

# Take11 Launches Online Cataloging of Videos and DVDs



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## **Press Release Summary: New website now provides a web service for online cataloging of videos and dvds**

Press Release Body: (CENTRAL, SC, 29 Sep 2008) -- Every technology has limitations and drawbacks. In the case of home entertainment systems, a drawback is the need to organize and manage a collection of videos and dvds. Even when many videos are borrowed, rather than owned, we'd like to be able to track what we've seen, make a wish list, assign our own ratings, and create notes about particular movies. Ever stand in a video store with dvd in hand and wonder whether you already own that particular title?

The solution is a system for cataloging—but the system must be easy to use; that is, it must take advantage of what we already know. Software developers **Mitch and Jim Haile** are creating such a system—a web site called Take11.com where users can catalog their video collections.

**Take11** is a web service: there is no software to buy, download, or update. Anyone who can use a web browser can use **Take11**. If you have a web-enabled mobile phone, you can access Take11 remotely, such as from your local dvd store. To add to your collection, you input just three or four key terms, and **Take11** will fill in many details: actors, director, studio, running time—even a cover image. You can then add your own tags, comments, and ratings. As the number of Take11 users grows, so will its database, and this will allow users to

