

dax Certification Session Packs House with Key Film and TV Industry Personnel

HOLLYWOOD, Calif., Feb. 14, 2012 (SEND2PRESS NEWSWIRE) – A total of 76 film and TV production personnel from key Hollywood unions and guilds received official certification as qualified users of Sample Digital's dax platform, the industry's leading digital production workflow and media management application, during a course conducted January 28 at Pickwick Gardens in Burbank.

The half-day dax Certification Course, the first of a series of twice-annual sessions, was free and provided information and training that will allow certified users to utilize the increasingly important technology behind the highly secure dax|D3 and dax|MOBILE™ web-based asset management and collaboration systems that have already been adopted by most production studios and television networks and over 8,500 individuals in production.

Attendees included editors and assistant editors of the Motion Pictures Editors Guild, script coordinators from Local 871, digital imaging technicians from the Local 600 cinematographers union as well as production coordinators, post production supervisors, and members of the Producers Guild (PGA), the Directors Guild (DGA). Networks and studios represented included Warner Bros., Disney, 20th Century Fox, shows on ABC, The History Channel, and Showtime's series Weeds.

"We invited a broad spectrum of union and guild members, employed in every phase of content creation from pre- to post-production, and were very pleased to see such a great turnout," said Sample Digital CEO Patrick Macdonald-King. "We believe the key to tomorrow's industry jobs is understanding the industry's new digital business model and mastering its emerging technologies, including our widely used digital workflow platform. We look forward to bringing this training to more members of Hollywood's production and post-production community."

Session attendees learned the tools to manage, ingest and review digital assets and metadata from pre-production, dailies from production, cuts and sequences from editorial and post, through the distribution of video, images, and documents. Instruction also covered dax|MOBILE™ with iDailies®, a mobile iPad application distributed via iTunes. The mobile application brings all the production tools and features of desktop dax|D3 to the iPad. Attendees are listed on www.sampledigital.com as "dax Certified."

Shows currently using the dax platform include: CSI, Two and a Half Men, Dexter, Glee, The Mentalist, How I Met Your Mother, Terra Nova, NCIS, and Mad Men. Recent feature film productions include Ides of March, Rise of the Apes, Dolphin Tale, Alice in Wonderland, Iron Man and Immortals.

An announcement will be made when the next dax Certification Course is scheduled and Sample Digital also plans to host courses at participating studios. Companies and groups wishing to arrange private training sessions are invited to contact info@sampledigital.com.

About Sample Digital Holdings LLC:

Hollywood-based Sample Digital (www.sampledigital.com) delivers digital production workflow and media 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™, dax|MOBILE™, 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. Our clients have found using Sample Digital's platform reduces production and distribution expenditures, improves time to market and minimizes risk – both creatively and financially.

For more information: see contact info at <http://www.sampledigital.com> .

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