



## **MEDIA ALERT – FOR URGENT ANNOUNCEMENT**

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### **FIND OUT ABOUT THE *DODDLE* DEBUT AT SHOWBIZ EXPO NYC**

- WHO:** Join Principals and Founders of Mobile Imagination, LLC, Jim Robertson and Richard Kwiat at New York's ShowBiz Expo as they share a new and innovative product for all facets of the production industry, *doddle*.
- WHAT:** The new smartphone application, *doddle*, will put the world's productivity resources in the palm of your hand. Initially designed for iPhone, the "it" phone for the production industry, *doddle* promises to transform the lives of production professionals – from movies and television to audio, and video production segments – by giving them the unique ability to plan, communicate with, and manage their workforce from their smartphone throughout the creative process.
- WHEN:** Sunday, March 28<sup>th</sup>, 2010
- WHERE:** ShowBiz Expo - New York City  
**Booth #117**  
Hilton New York City, 2<sup>nd</sup> Floor  
1335 Avenue of the Americas  
New York, NY 10019
- WHY:** Mobile Imagination is attending the Showbiz Expo to share *doddle's* revolutionary service for the entertainment and production industry with show business professionals and NYC-based media.
- CONTACT:** Media should contact Tyler Sminkey at (786) 390-8510 or [media@doddleme.com](mailto:media@doddleme.com) to set up interviews and visit *doddle's* booth (booth #117).

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### **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. This 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 more information, visit [www.MobileImagination.com](http://www.MobileImagination.com).