



## **ENTERTAINMENT INDUSTRY SIGNS ON FOR SAMPLE DIGITAL'S dax|D3 SYSTEM**

*New digital production workflow platform adopted by  
Film Studios, Broadcasters, Production Companies*

Los Angeles, March 22, 2010: One year after unveiling its new **dax|D3** digital production workflow system, Sample Digital announces full adoption by its production clients, including the industry's major film studios, broadcast networks and production companies. The platform now supports a community of more than 7,500 individual users, and more than 50 companies, making Sample Digital the leader in its field and **dax|D3** the most widely used digital production workflow system.

The new **dax|D3** platform incorporates workflow acceleration tools, including secure Digital Dailies™ —time-tested technologies that are the industry standard at major motion picture studios, television networks, and independent production companies.

“We’re absolutely stoked with the product acceptance and positive feedback we have received from our existing and new clients,” said Sample Digital CEO Patrick Macdonald-King, “Not only have we expanded the use of our applications across a wider customer base in production, we have also moved further upstream into studios and television networks and have a strong presence in marketing, publicity and home video – areas that have embraced our technologies.”

In a recent survey performed by Sample Digital with its core customer base, 90% of respondents said they were either “Very satisfied,” or “Satisfied” with the system. More than 85% declared they were saving time using the application and that it was easy to use (over 150 responses).

Companies that have deployed **dax|D3** include 20<sup>th</sup> Century Fox Films and Television, Warner Bros., Lionsgate, CBS, ABC Studios, Disney Channel, Summit, Lifetime, Showtime, CBC Television, CTV, Film Roman, Marvel, Fox TV Studios, USA Networks, Sony Pictures Television, CBS Films, Miramax, Relativity Media, Alcon, Scott Free, and many independents.

“The new **dax|D3** has really taken Digital Dailies™ and production workflow to a new level,” said Bobby Williams, VP of Postproduction at Lionsgate Television, “A lot of hassles I had previously are now taken care of. And it’s greener too. When you’ve got five shows going and a reel or two of dailies coming for each show for each executive, that’s a lot of waste that we don’t see anymore.”

## **ABOUT dax|D3 – A TOOL FOR CREATIVITY**

**dax|D3** is a highly secure web-based environment where content producers and marketers can share ideas, information and content created throughout the production or campaign lifecycle, or as required for trafficking and distribution of final product. **dax|D3** incorporates collaboration, workflow, transcoding, distribution, set top box applications and full digital asset management capabilities into one robust, extendible solution.

### **dax|D3** System features:

- Highly-secure online environment – audited and certified by the MPAA and several major film studios.
- Web-based and set-top box applications
- Identical experience on MAC or PC
- Extendable workflow from Production to Marketing through Distribution, and Home Video.
- Green solution reduces need for DVDs and digibetas.
- Approved and currently operational at most Hollywood Studios, broadcasters and key production facilities around the world

## **ABOUT SAMPLE DIGITAL ([www.sampledigital.com](http://www.sampledigital.com))**

Sample Digital is the market leader in digital production workflow solutions, meeting the entertainment industry's growing demand for end-to-end electronic management of the production process. Sample Digital's services minimize inefficiencies throughout the content creation, distribution and approval process. The company's Web and set-top box applications create a secure online environment where producers, management, distribution and licensing partners can share ideas, information and content created throughout the production, or campaign lifecycle, and as required for trafficking and distribution of final product.

For more information, contact:

Rex Weiner

(323) 997 2853

[rweiner@mediatekla.com](mailto:rweiner@mediatekla.com)