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

doddle a new iPhone APP for Production Industry will help get locals hired

JUPITER, FL (May 02, 2010) – Mobile Imagination, LLC which manufactures business productivity applications for smartphones, is launching an application that will revolutionize the entertainment and production industry. The new smartphone application, ***doddle***, 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 call disconnected equipment rental shops. In short, ***doddle*** makes it possible to work the way you do, “on the go.” This app will help professionals spend less time chained to a desk and more time in the field where the magic is created by giving them the unique ability to plan, communicate with, and manage their workforce from their smartphone throughout the creative process.

More importantly, this app will help professionals coming to your locations, get better acquainted with your local resources. This app was built to save producers money and get locals hired. ***doddle*** was built by production people for production people.

“***doddle*** is for anyone that touches the production industry. ***doddle*** is especially great when you go and shoot on location and you don’t know anyone because it allows you to find all the resources that area has to offer...easily,” said Jim Robertson. Jim has worked for 20 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 better 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. And planned for this summer 2010, 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 will be able to plan and manage their own creative workforce through the creation and instant distribution of 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, and other vital information. Unlike static call sheets, **doddle’s** “interactive call sheets” will link and map to key addresses, locations, and everybody touching the set.

“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 are offering production industry professionals at all levels to post a listing for free; vendors, crew, talent, locations, 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** are free, and premium listing opportunities are 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. **doddle** executives encourage production industry professionals, vendors, talent, film commissions and anyone that works in the industry to post their listings as soon as possible to really have a mobile presence in the **doddle** nation.

doddle will be available in basic and professional versions. **doddle** is available free to use at www.doddleme.com as well as free to [Download doddle From iTunes](#). Once **doddle pro** launches this summer and 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 at www.doddleme.com for just \$24.99 per year for the desktop version.

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

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