

DAX's Macdonald-King on Film and TV Digital Workflow Future keynotes Cloud Computing Conference @NAB 2013

CULVER CITY, Calif., March 12, 2013 (SEND2PRESS NEWSWIRE) – Patrick Macdonald-King, CEO/President of DAX, LLC (formerly Sample Digital), the leading provider of cloud workflow and media asset management applications and services to companies that produce, distribute and license audio-visual content, will be a keynote speaker at the Cloud Computing Conference, a feature of this year's NAB in Las Vegas. Macdonald-King will kick off the Monday, April 8, 1 p.m. session titled Cloud Solutions for Content Creation, sponsored by DAX.

DAX will also have a NAB suite at the Renaissance hotel adjacent to the South Hall, demonstrating DAX 4.0, releasing April 2013.

The session will examine how cloud computing is being used for collaboration and other pre-production functions, as well as how dailies-screening and editing in the cloud are shaping the content production process.

"I am pleased to be part of the Cloud Computing Conference, organized by the DCIA, which recognizes the central role of cloud-based platforms, such as DAX, that are accelerating production workflows within all industries," said Macdonald-King. "I look forward to discussing the current state of the market, why cloud is important for production and entertainment, and exciting future scenarios that are right around the corner supporting creative collaboration and transforming the industry's media universe."

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The Cloud Computing Conference is a two-day event track at NAB, organized by the Distributed Computing Industry Association (DCIA), focused on cloud-based solutions providing increased reliability and security for commercial broadcasting and enterprise applications, as well as for military and government implementations. Macdonald-King is among the experts who will provide a senior management overview of all aspects of this ongoing phenomenon at NAB 2013.

Session location: N249. Please see <http://www.daxcloud.com/news/NAB2013> for conference details.

ABOUT DAX, LLC:

Formerly Sample Digital, in 2012 the company's product became the company's brand, and DAX continues to lead the industry at center of the media universe. DAX (www.daxcloud.com @daxplatform), 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. Learn more: <http://www.daxcloud.com/> .

ABOUT DCIA:

The Distributed Computing Industry Association (DCIA) is an international trade organization focused on commercial advancement of cloud computing and related technologies, particularly as they are deployed for delivery of high-value content. Member companies include industry-leading software developers and distributors, broadband network operators, content rights-holders, and service-and-support firms. Information: <http://www.dcia.info/index.php> .

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