



NAB BOOTH SL4259A

Showtime Chooses DAX Solutions for 2005 Season

DAX to deliver powerful collaboration tools for Showtime's production executives

April 12, 2005, Los Angeles, CA: Showtime Networks has selected DAX Solutions, the Los Angeles-based supplier of production workflow accelerator applications, to manage its production assets for the 2005 television season. For Showtime original movies and series, DAX will manage documents such as scripts, budgets, contracts, schedules, contact lists, call sheets and production reports. DAX will also manage unit photography, dailies and rough cuts on select shows shooting on locations around the world.

"Showtime selected DAX after extensive experience with other asset management systems. DAX won out because of its deep functionality supporting video, as well as the unprecedented level of security, access control and automation it provides," said Mike Rauch, Executive Vice President, Production for Showtime Networks Inc. "We are already seeing improvements in our workflows."

Dennis Brown, DAX VP of Sales, said, "DAX is pleased to welcome Showtime to the growing list of companies using DAX to reduce the time and cost, while significantly enhancing the creative collaborative process. We are confident they will see significant results on the bottom line as well as an array of time/cost benefits at all levels of production."

DAX also manages video assets such as location and casting reels, dailies and rough cuts. Assets ingested into the DAX system are automatically secured and made accessible to authorized users from around the globe. Collaboration tools allow users to add notes and comments associated to time code, and users are automatically notified when their audio-visual and documents are available for viewing. DAX incorporates collaboration and workflow tools, with full digital asset management capabilities, and is built specifically to the unique requirements of networks and production studios.

Showtime joins Lifetime, TNT, Universal, DreamWorks, Lions Gate Entertainment (AMEX and TSX: LGF) and numerous production companies using DAX Solutions to streamline the management and distribution throughout content creation. DAX enhances collaboration on a global basis and charges executives with greater control over the creative process.

DAX Solutions will be exhibiting for the first time at NAB (April 16 -21), in Las Vegas and showing new features, including Digital Watermarking and Rough Cut Manager now available in Windows Media or QuickTime. Go to www.daxsolutions.com for an online demo.

**DAX: The Production Workflow Accelerator
When The Only Thing You Need To Know, Is Everything.**

[more]

DAX Solutions, Inc.

11925 Wilshire Boulevard, Suite 222, Los Angeles, CA 90025 USA **O.**310.478.6644 **F.**310.478.6634 www.daxsolutions.com



About Showtime:

Showtime Networks Inc. (SNI), which is a wholly owned subsidiary of Viacom Inc., owns the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME® TOO™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILYZONE® and TMC xtra. SNI also offers SHOWTIME HD®, THE MOVIE CHANNEL HD®, SHOWTIME ON DEMAND®, THE MOVIE CHANNEL ON DEMAND™ and FLIX ON DEMAND. SNI operates and manages the premium television network SUNDANCE CHANNEL®, which is a venture between NBC Universal, Robert Redford, and Showtime Networks Inc. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME® PPV. Additionally, the advertiser-supported television network SHOWTIME is available in Turkey through a joint venture with UK-based Zone Vision.

About DAX Solutions:

Digital Asset Xchange, or DAX, is a highly secure, web-based production workflow accelerator designed to help film, television and advertising producers reduce costs by sharing resources, enhancing collaboration and speeding distribution in a friendly, easy-to-use and highly secure environment. DAX incorporates workflow and collaboration tools with full digital asset management capabilities. DAX offers instant, 24/7 Video-On-Demand access to audio-video elements and rich media content generated throughout the course of a production or campaign. DAX contains collaboration tools that work in both DVD and VHS quality video, and meets the strictest security standards of film studios and television networks.

For more information:

Rex Weiner
MediaTek
(323) 525-1030
rweiner@mediatekla.com

Showtime
Joan Ziff
Director, Trade & Media Relations
Showtime Networks Inc.
212-708-1590
joan.ziff@showtime.net

DAX Solutions, Inc.

11925 Wilshire Boulevard, Suite 222, Los Angeles, CA 90025 USA **O.**310.478.6644 **F.**310.478.6634 www.daxsolutions.com