

# Mobile iPad App from Sample Digital Connects Hollywood Production

HOLLYWOOD, Calif., April 21 (SEND2PRESS NEWSWIRE) – Sample Digital, the leading provider of production workflow applications, is introducing dax|Mobile™ with iDailies®, a subscription service exclusively for Apple's iPad. The new iPad app available on the iTunes App Store is an innovative collaborative workflow tool for professional film/TV production, post-production and marketing creatives and executives who require working access 24/7 to in-progress content.

“We have been providing production workflow technologies for over eight years and now our new iPad app extends our dax|D3 platform to the mobile world,” said Patrick Macdonald-King, CEO Sample Digital. “Freed by 3G networks from the constraints of Internet connections, our iPad app enables the secure viewing of content on your iPad from anywhere. Encrypted streaming and on-demand watermarking for video and scripts deliver all the security of our desktop applications, and judging from the overwhelming demand from top film and TV producers for integrating iPad into their daily workflows, we believe this product to be a market changer.”

The dax|Mobile app is available to all of Sample Digital's customers which includes most major Hollywood studios and network/cable channels, including top-rated shows such as AMC's "Mad Men," with a cast including Jon Hamm, John Slattery, January Jones and Christina Hendricks, Fox Broadcasting's "Glee," with a cast including Matthew Morrison, Lea Michele, and Jane Lynch; and CBS Television's "The Good Wife," with a cast including Juliana Margulies, Chris Noth, and Josh Charles.

Sample Digital's patented dax|D3™ system is a production workflow accelerator and media asset management application platform for content production. dax|Mobile with iDailies® enables authorized users to connect via their iPads and securely stream media and navigate between titles, projects, dailies reels, photos, and documents (such as scripts and production reports) via Sample Digital's secure network.

Each user connects to the system via dax|Mobile™ with unique user credentials that enable access to permission-granted projects and content. Users can view location and set photos, scripts, trailers and Digital Dailies® via the same secure and reliable dax|D3 system used by all major studios, production companies and cable and television networks.

The iDailies service allows authorized users to view Digital Dailies on their iPad via wireless or 3G network. iDailies® allows users to skip ahead from take-to-take (bang on slate) on each dailies reel, access selects playlists and add notes and comments associated to time code all via their iPad.

Offering a simple user interface that is easy to navigate, dax|Mobile is backed by platinum-level 24/7 technical support. Accessing video files via 3G

network may incur additional carrier charges.

**About Sample Digital Holdings LLC:**

Hollywood-based Sample Digital ([www.sampledigital.com](http://www.sampledigital.com)) delivers targeted workflow and media asset management applications and services to companies who produce, distribute and license audio-visual and rich media content.

Sample Digital's suite of applications, including dax|D3™, Digital Dailies® and iDailies®, optimize business process in content production and distribution management for such creative leaders as 20th Century Fox, CBS, Warner Bros., Showtime, Lifetime Television, Summit Entertainment, and Lionsgate. Clients have found using Sample Digital's platform reduces production and distribution expenditures, improves time to market and minimizes risk – both creatively and financially.

Sample Digital's core platform, dax|D3, is a highly secure web-based environment where users 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 media production workflow and collaboration, transcoding, distribution and security services into one robust, extendible solution available via desktop, set top box and mobile applications.

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For more information: see contact info at [www.sampledigital.com](http://www.sampledigital.com) .

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