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**CINEMU, FIRST MOVIE GUIDE of ISLAMIC WORLD IS ONLINE**

**Muslim World is meeting with a movie guide, which is based on its own values**

Lately Muslim World has started to pay attention to Hollywood and world cinema more than ever thanks to developing digital atmosphere. Whilst 281 movies featured in Turkey in 2012, only 61 of them were Turkish and the rest was foreign movies. Conservative and religious people also started to fill the movie theaters as both producers and viewers. It was a big deficiency that Muslim World did not have its own movie guide based on its principles, concepts and values despite the 54 % of its 1.700.000 population is under the age of 25. However number of Christian and Jewish movie guides is expressed in dozens. **www.cinemu.com** , the first and unique movie evaluation and rating guide based on Muslim family values, will be online starting from **1ST Ramadan** and head office will be in Istanbul/Turkey.

**CİNEMU**, apart from the existing movie guides; will be multi lingual and will address to Muslim world in particular but also address to whole world in general. **CINEMU** will be online starting from 1st RAMADAN in Turkish, English, Arabic, Persian, Malaysian, Indonesian and Russian languages and very soon Urdu and Chinese languages will be added.

Through **SAFETY METER,** which is applied in **CİNEMU**, visitors will have the possibility of reaching movies which are categorized from **“safest”** to the **“best scored”.** Already almost 5.000 movies are evaluated and rated including the ones at the theaters. Each film will have a descriptive passport so CINEMU user will easily reach to the synopsis, cast and CINEMU rating of the film. All films will be evaluated and rated in CINEMU without any discrimination between the scale of “safest” to the “unfavorable”. Besides CINEMU rating, visitors will also be able to see the ratings of IMDB and other prestigious rating sites. In film passport segment each film will be evaluated from the perspective of nudity, violence, incest relations, homosexuality, alcohol and drugs, profane language and any insult against all religions and beliefs.

[www.cinemu.com](http://www.cinemu.com) especially targets the moral values by informing the children and youth who are unprotected against moral degeneration and aims to protect the family, which is the building stone of Muslim society.

CIMEMU, being online with the starting of Ramadan month, is not just established for Muslim World, but also for entire humanity which is looking for moral, ethical, virtuous, family values and worried for the degeneration of young generations.

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