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GlobalLogic Partners with Sample Digital to Develop iPad Content Review & Approval Management Application

[GlobalLogic](#), a leader in software R&D services, has announced that Hollywood-based [Sample Digital](#) successfully partnered with GlobalLogic to develop the industry's first iPad application that lets filmmakers review and approve film clips for in-progress productions. The groundbreaking dax|MOBILE with iDailies application and corresponding back-end system are the result of the collaboration between the companies, and are currently in use supporting more than 60 active television and feature film productions.



The mobile application, currently available at the [iTunes app store](#) for \$4.99, is powered by Sample Digital's core platform, dax|D3, and allows authorized users to stream encrypted high-definition media content "from the cloud" and navigate between titles, projects, dailies reels, photos, clips and documents, including scripts, via the company's secure network. The cloud-based content viewer and management app began with a pilot of several productions, and is currently in place at 60 active productions. By this fall, Sample Digital expects the app to be in use by more than 120 movie and television productions, including such top shows as *The Mentalist*, *CSI*, *Weeds*, *How I Met Your Mother*, and *Mad Men*.

"For a project this important, we needed a respected partner who thoroughly understood mobile applications, digital media, the entertainment industry and our requirements. Most importantly, we wanted a partner that could get the right product to market quickly," commented Patrick Macdonald-King, CEO of Sample Digital. "The choice to go with GlobalLogic made compelling financial sense, and the company showed us impressive innovation throughout the process, ultimately creating the best solution possible for some of Hollywood's most demanding content producers."

Although Sample Digital traditionally handles new product development in-house or with boutique agencies, for this innovative undertaking the company needed a well-established partner with a history of success and specialized mobile and cloud resources. After reviewing alternative development partner capabilities and facing time pressure to get the industry's first high-quality tablet application to market before the fall television season shooting began, the company selected GlobalLogic.

With a focus on accelerating time to market, GlobalLogic leveraged the digital media and cloud computing expertise of its U.S. and Argentina-based innovation teams, coupled with its Agile development process, to finalize the product and back-end integration in seven months. Success with the project required a thorough understanding of production workflow and media asset management best practices in the entertainment industry, as well as the encryption, watermarking and other security measures required by Sample Digital and studio end users.



Sample Digital's Macdonald-King noted: "In a market where time to market and rich media security are absolutely critical, GlobalLogic worked closely with our in-house developers to manage the significant complexity involved in creating a full-featured app that exceeded our exacting specifications as well as those of the studios. Throughout the process, the Argentina and U.S.-based team went beyond the native iOS tools to create a more visually appealing application. We look forward to working with GlobalLogic again on upcoming projects."

"We have always been focused on innovation and Agile software development to expedite products to market," commented Shashank Samant, President, GlobalLogic. "Combining Sample Digital's state-of-the-art dax|D3 platform with our collaborative mobile and iPad application development expertise, we've developed a high-quality product. We're quite excited to see Sample Digital's continued success in the marketplace."

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