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**NEW SMARTPHONE APP PROMISES TO REVOLUTIONIZE
ENTERTAINMENT AND PRODUCTION INDUSTRY**

Developers Will Soon Urge Production Professionals and Service Providers to Post Free Listings

JUPITER, FL (March 19, 2010) – Mobile Imagination, LLC which manufactures business productivity applications for smartphones, is launching an application that will revolutionize the entertainment and production industry. Yeah, we're in the entertainment business, but we're not being drama queens here. We've got the goods to back up the hype. Seriously.

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.

No more wasting countless hours frantically searching through antiquated and cumbersome production guides or calling PAs who've since become studio executives. Forget about squandering precious time schlepping to an office to fax call sheets and call disconnected equipment rental shops. Isn't that low-tech approach sort of embarrassing for an industry which created mind-boggling special-effect feats like "Avatar?"

"*doddle* will be to the production industry what email has become to those of us who remember what it was like to do business via phone or snail mail," said Mobile Imagination, LLC Principal and Founder Jim Robertson, who worked for 18 years in the production industry and dreamed up *doddle* during a particularly frustrating shoot. "There are online production directories, but *doddle* goes light years beyond those to give production professionals the tools and refreshable data access to make their jobs swifter and saner, giving them more brain cells to devote to creating great art."

doddle will allow industry professionals to search for vendors and freelancers instantly with their growing comprehensive interactive production guide, initially throughout the U.S., and eventually, throughout the world. Once a user has located the listing(s) of their choice, they will be able to communicate and collaborate with that entity using all the technology the mobile device has to offer. Producers can plan and manage their own creative workforce through the creation and instant distribution of their interactive "call sheets," which includes all the necessary information for the cast and crew, including shoot locations, applicable weather/lighting conditions, contact information for set personnel, local resources, hospitals, restaurants, and any other vital information. Unlike static call sheets, *doddle's* "interactive call sheets" will link

"For optimum performance, we want to populate the site with up-to-date resources and contacts said Mobile Imagination Principle and Founder and start-up guru Richard Kwiat. "For this reason, we will soon be offering production industry professionals at all levels to post a listing for free; vendors, crew, talent, as well as production service providers such as caterers, lawyers, retail shops, consultants, transportation providers, equipment rental companies, hospitality and many more. It takes just five minutes and it's free. It's one of the few instances in life where you really get something great for nothing."

Basic listings on *doddle* will be free, and premium listing opportunities will be available for a nominal advertising fee. Those wishing to post a listing just need to visit www.doddleme.com and fill out a quick and easy form to be available in the next weeks. *doddle* executives encourage production industry professionals, vendors, talent, film commissions and anyone that works in the industry to post their listings as soon as the web site goes live so that they are included in the application's database for the official launch at the NAB show scheduled for April 12th, 2010.

When launched later this spring, *doddle* will be available in basic and professional versions. *doddle*, which will be available at no cost (including registration and usage), will offer a growing comprehensive directory on the web and favorite smartphones (beginning with iPhone) – utilizing all the features the best smartphones offer. It will be available free to use at www.doddleme.com as well as free to download at the iTunes application store. *doddle pro* will include killer productivity tools such as digital interactive call sheets, internal note sharing, and other bells and whistles to present a truly transformational application to the world of production – available for a one time fee of only \$9.99 at the iTunes mobile app store or at www.doddleme.com for just \$24.99 per year (desktop version).

For more information visit www.doddleme.com or call 1-877-doddle-me (1-877-363-3536).

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.doddleme.com.

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