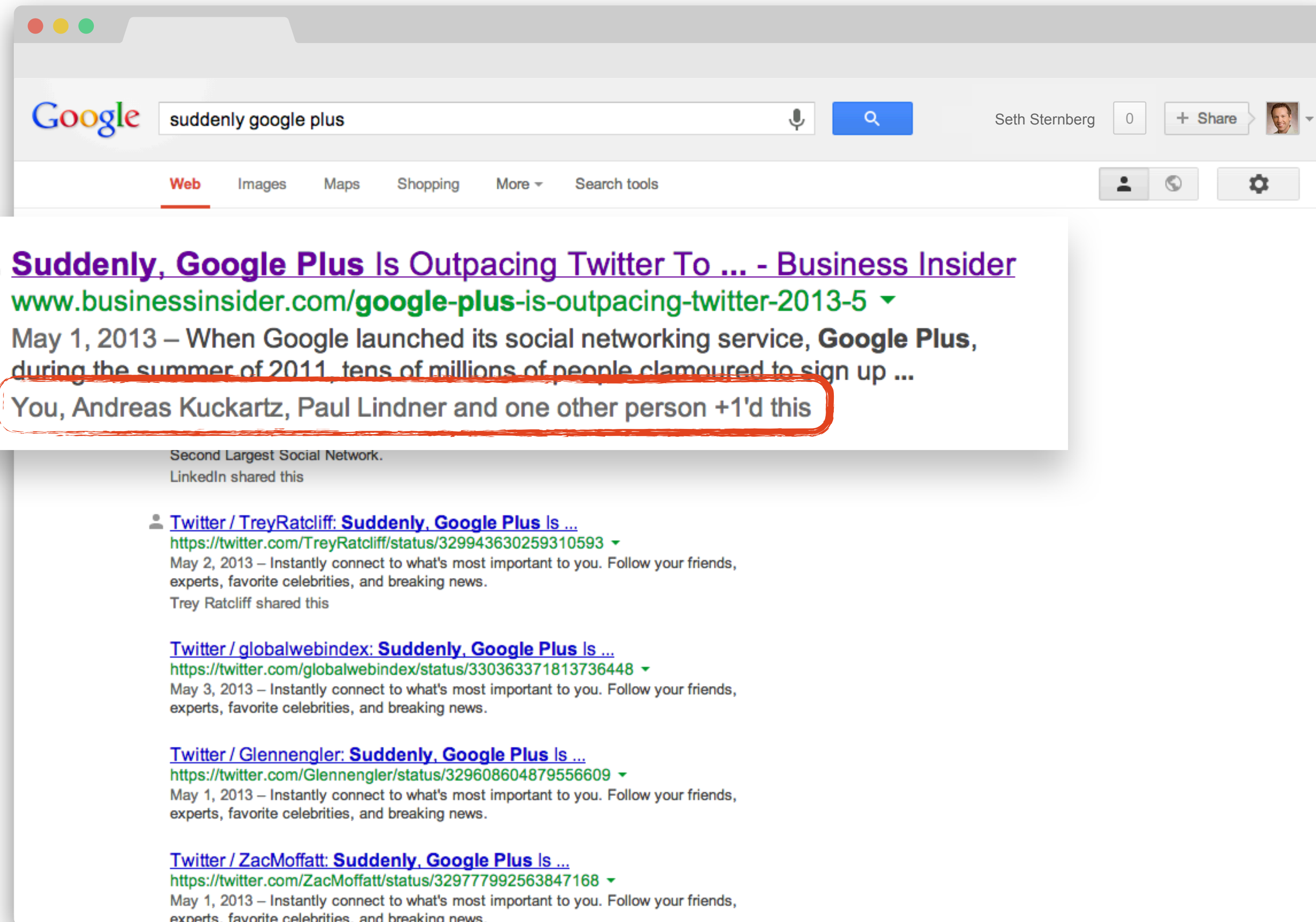
- Search bar: "the economist" with a microphone icon and a search button.
- Navigation: "Web", "Images", "Maps", "Shopping", "News", "More", "Search tools".
- Results summary: "130 personal results. 241,000,000 other results."
- Advertisement: "Ad related to the economist" for "Subscriptions.Economist.com - The Economist Magazine". It includes a link to "subscriptions.economist.com/", a promotional offer for \$15 for 12 weeks, and mentions 3,080,007 followers on Google+.
- Main search result: "The Economist - World News, Politics, Economics, Business & Finance" with the URL "www.economist.com/". The description states it is an authoritative weekly newspaper.
- Related links: "The Economist Apps", "Digital & mobile", "Log in to your account", "Business & finance", "Subscribe", "Current and previous issues".
- Search bar: "Search economist.com".
- News section: "News for the economist" featuring a news item titled "Fiscal consolidation, American style" from "The Economist (blog)" dated 2 hours ago. The snippet mentions the Congressional Budget Office's updated budget outlook.
- Profile card: "The Economist" with 3,080,007 followers on Google+ and a "Following" button. It includes contact information and a "Recent posts" section with a post about a "Daily chart" regarding the most disgusting things Westerners have eaten.



Improve your search presence with site plugins



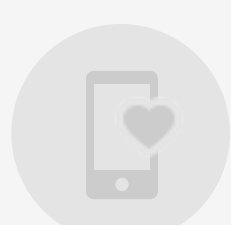
Improve your search presence with site plugins




Improve your search presence with site plugins

5-10%

More clicks for ads with annotations
from plugins like these:




Drive engagement with interactive posts



David Glazer
Shared privately - 2:08 PM

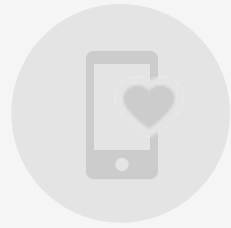
Let's grab dinner and a movie tonight. How about?



Zero Zero
Zero Zero opened in 2010 inspired by Chef Bruce Hill's dedication to farm driven ingredients, combined with his love for wood-fired pizzas that have been nicknamed "Calipolitan". Michael Bauer of the San Francisco Chronicle named us the French Laundry of upscale pizza, and the readers...

[View menu](#)

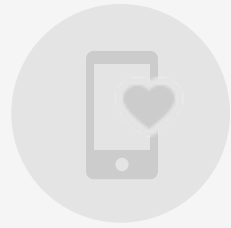
+1



Drive engagement with interactive posts

```
<button  
  class="g-interactivepost"  
  data-contenturl="http://opentable.com/rest_profile_menu.aspx?rid=48964"  
  data-contentdeeplinkid="/rest_profile_menu.aspx?rid=48964"  
  data-clientid="YOUR_CLIENT_ID"  
  data-cookiepolicy="single_host_origin"  
  data-prefilltext="Let's grab dinner tonight!"  
  data-calltoactionlabel="VIEW_MENU"  
  data-calltoactionurl="http://opentable.com/rest_profile_menu.aspx?rid=48964"  
  data-calltoactiondeeplinkid="/rest_profile_menu.aspx?rid=48964">  
  View menu  
</button>
```

#html



Drive traffic from search with app activities

The screenshot shows a Google search for "fandango". The search bar contains "fandango" and the Google logo is on the left. The search results are displayed below the search bar, including a link to "Fandango.com: Movie Tickets & Movie Times" and several Wikipedia entries. On the right side of the search results, there is a Google+ profile for "Fandango" with 85,407 followers. The profile includes a "Follow" button and a section titled "Popular with Google+ users" which lists movies like "Iron Man 3", "Star Trek Into Darkness", "The Great Gatsby", and "Drive Angry 3D". Below this is a "Recent post" section with a photo of Iron Man and text about box office performance.

Google fandango Seth Sternberg 0 + Share

Web Images Maps Shopping More Search tools

60 personal results. 13,400,000 other results.

Fandango.com: Movie Tickets & Movie Times
www.fandango.com/
Buy movie tickets in advance, find movie times, watch trailers, read movie reviews, and more at Fandango.

Showtimes
Enter your zip code or city to find local movie theaters and movie ...

Mobile Apps
... showtimes, watch trailers + more with these free Fandango ...

Movies in Theaters
Find movies in theaters and details about new movies now playing ...

Coming Soon
See movies coming soon listed by movie release date. Watch ...

[More results from fandango.com »](#)

Fandango Movies – Times & Tickets for iPhone, iPod touch, and ...
<https://itunes.apple.com/us/app/fandango-movies.../id307906541?mt=8>
★★★★★ 1,259 votes - Free - iOS
Apr 26, 2013 – Read reviews, get customer ratings, see screenshots, and learn more about Fandango Movies – Times & Tickets on the App Store. Download ...

Fandango - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Fandango
Fandango is a lively couples dance from Spain, usually in triple metre, traditionally accompanied by guitars and castanets or hand-clapping ("palmas" in ...

Fandango (wrestler) - Wikipedia, the free encyclopedia
[en.wikipedia.org/wiki/Fandango_\(wrestler\)](http://en.wikipedia.org/wiki/Fandango_(wrestler))
He is currently signed to WWE where he performs under the ring name Fandango. Hussey began his professional wrestling career in 1999. He worked for ...

News for fandango
[Movie Ticketing App Fandango Now Lets You Share With Your](#)

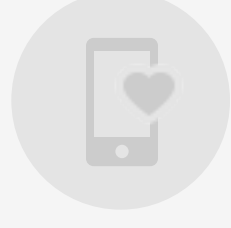
Fandango 85,407 followers on Google+ Follow

Popular with Google+ users

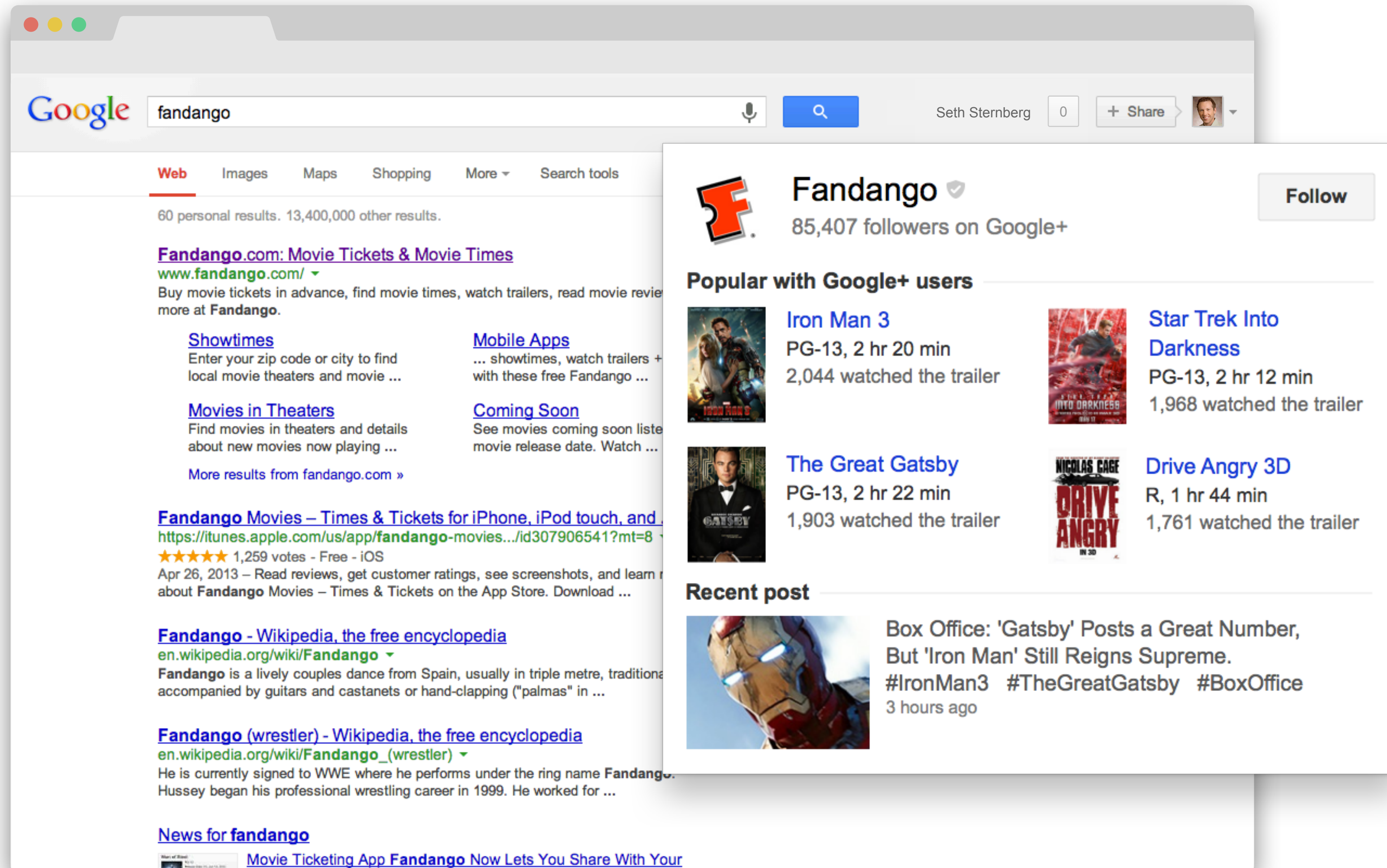
	Iron Man 3 PG-13, 2 hr 20 min 2,044 watched the trailer		Star Trek Into Darkness PG-13, 2 hr 12 min 1,968 watched the trailer
	The Great Gatsby PG-13, 2 hr 22 min 1,903 watched the trailer		Drive Angry 3D R, 1 hr 44 min 1,761 watched the trailer

Recent post

Box Office: 'Gatsby' Posts a Great Number, But 'Iron Man' Still Reigns Supreme.
#IronMan3 #TheGreatGatsby #BoxOffice
3 hours ago



Drive traffic from search with app activities



The image shows a Google search for 'fandango' on a desktop browser. The search results page is partially visible, showing the top result for 'Fandango.com: Movie Tickets & Movie Times' and several Wikipedia entries. Overlaid on the right side of the search results is a Google+ profile for 'Fandango', which has 85,407 followers. The profile features a 'Follow' button and a section titled 'Popular with Google+ users' containing movie trailers for 'Iron Man 3', 'Star Trek Into Darkness', 'The Great Gatsby', and 'Drive Angry 3D'. Below this is a 'Recent post' section with a photo of Iron Man's helmet and text about box office performance.

Google fandango

60 personal results. 13,400,000 other results.

Fandango.com: Movie Tickets & Movie Times
www.fandango.com/
Buy movie tickets in advance, find movie times, watch trailers, read movie reviews more at **Fandango**.

Showtimes
Enter your zip code or city to find local movie theaters and movie ...

Mobile Apps
... showtimes, watch trailers + with these free Fandango ...

Movies in Theaters
Find movies in theaters and details about new movies now playing ...

Coming Soon
See movies coming soon lists movie release date. Watch ...

[More results from fandango.com »](#)

Fandango Movies – Times & Tickets for iPhone, iPod touch, and ...
<https://itunes.apple.com/us/app/fandango-movies.../id307906541?mt=8>
★★★★★ 1,259 votes - Free - iOS
Apr 26, 2013 – Read reviews, get customer ratings, see screenshots, and learn more about **Fandango Movies – Times & Tickets** on the App Store. Download ...

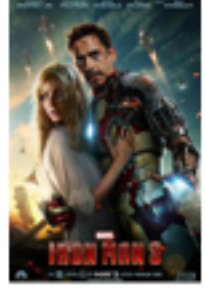



Fandango - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Fandango
Fandango is a lively couples dance from Spain, usually in triple metre, traditionally accompanied by guitars and castanets or hand-clapping ("palmas" in ...

Fandango (wrestler) - Wikipedia, the free encyclopedia
[en.wikipedia.org/wiki/Fandango_\(wrestler\)](http://en.wikipedia.org/wiki/Fandango_(wrestler))
He is currently signed to WWE where he performs under the ring name **Fandango**. Hussey began his professional wrestling career in 1999. He worked for ...


News for fandango
[Movie Ticketing App Fandango Now Lets You Share With Your](#)

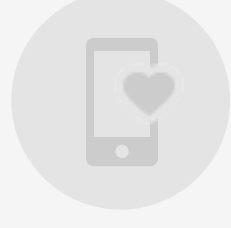
Fandango ✓
85,407 followers on Google+ [Follow](#)

Popular with Google+ users

	Iron Man 3 PG-13, 2 hr 20 min 2,044 watched the trailer		Star Trek Into Darkness PG-13, 2 hr 12 min 1,968 watched the trailer
	The Great Gatsby PG-13, 2 hr 22 min 1,903 watched the trailer		Drive Angry 3D R, 1 hr 44 min 1,761 watched the trailer

Recent post

 **Box Office: 'Gatsby' Posts a Great Number, But 'Iron Man' Still Reigns Supreme.**
#IronMan3 #TheGreatGatsby #BoxOffice
3 hours ago

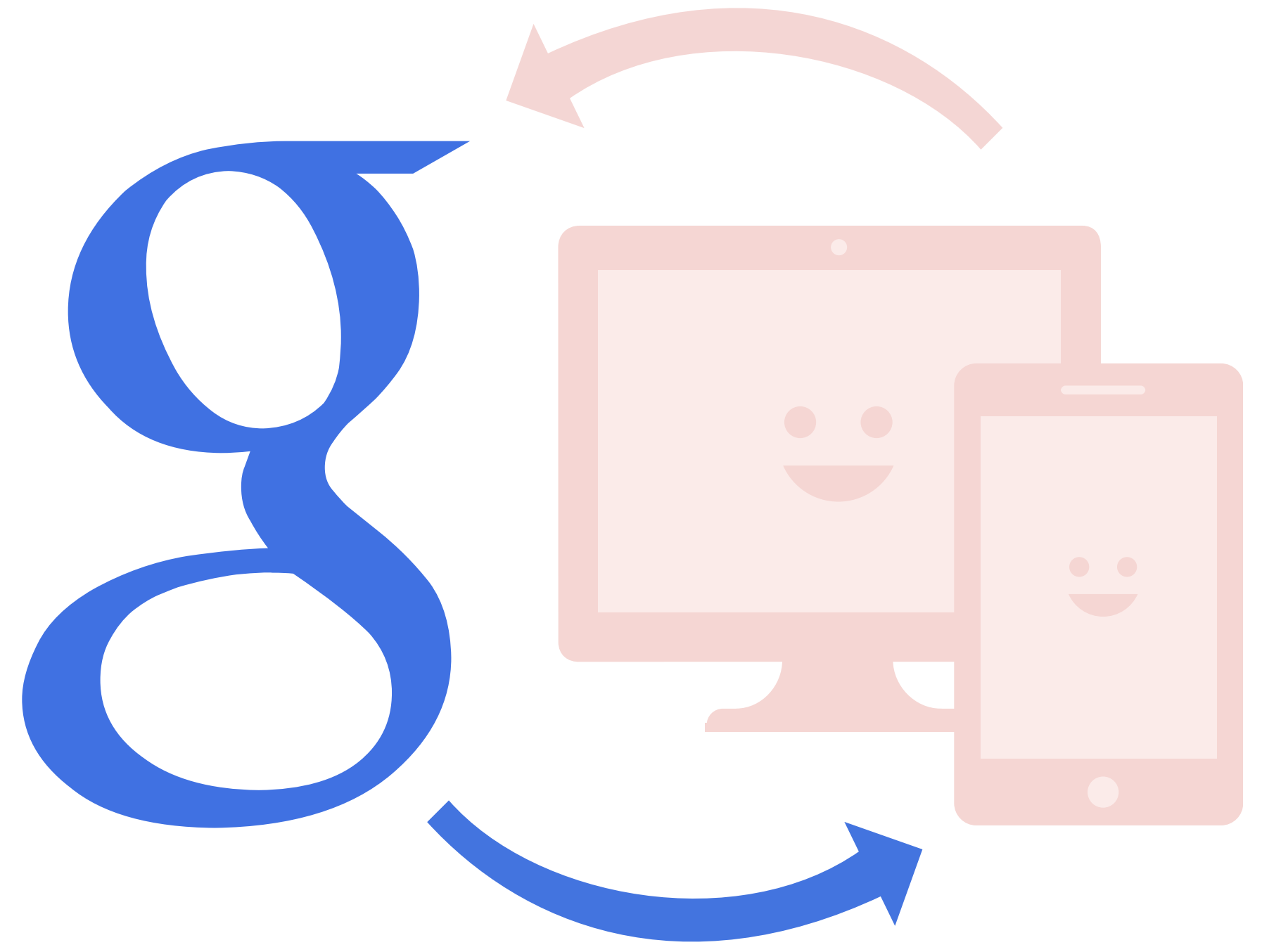
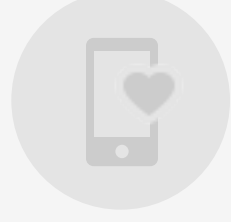


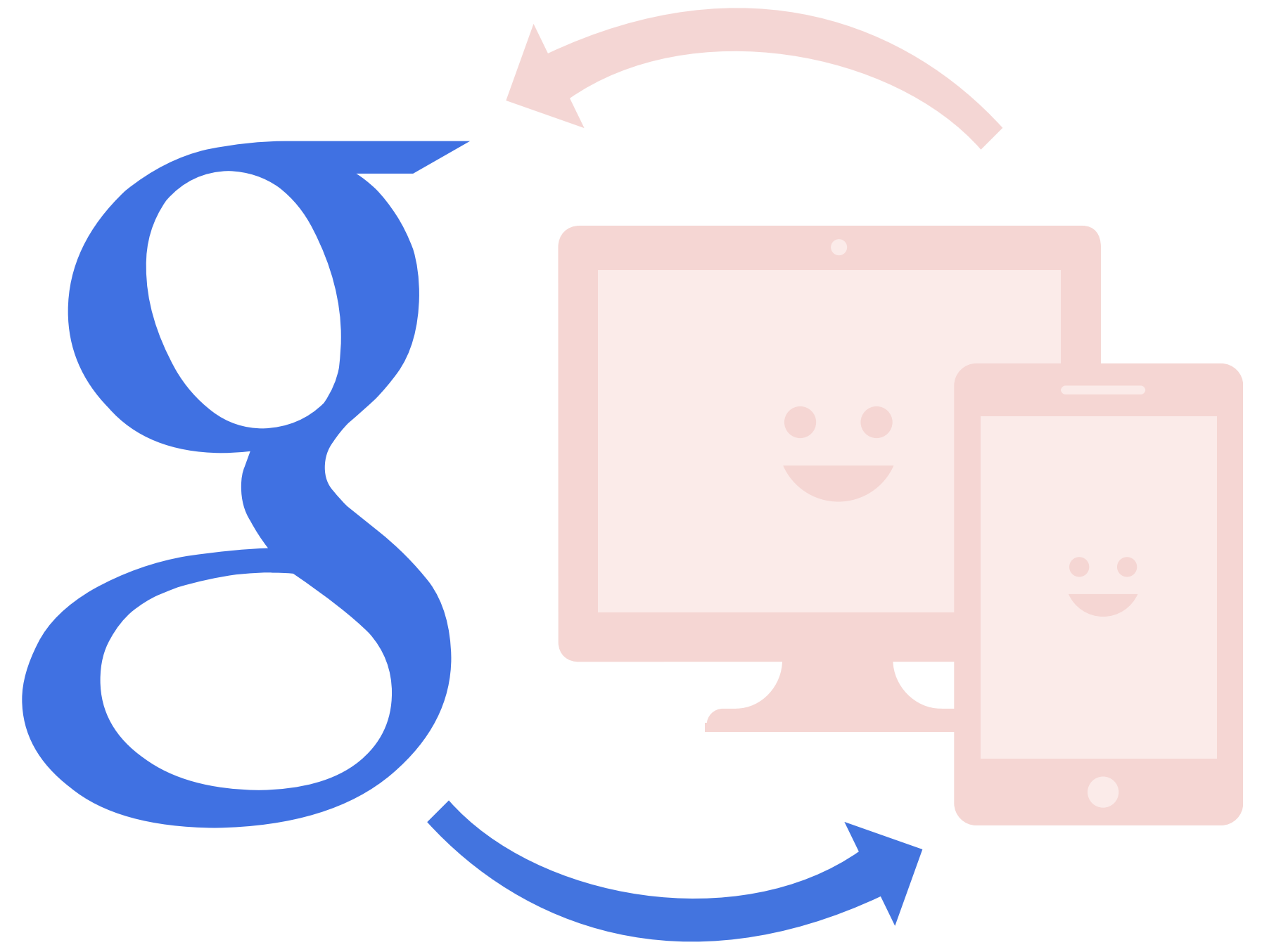
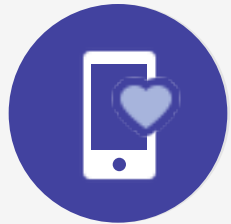
Drive traffic from search with app activities

#javascript

```
var moment = {
  'type': 'http://schemas.google.com/WatchActivity',
  'target': {
    'url': 'http://www.fandango.com/ironman3_147742/movieoverview'
  }
};
var request = gapi.client.request({
  'path': 'plus/v1/people/me/moments/vault',
  'method': 'POST',
  'body': JSON.stringify(moment)
});
request.execute(function(result) {
  console.log(result);
});
```









Add simple, secure sign in

✕

Welcome Back

 Sign in with Facebook

 Sign in with Google

Or sign in to your OpenTable account

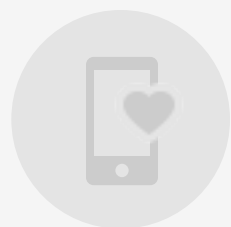
Email

Password

[Forgot password?](#)

Sign In Remember me

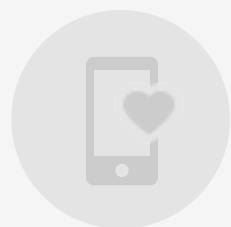
Not an OpenTable member?
[Continue as a guest](#)



Add simple, secure sign in

```
<button class="g-signin"  
  data-scope="https://www.googleapis.com/auth/plus.login"  
  data-requestvisibleactions="http://schemas.google.com/AddActivity"  
  data-clientId="YOUR_CLIENT_ID"  
  data-callback="onSignInCallback"  
  data-theme="dark"  
  data-cookiepolicy="single_host_origin">  
</button>
```

#html




Enable over-the-air app installation

Google Play

<https://play.google.com/isoinstall?pid=com.opentable&idToken=eyJhbGciOiJIUzI1NiIsInR5cCI6IkpzZW50L3p1IiwiZXhwIjowfQ...>

Google play Seth Sternberg

Would you also like to install OpenTable on your Android device?

 **OpenTable**
OpenTable
★★★★★ (17,863)
App Version: 2.5.1 Size: 2.1M

Install OpenTable on:

LGE Nexus 4

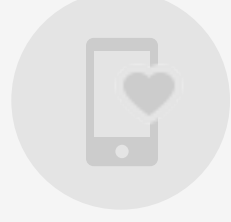
This application has access to the following:

Your location:
precise location (GPS and network-based),
approximate location (network-based)

Network communication:
full network access

Phone calls:
read phone status and identity

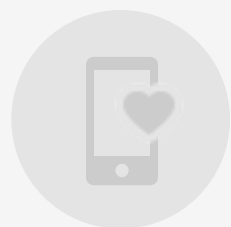
No thanks Install



Enable over-the-air app installation

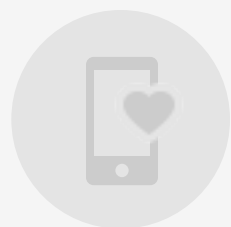
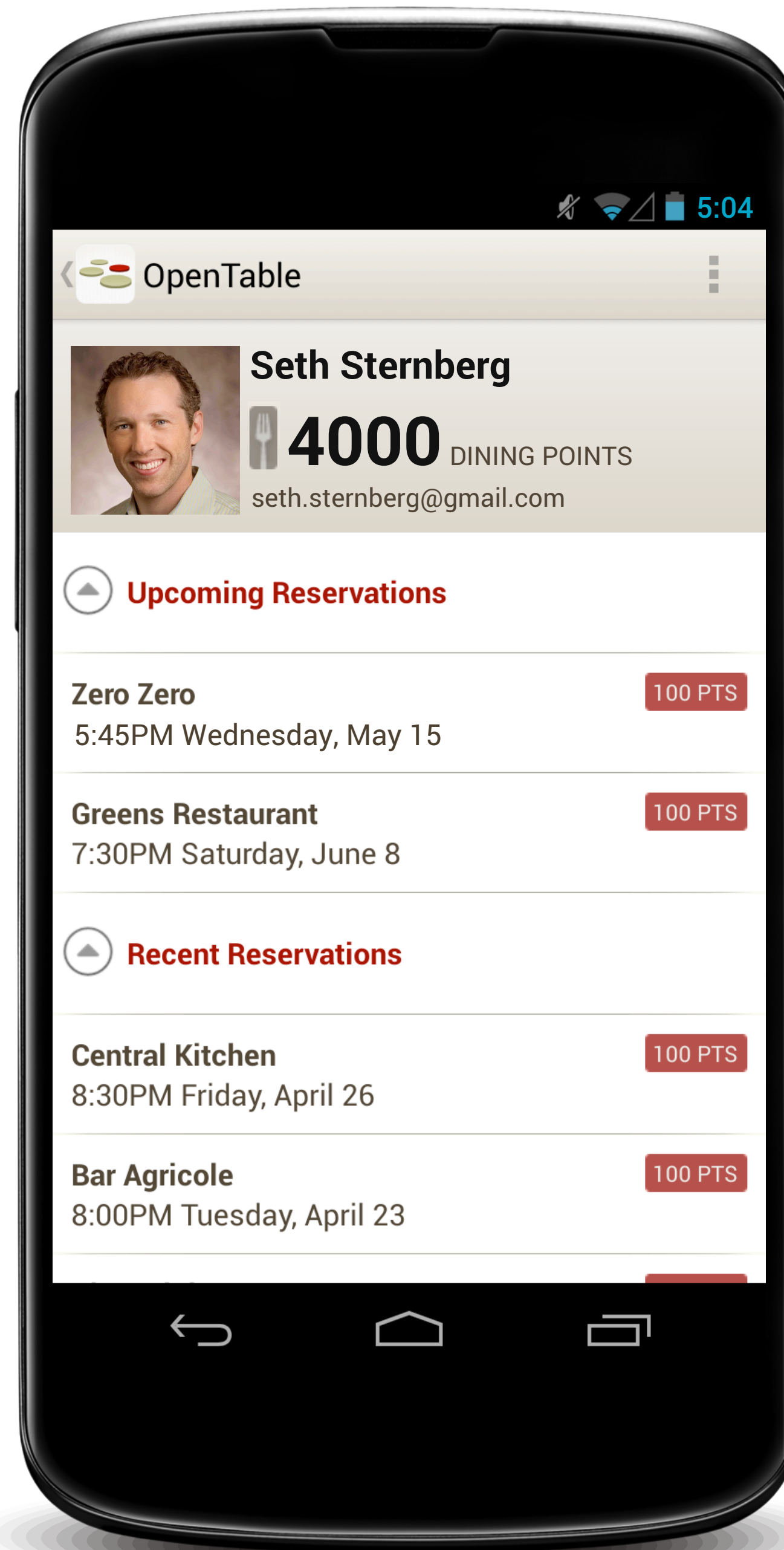
```
<button class="g-signin"  
  data-scope="https://www.googleapis.com/auth/plus.login"  
  data-requestvisibleactions="http://schemas.google.com/AddActivity"  
  data-clientId="YOUR_CLIENT_ID"  
  data-callback="onSignInCallback"  
  data-theme="dark"  
  data-cookiepolicy="single_host_origin"  
  data-apppackagename="com.yourcompany.yourapp">  
</button>
```

#html



Blur the line

between mobile and web



Blur the line between mobile and web

Create Client ID

Client ID Settings

Application type

- Web application
Accessed by web browsers over a network.
- Service account
Calls Google APIs on behalf of your application instead of an end-user. [Learn more](#)
- Installed application
Runs on a desktop computer or handheld device (like Android or iPhone).

Installed application type

- Android [Learn more](#)

API requests are sent directly to Google from your clients' Android devices. Google verifies that each request originates from an Android application that matches the package name and SHA1 signing certificate fingerprint name listed below.

Package name:
(Example: *com.example*)

⚠ Required.

Signing certificate fingerprint (SHA1):
(Example: *21:45:BD:F6:98:B8:71:50:39:BD:0E:83:F2:06:9B:ED:43:5A:C2:1C*)

⚠ Required.

Deep Linking:

- Enabled
- Disabled

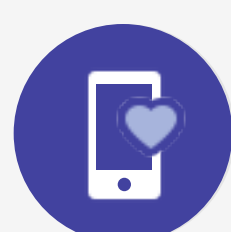
- Chrome Application [Learn more](#)
- iOS [Learn more](#)
- Other

[Learn more](#)



Capture interest

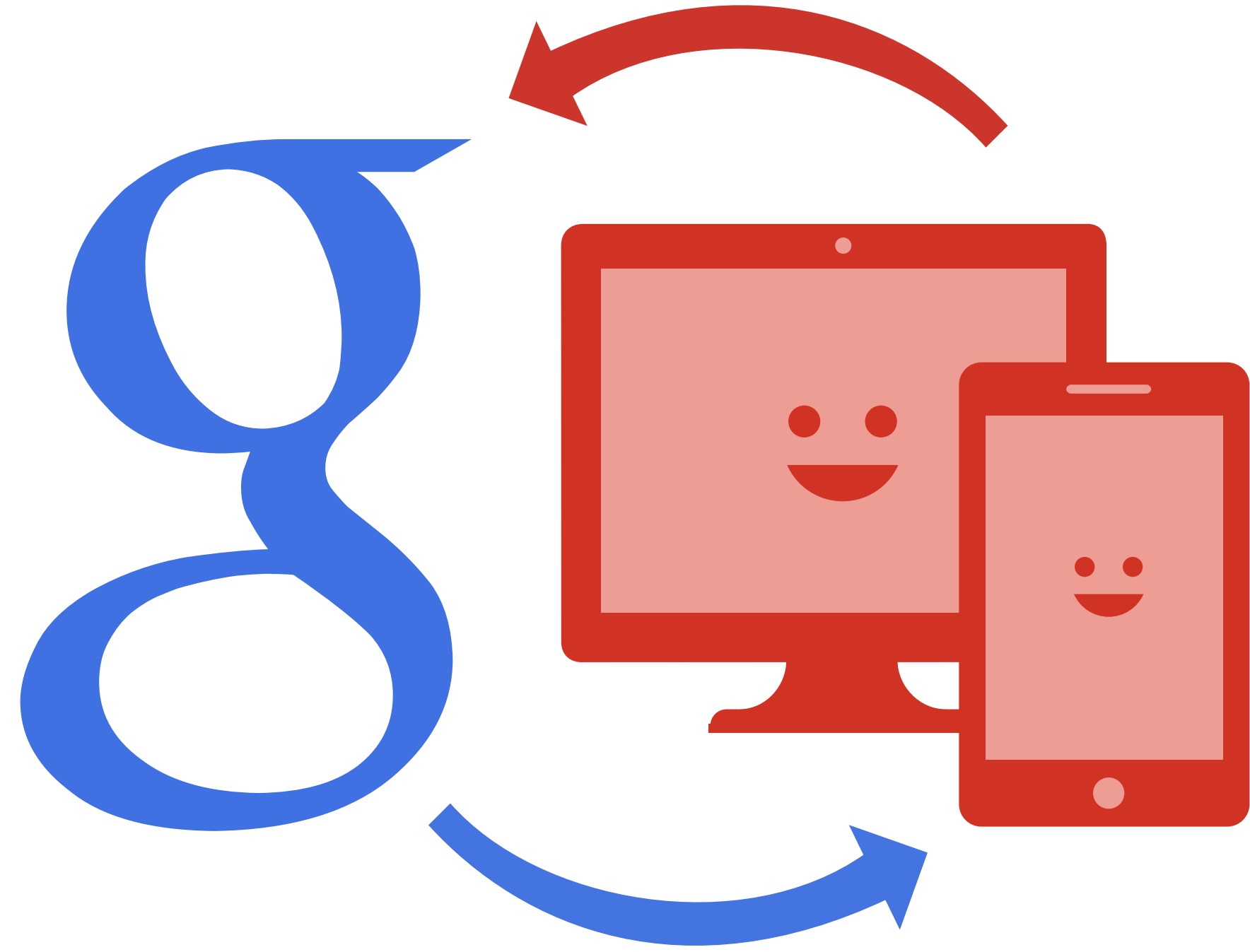
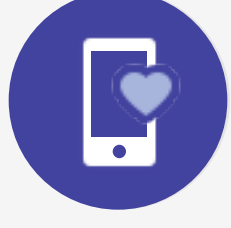
with recommendations



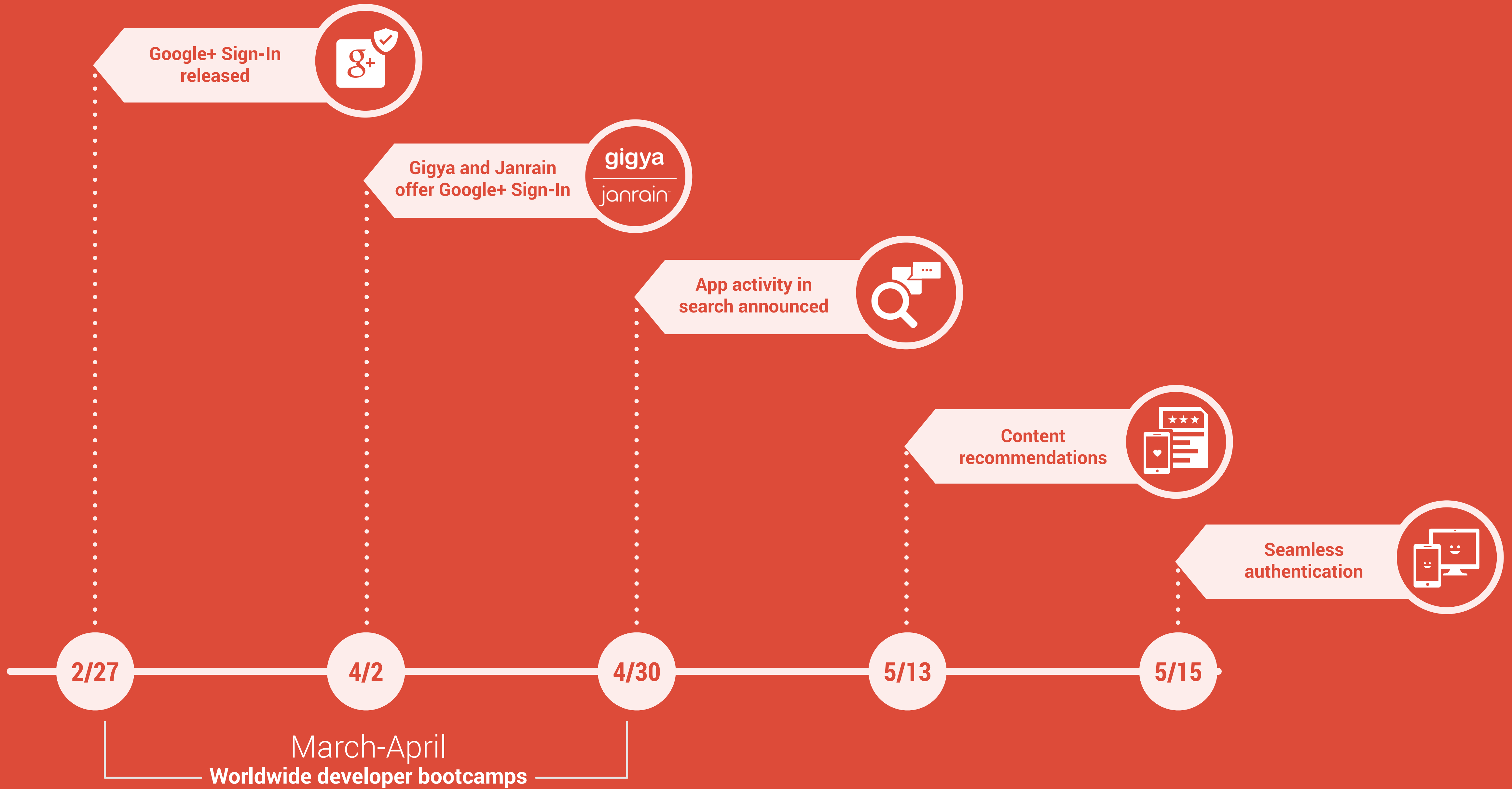
Capture interest with recommendations

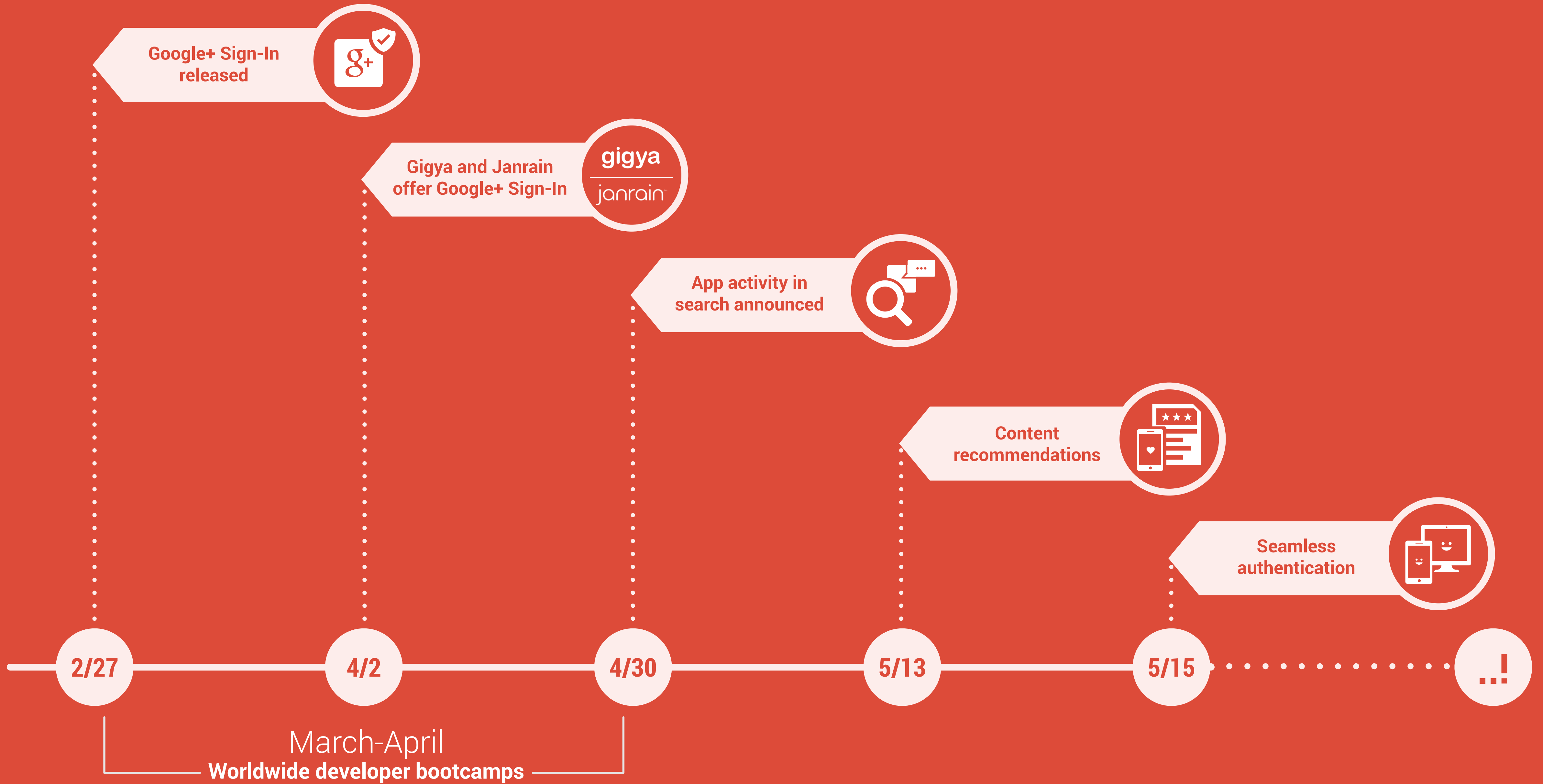
#javascript

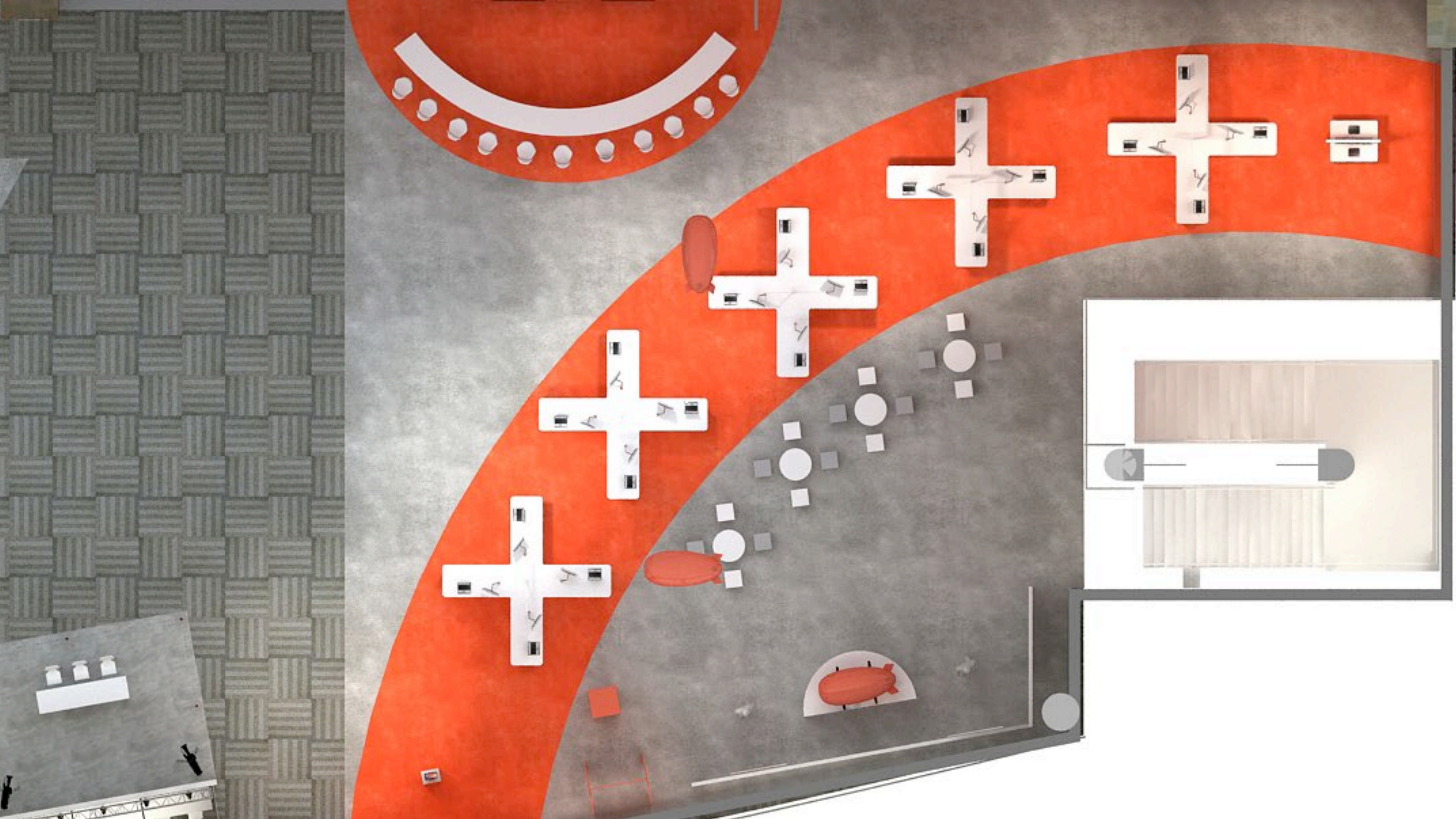
```
<script type="text/javascript">
  (function() {
    var po = document.createElement("script");
    po.type = "text/javascript"; po.async = true;
    po.src = "https://apis.google.com/js/plusone.js?publisherid=117741825876254094419";
    var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(po, s);
  })();
</script>
```

- ✓ more users
- ✓ more pageviews
- ✓ more seamless











AIR NEW ZEALAND 

Before the magic can begin you'll need to sign in

 [Sign in with Google](#)

Having trouble? [Get help here](#)



AIR NEW ZEALAND 



Welcome aboard

Seth Sternberg

[Not your account? Sign out now](#)


Next stop, Air New Zealand Fairyland!

Enter



send me your wish

Let us know what friend you'd like to wish for...

 Choose a friend

Your Wish for your friend*
(maximum 160 characters)

I agree to the [terms and conditions](#).

Make wish

"I wish that i could get a model air plane painted with the new hobbit on it."

Andrew K.

granted





send me your wish

Let us know what friend you'd like to wish for...

 Choose a friend

Your Wish for your friend*
(maximum 160 characters)

I agree to the [terms and conditions](#).

Make wish

friends list

 50 Cent

 A.J. Wood

 AJ Asver

 Aaron Boodman

 Aaron Feinberg

Select Friend

 granted





send me your wish

 50 Cent
Choose another friend?

Now you've selected your friend, let us know what you'd like to wish for them...

Your Wish for your friend*
(maximum 160 characters)

I agree to the [terms and conditions](#).

Make wish

"I wish that i could get a model air plane painted with the new hobbit on it."

Andrew K.

granted





send me your wish

 50 Cent
Choose another friend?

Now you've selected your friend, let us know what you'd like to wish for them...

I wish you had 50 more cents. Then you'd have a dolla!

I agree to the [terms and conditions](#).

Make wish

"I wish that i could get a model air plane painted with the new hobbit on it."

Andrew K.

granted





thank you!

Thanks for your wish! It's on its way to me in fairyland. I'll be in touch with your friend if the wish is granted xx




"I wish that i could get a model air plane painted with the new hobbit on it."

Andrew K.


granted

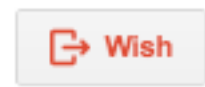






Share on Google+ Seth Sternberg 

I just made a wish to the Air NZ Fairy for 50 Cent. Check out the Air NZ Fairy on Google+ and make your own wish!

 [Air New Zealand Fairy »](#)



 **Public** × + Add more people 





Share

"I wish that i could get a model air plane painted with the new hobbit on it."

Andrew K.  **granted**











Google+ Platform Day 1

12:45pm - 1:45pm	1:55pm - 2:35pm	2:45pm - 3:25pm	3:50pm - 4:30pm	4:40pm - 5:20pm	5:30pm - 6:10pm
<p>Google+ Platform Overview ROOM 1</p> 	<p>An Introduction to Integrating Google+ Sign-In ROOM 2</p> 	<p>Google+ for Publishers: Buttons, Badges, and More ROOM 7</p> 	<p>Google+ and Search: How to Enhance Your Brand Queries on Google ROOM 1</p> 	<p>The Google+ Hangouts API a Year Later: Much More than a Virtual Mustache ROOM 4</p>	<p>Getting the Most Out of Google+ in Your Organization ROOM 7</p>



Google+ Platform Day 2

10am - 11am	11:15am - 11:55am	12:45pm - 1:25pm	1:40pm - 2:20pm	2:35pm - 3:15pm	3:30pm - 4:10pm	4:25pm - 5:05pm	5:20pm - 6pm
<p>Fireside Chat with the Google+ Platform Team</p> <p>ROOM 1</p> 	<p>Google+ Sign-In for Android Developers</p> <p>ROOM 1</p> 	<p>How to Offer Google+ Sign-In Alongside Other Social Sign-In Services</p> <p>ROOM 11</p> 	<p>Google+ Sign-In for Web Apps</p> <p>ROOM 11</p> 	<p>Best Practices for Google+ Sign-In</p> <p>ROOM 11</p> 	<p>Grow Your Audience with Google+</p> <p>ROOM 11</p> 	<p>Cross-Platform Auth with Google+ Sign-In</p> <p>ROOM 1</p> 	<p>Google+ Sign-In for iOS Developers</p> <p>ROOM 5</p> 
						<p>Building a Successful Google+ Integration That Adds Significant Value</p> <p>ROOM 8</p>	



<Thank You!>

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