

YAHOO! FINANCE



Digital Call Sheets for the Film and Television Industry Have Arrived

doddlePRO lets you effortlessly create, edit, and send callsheets from the office or the field



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LOS ANGELES, March 21, 2012 /PRNewswire-iReach/ -- A Giant Leap For Filmmakers, Television Producers and Event Planners

Mobile Imagination, LLC, creator of **doddle** and **doddlePRO** launches the web/cloud version their digital "Call Sheet" generator

Call Sheets. Anyone involved in the logistics of film/tv/event planning knows the tedious drudgery of managing crews in the field on location. This involves creating detailed spreadsheets including each crew member, with contact information, each location, the days' schedule, emergency resources, and more. The better designed call sheets will contain maps and directions to locations, important notes to groups or individuals, appropriate radio channels for radio communication on set and more.

doddlePRO for iPhone/iPad/iPod revolutionized this process with a mobile system that allows for point and click creation/editing, and distribution of call sheets, integrating data from your contact list or the comprehensive doddle directory.

The release of **doddlePRO 2.0** moves this technology forward at lightspeed by adding **doddlePRO** "on the web, on your desktop", allowing you to sync seamlessly with your iOS device. Now any production house, filmmaker, or event planner can utilize this transformational tool in quickly creating their call sheets, with automated mapping/emergency resources, weather, and more, and editing them instantly on their mobile device, and vice-versa. Additional upgrades include synced photos for locations, schedules, and other entities, heightened security with editing permissions, branded logos on the call sheets, and much more.

See the future of green production today online visiting [the doddle website](#) or in the [iTunes Store](#) by searching **doddlePRO**.

Jim Robertson, Mobile Imagination, LLC Principal & Founder: "In an industry where time equals money, **doddle** saves on both. Lightning fast and user-friendly, **doddle** is a resource destined to be a producer's best friend. Already a must-have smartphone application for the savvy entertainment professional, our new online service now opens the world of **doddle** to everyone on the internet. **doddle** was built by production people for production people in order to save producers money and get locals hired."

Richard Kwiat, Mobile Imagination, LLC Principal & Founder: "We created a beautiful app that brings simplicity to an often chaotic environment. **doddle** cuts through the noise, and gives entertainment professionals the ability to reach out and secure the exact services that they need at the exact moment that they need it... and did I mention, it's a really fun

app to use."

ABOUT MOBILE IMAGINATION, LLC: Mobile Imagination's **doddle** places the world's production industry resources in the palm of your hand. Created by a team with decades of experience in the software and production industries, **doddle** promises to transform the lives of production professionals – from movies and television to audio, and video production – by giving them the unique ability to plan, communicate with, and manage their workforce from their smartphone throughout the creative process. **doddle** is the first of many mobile business productivity applications planned by Mobile Imagination, which will help professionals across various industries spend less time in the office and more time in the field where their business is captured and created.

For press inquiries and to set up interviews with **Jim Robertson** or **Richard Kwiat** contact: Jim or Rich at [877-363-3537](tel:877-363-3537)

For more information about **doddle** visit www.doddleme.com or call 1-877-doddle-me ([1-877-363-3536](tel:1-877-363-3536))

(Photo: <http://photos.prnewswire.com/prnh/20120321/CG72808>)

To view this video on YouTube, please visit: <http://youtu.be/xB34yC2llg>

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