

DAX Launches Canadian Operations: Los Angeles-based Production Workflow Company Marks International Expansion

TORONTO, Ontario, Canada, April 9, 2013 (SEND2PRESS NEWSWIRE) – DAX, LLC (formerly Sample Digital), the Los Angeles-based provider of cloud workflow and media asset management applications and services to companies that produce, distribute and license audio-visual content, has launched Canadian Operations and its first international office in Toronto, Canada. Use of the new Canadian entity, DAX Cloud ULC, by U.S. clients shooting in Canada, and by Canadian clients shooting worldwide, will avail clients to Canadian tax credits.

Heading up the DAX Cloud office in Toronto, located at 693 Queen Street East, is Managing Director Thomas Walden, who has worked in a variety of Finance and Operations functions for some of Canada's largest entertainment companies including Alliance Atlantis, Cineplex Odeon and Concert Productions International. Earlier in his career, Tom served as a Revenue Canada (now CRA) Tax Auditor. Tom has consulted on over 100 film and television projects and was also the Executive Producer of Canadian feature films including the award-winning "Expecting," and "My Brother's Keeper."

Dan Duffin joins the DAX Canadian team overseeing and servicing accounts after a five-year stint as Director of Professional Authoring Services and more recently the Capsule Asset Management System for top Toronto Post house Creative Post.

Steve Hancock is on the DAX Cloud Board of Directors. Hancock was founder/CEO of adbeast, the SaaS digital asset management company serving the advertising industry, acquired by DG, the North American leader in digital media and advertising distribution services. With a background in marketing strategy development in the UK, U.S. and Canada, and ad agency management as CEO of TBWA/Chiat Canada, Hancock combines twenty years of marketing and executive leadership experience in building successful technology-based businesses and services.

Canada's indigenous broadcasting and independent production industry yields almost \$2.3 billion in annual economic activity annually. Clients already on board with DAX include such companies as CBC, CTV, Global, E1, Take 5 Productions and Lionsgate.

Patrick Macdonald-King, CEO/President of DAX, said, "This is an amazing first step in DAX's global expansion in the ultimate quest of creating The Media Universe. Tom, Dan and Steve bring a breadth of experience that will be a winning advantage as DAX leads the way with Canada's dynamic film and TV industry."

DAX has a suite at the National Association of Broadcasters show in Las Vegas

at the Renaissance hotel adjacent to the South Hall, demonstrating its latest version DAX 4.0. Macdonald-King kicked off the April 8 session of the NAB Cloud Computing Conference titled Cloud Solutions for Content Creation, sponsored by DAX.

Television shows currently using the DAX platform include: Republic of Doyle, Homeland, NCIS, New Girl, The Walking Dead, CSI, American's Next Top Model, Bones, The Mentalist, Two and a Half Men, Glee, How I Met Your Mother, Dexter and Mad Men, Hell on Wheels and all of the pilots for CBS Television Studios, 20th Century Fox, and Warner Bros. Television Studios. Recent feature film productions include Hunger Games, Twilight, 42, Dolphin Tale, Resident Evil 5, Beautiful Creatures, and Mortal Instruments, as well as many other tent pole and independent feature films.

About DAX, LLC:

Formerly Sample Digital, in 2012 the company's product became the company's brand, and DAX (www.daxcloud.com @daxplatform) continues to lead the industry at center of the media universe. DAX is the leading provider of targeted workflow and media asset management applications and services to companies that produce, distribute and license audio-visual content. The DAX platform is a highly-secure innovative web-based community used by most major studios and television networks for collaboration and distribution management of content during the production process, for marketing and distribution of final product, and for easily accessible library management for re-use of production elements, including video, audio, photos and documents.

The company is based in Culver City, Los Angeles, close to the major Hollywood studios and networks it services, as well as serving Canada's media industry, and its clientele shooting in Canada, from its Toronto office. Learn more at: <http://www.daxcloud.com/> .

News issued by: DAX LLC



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Original Image: https://www.send2press.com/wire/images/13-0321-dax-llc_72dpi.jpg

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Original Story ID: 2013-04-0409-002 (8636) :: DAX-Launches-Canadian-Operations-Los-Angeles-based-Production-Workflow-Company-Marks-International-Expansion_2013-04-0409-002

Original Keywords: DAX Cloud ULC, cloud workflow and media asset management applications, Formerly Sample Digital, Dan Duffin joins the DAX Canadian team, SaaS, Steve Hancock, @DAXplatform #postchat #NABshow #DAXcloud #PostPit DAX LLC Toronto Ontario, Canada TORONTO, Ontario

Alternate Headline: DAX LLC Launches Canadian Operations for Cloud Workflow and Media Asset Management Applications and Services

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Original Shortcode for Story: <http://goo.gl/5ohKc>