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VARIETY

Disney Invites Kids to Bring iPads to Theaters for 'The Little Mermaid' Re-Release

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App will allow moviegoers to interact with the movie

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When "The Little (http://variety.com/t/little/) Mermaid" protagonist Ariel sang about having "gadgets (http://variety.com/t/gadgets/) and gizmos galore," she probably wasn't talking about Apple products.

However, Disney (http://variety.com/t/disney/) is providing incentive for movie-goers to bring iPads (http://variety.com/t/ipads/) to their Sept. 20 theatrical re-release (http://variety.com/t/re-release/) of the movie.

Dubbed "Second Screen (http://variety.com/t/second-screen/) Live," Disney has created an app which will allow viewers to interact with the 1989 classic taking place in select theaters (http://variety.com/t/theaters/). According to the app's trailer, participants will be able to play games, compete with fellow audience members and sing along with the movie.

Disney and Apple have had a long-running close relationship, with Disney recently honoring late Apple CEO Steve Jobs with a Legends award. Disney president and CEO Bob Iger also holds a spot on Apple's board, and Jobs had a seat on Disney's board of directors.

The theater run comes before "The Little Mermaid (http://variety.com/t/little-mermaid/)'s" Oct. 1 Blu-ray release (http://variety.com/t/release/). "The Little Mermaid (http://variety.com/t/the-little-mermaid/): Second Screen Live" is available in the App store (http://variety.com/t/app-store/) for free download.

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