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Kemps Executive Harvey Osborn Makes The Jump To *doddle* To Head Global Sales

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Mobile Imagination, LLC, makers of the transformational smartphone application and web service, **doddle**, has named Kemps executive Harvey Osborn as their Global Sales Director.

Osborn has spent the last 20 years running sales at Reed Elsevier, one of the world's largest publishers. His primary focus in recent years had been the leading Film & TV brand Kemps (kftv.com), a 52 year old market leading directory for the international production of films, TV programs, commercials, and associated services, which Osborn helped take from the UK's no 3, to global no 1.

doddle is a smartphone app that is a 24/7 production guide in the palm of your hand, allowing access to a comprehensive directory, full of Vendors, Crew, Talent, Film Offices and much more. Since it's launch in April, **doddle** has been transforming the lives of production professionals – from the film, television, and music industries – by giving them the unique ability to plan, communicate with, and manage their workforce from their smartphone throughout the creative process.

doddle's mobile app truly cuts out wasting countless hours frantically searching through antiquated and cumbersome production guides or squandering precious time schlepping to an office to fax call sheets, and calling disconnected equipment rental shops. In short, **doddle** makes it possible to work the way we all do, "on the go."

Initially designed for the iPhone, Mobile Imagination, LLC, recently launched its **doddleOnline** service, available at www.doddleme.com. Just like their app, the new **doddleOnline** service also puts the world's entertainment production resources at your fingertips.

Moviemaker magazine recently listed **doddle** as one of the top 25 must have apps for filmmakers in their current summer issue. Basic listings on **doddle** are free, and premium listing opportunities are available for a nominal advertising fee. Once **doddlePRO** launches later this fall, it 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 for just \$24.99 per year for the web version at: www.doddleme.com

Harvey Osborn: "It's always a daunting prospect to take a leap of faith and leave a role of 20 years and start something new. However, **doddle**, simply has the best product in the market. It's exactly what this industry needs right now. **doddle** will become the first choice for anyone seriously trading in the global film & TV industry. I am very excited about this product and joining the **doddle** team."

Jim Robertson, Mobile Imagination, LLC Principal & Founder: "We are thrilled to be working with a talented executive like Harvey Osborn, and we fully expect that he will help grow **doddle** to be the must-have smartphone application and online service for the savvy entertainment professional."

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.

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