



LAUNCHING AT EUROPEAN FILM MARKET 2016 / BERLINALE 11-19th FEBRUARY IN BERLIN:

Dramatify brings TV & film production management into the 21st century

Technology innovation drives TV, film, online video and scripted virtual reality into amazing feats of special effects, but behind the camera paper and decades old software rules. Dramatify sets out to bring production management into the 21st century.

– It's not unusual for an average feature film to spend at least €3000 on copying paper alone for throwaway information. That's a lot of dead trees, says Annika Lidne, Dramatify's CEO and co-founder.

Dramatify brings green, mobile pre-preproduction and production management and collaboration to the TV and film industry for both fiction and non-fiction. The industry invests around 120 BUSD a year in productions globally. The company also closely follows the fast development and growth within scripted virtual reality, to be positioned as the obvious production management solution as that market matures.

Dramatify have already made waves

Dramatify was selected as a MIPLabs finalist 2015 at MIPTV, the world's leading TV content market, and is according to MIPTV , "one of the world's most innovative companies today within television and video technology".

Dramatify - a bootstrapped startup with an all female founder team

Dramatify is founded by Annika Lidne, a serial entrepreneur with a background in TV and film as well as internet, publishing and social media, together with lead developer and CTO Angelika Olsson Stigenberg who basically single-handedly have built the large platform.

With a thousand beta users from more than thirty countries, the company have bootstrapped all development so far, but are now considering various investment options.

– Our goal is to become the global market dominant in our vertical and a strong international brand, just like other well known Swedish startups, says Annika Lidne.

Three years in development and a thousand beta users

After more than three years in development and a thousand beta users from more than 30 countries, Dramatify launches commercially at the European Film Market / Berlinale 2016 which is held 11 -19th February in Berlin.

- The response we get from the industry clearly shows a strong need for modern production tools made not only for producers and production managers, but also for the devices we all love - smart phones, tablets and laptops, says Annika Lidne.

A tech niche lagging on mobile

Dramatify add tools for, and smart access to, production essentials such as scripts, breakdown, scheduling, team management, characters, sets, locations, call sheets and other production core documents and reports. While the entire industry is based on technology wizardry, the management part is not.

- The film and TV industry is far behind most other industries when it comes to using smart, collaborative mobile management tools, says Annika Lidne.

Dramatify allow producers to speed up productions, save resources and easily manage productions in multiple locations and with multiple teams. Teams, from production managers to photographers, cast and drivers, have the important information in their phones, tablets and computers. If they are still hell bent on killing trees, they can naturally also print reports and handouts.

- We have had producers telling us they can save hours on set, simply because Dramatify's call sheets are so easy to update and access in smart phones, says Annika Lidne.

Truly international

Dramatify is the only production and script solution in the world that can handle almost all languages in the world, including scripts and screenplays in right-to-left (RTL) languages, including Hebrew, Arabic and Farsi.

Competitive pricing for both mature and developing markets

Dramatify brings competitive pricing for both mature markets and developing countries. In Europe, prices starts at €10 per user and month, and decreases to €6 per user in big productions.

In markets with large production volumes but low budgets like India and Africa, prices start at \$6 per user and goes as low as \$2 per user and month for large productions.

A vertical with few competitors

Dramatify do have a few competitors, but most have been too early for market adoption and without muscles to build the large solution producers and production companies around the world are demanding.

- Often startups can disrupt the market by building very focused apps that do one single thing brilliantly. In our vertical, it's the platform that give producers and the team a flow and a great overview that always have been lacking. A one stop shop. That's what customer wants and that's what they are getting, says Annika Lidne.

LINKS AND FURTHER INFORMATION

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Images of founders and app: dramatify.com/press

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