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## New Video launches Flatiron Film

Label to distrib indie fare across multiple platforms

By GORDON COX

Gotham distributor New Video has launched the label Flatiron Film Co., for cross-platform release of specialty titles.

Focused on narrative films often with a humorous edge, Flatiron reps a companion brand to New Video's doc-centric Docurama Films. New label plans to release pics via VOD, theatrical, with an eye toward engaging fanbases through social networking and new-media marketing.

After a soft launch that featured releases of pics including "The Secret of Kells" and the machinima Web skein "Red vs. Blue," Flatiron has acquired five pics, among them Janet Grillo's "Fly Away," the SXSW preem about a woman's struggles raising her autistic teen daughter. Pic will hit VOD, digital and DVD April 26, following a limited theatrical run.



Flatiron will bow "Fly Away" April 26 on VOD and DVD.

Also on the sked for multiplatform release are Aasif Mandvi-toplined foodie comedy "Today's Special," WWII-set marionette pic "Jackboots on Whitehall," coming-of-ager "True Adolescents" (starring Mark Duplass and Melissa Leo) and "The Best and the Brightest," a kindergarten-wars comedy with Neil Patrick Harris and Amy Sedaris.

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