New, Green Technology Unveiled at Sundance Film Festival that Allows Filmmakers to Create and Share Digital Call Sheets, Saving Time and Resources

PARK CITY, U.T., January 21, 2011 - Filmmaker Jim Robertson and software entrepreneur Rich Kwiat have the answer to bulky, antiquated production guides and the waste of paper previously needed to run a production: *doddlePRO*, which allows users to create and share patent-pending, digital call sheets using their iPhone. Plans are in place to expand the app to Android and Blackberry and as an online version that will sync to users' Smartphones. *doddlePRO* is a newly introduced companion to *doddle*, which is a database of listings for all resources that pertain to the film industry: vendors, crew, talent, hospitality, food, film offices, and other businesses and individuals across the country, in the UK and soon all over the world. Available as an app and as an online directory at http://www.doddleme.com, industry leaders are beginning to call *doddle* the "New Bible" for anyone planning a film or television project.

With *doddlePRO*, those spearheading a film project can create call sheets on their iPhones and then distribute them as PDFs and digital versions via e-mail to all crewmembers, even those who have never heard of *doddle*. However, users of *doddlePRO* can receive a "digital call sheet on steroids." *doddle* is free for anyone to use, and *doddlePRO* is available in the iTunes App Store for the introductory price of $9.99.

doddlePRO is the perfect contribution to the film industry's green initiative. The mission of *doddlePRO* creators Robertson and Kwiat is to help initiate completely paperless production, eliminating the need to waste time and resources necessary for printing up production guides and call sheets altogether.

doddlePRO will debut at the Sundance Film Festival in the New York Lounge, where Robertson and Kwiat will be demonstrating the program's capabilities. Established in 1978 by Robert Redford, the Sundance Film Festival has provided a platform for directors and actors to get their big breaks, including Kevin Smith, Robert Rodriguez, Quentin Tarantino, Steve James, Paul Thomas Anderson, Steven Soderbergh, Darren Aronofsky, James Wan, Edward Burns and Jim Jarmusch. It is also responsible for bringing wider attention to films such as *Saw*, *Garden State*, *Super Troopers*, *The Blair Witch Project*, *Better Luck Tomorrow*, *Primer*, *Reservoir Dogs*, *Little Miss Sunshine*, *El Mariachi*, *Moon*, *Clerks*, *Thank You for Smoking*, *sex, lies, and videotape*, *The Brothers McMullen* and *Napoleon Dynamite*. Each year, the New York State Governor's Office for Motion Picture & Television Development sets up a New York Lounge in Park City during Sundance to honor New York filmmakers who are showing in the festival and to encourage filmmakers from all over the world to chose New York as the location for their upcoming projects.

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