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Stonehenge Productions Announces “Indie Appalooza”

Free Indie Film App Development for iPhones for 30 Days

San Diego, CA May 11, 2010 – Stonehenge Productions today announced the launch of Indie-Appalooza, a thirty-day, virtual festival for Indie Film makers, whereby they have the opportunity to have a custom indie film iPhone App created. Stonehenge Production is making this offer available for the next thirty days, or to the first thirty applicants, as a means to promote this ground-breaking distribution channel for the indie film industry.

Mark Smillie, founder of Stonehenge Productions and creator of Indie-Appalooza notes that in this age where distribution deals are scarce, independent film makers need to be more creative in their approach to marketing their films, generating awareness and creating additional distribution and revenue channels. Stonehenge Production addresses the challenges faced by indie film makers in a unique and cost-effective way.

Stonehenge builds its Apps with the entire film embedded in the App so that the viewing experience is of the highest quality. In addition, the Apps include a variety of rich content and social media integration.

Mr. Smillie stated: “We’re taking Indie film to a new dimension of participation and engagement by allowing real-time conversations between and among fans and film makers. This can be an effective means of publicity in pre- and post- production while also accelerating awareness of the film and providing incremental revenue.”

Stonehenge Production has several indie film apps available for purchase on iTunes and more iPhone and iPad Apps under development. In addition, the company was recently cited in a Wall Street Journal article entitled, “[Indie Film iPhone Apps - The New Distribution Frontier?](#)”

For more information or to submit your film, contact us at www.stonehengeproductions.com or info@stonehengeproductions.com. Follow us on Twitter at @wego11.

[StonehengeProductions](#) Stonehenge Productions provides an easy and economical way for indie film makers to distribute films on iTunes. We create Apps that include the film, as well as rich media features such as digital books, behind the scenes clips, trailers, news, and social media capabilities for the iPad, iPhone and iTouch. We submit, manage and sell the Apps on iTunes in the App Store.