

# DCIA Announces CLOUD COMPUTING CONFERENCE Speakers – Third Annual Conference within the NAB Show Expands to Two Days

WASHINGTON, D.C., April 1, 2013 (SEND2PRESS NEWSWIRE) – The Distributed Computing Industry Association ( [www.DCIA.info](http://www.DCIA.info) ) today announced the first wave of speakers to participate in its CLOUD COMPUTING CONFERENCE at the 2013 NAB Show, the third annual DCIA event within the NAB Show, taking place on Monday and Tuesday, April 8-9, at the Las Vegas Convention Center in Las Vegas, Nevada.

“We’re thrilled that our opening keynote speaker will be Amazon Web Services’ Global Digital Media Business Strategy Leader Mark Ramberg; and that our marquee keynotes include Disney’s Program Director, Cloud Hosting, Chris Launey, and IBM’s Lead Partner for Global Business Services, Saul Berman,” said DCIA CEO Marty Lafferty.

“We’re also very pleased to have on our agenda Patrick Macdonald-King, CEO/President, DAX, who will speak at our Monday session at 1 p.m. on Cloud Solutions for Content Creation,” added Lafferty.

DAX LLC, (formerly Sample Digital), is the leading provider of cloud workflow and media asset management applications and services to companies that produce, distribute and license audio-visual content. DAX is launching the latest version of its platform, DAX 4.0, at NAB 2013.

CCC at NAB will feature more than seventy speakers in a two-day event track that will demonstrate the new ways cloud-based solutions are providing increased reliability and security, not only for commercial broadcasting and enterprise applications, but also for military and government implementations.

From collaboration during production, to post-production and formatting, to interim storage, delivery, and playback on fixed and mobile devices, to viewership measurement and big-data analytics, cloud computing is having an enormous impact on high-value multimedia distribution.

More information is available at <http://bit.ly/Y4wrII> and delegates can register to attend at <http://bit.ly/TGKgjV> .

## **About the DCIA:**

The DCIA is an international trade organization, established in 2003, with more than one-hundred industry-leading member companies, including software developers, broadband network operators, and content providers. The DCIA conducts working groups, oversees political initiatives, and publishes the weekly online newsletter DCINFO.

## ABOUT DAX, LLC:

Formerly Sample Digital, in 2012 the company's product became the company's brand, and DAX ( [@daxplatform](http://www.daxcloud.com) ) 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.

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