

# Take 5's 'Vikings' Sails with DAX Cloud ULC

TORONTO, Ontario, Canada, May 29, 2013 (SEND2PRESS NEWSWIRE) – DAX Cloud ULC, the Canadian arm of DAX, the Los Angeles-based provider of cloud-based production and post-production services, has booked the hit historical drama “VIKINGS” as its first major Canadian production.

VIKINGS, created and written by Michael Hirst, is slotted by the History Channel for a 10-episode second season. The international Irish/Canadian co-production is being co-produced by Octagon Films and Take 5 Productions.

DAX Cloud ULC launched its Canadian operations in April 2013, delivering cloud workflow and media asset management applications to companies that produce, distribute and license audio-visual content. The company's first international office in Toronto is a Canadian entity offering access to Canadian tax credits for U.S. clients shooting in Canada, and Canadian clients shooting worldwide.

“We're pleased and proud to be working with Take 5 on Vikings, the #1 new Canadian scripted specialty debut of 2013,” said DAX executive Dan Duffin, Regional Account Manager. “Canadian customers will be dealing with DAX Canada, but have the comfort of the oversight and quality control of USA DAX, and the added value of qualification for the Canadian Tax Credit.”

Take 5 Post-Production chief Bill Goddard said, “DAX is the perfect platform to achieve efficiencies of cost and time for our production, which requires work-in-progress viewing and approvals from on-location to multiple entities in geographically dispersed offices. DAX brings it all seamlessly together.”

Premiering to over 1.1 million viewers, VIKINGS averaged 942,000 total U.S. viewers in its 10 p.m. time slot. The History Channel broadcasts both domestically in Canada and in the U.S., while MGM Television serves as the international distributor for VIKINGS outside of Ireland, Canada and the U.S.

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.

Dan Duffin oversees the DAX Canadian sales and servicing team 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.

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

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.

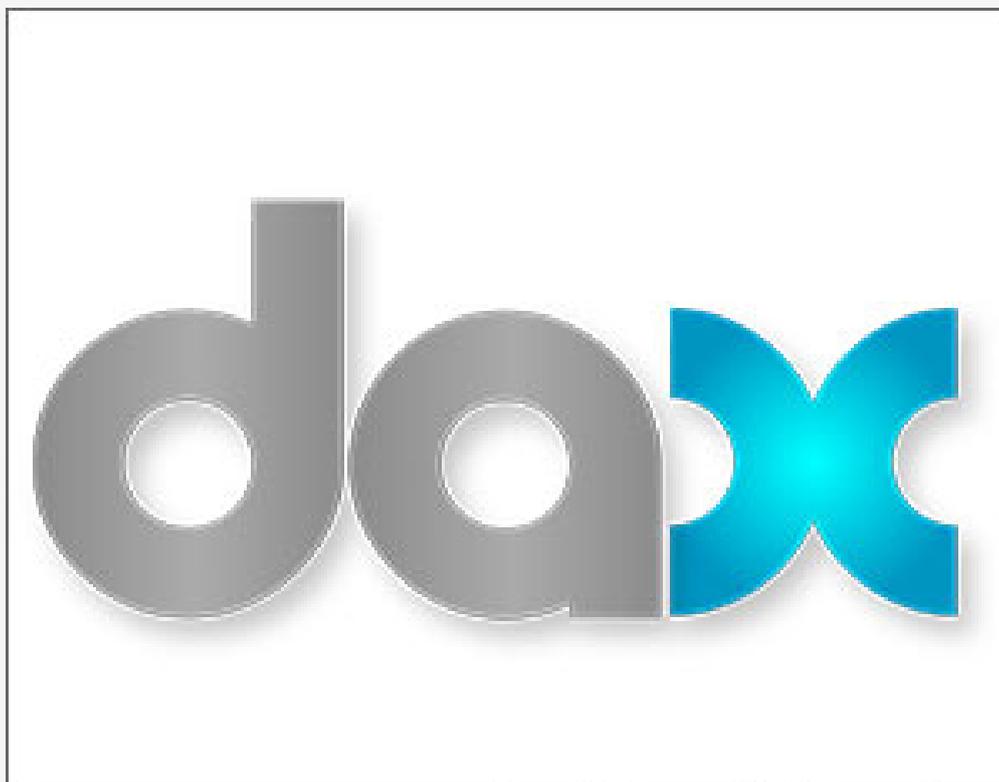
**ABOUT DAX CLOUD ULC:**

Formerly Sample Digital, DAX launched its Canadian arm, DAX Cloud ULC ( [@daxplatform](http://www.daxcloud.ca) ) in April, 2013. 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. Used by most Hollywood Studios and TV Networks, the DAX platform 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. The company's US headquarters is in Los Angeles, close to the major Hollywood studios and networks it services, while DAX Cloud, serving Canada's media industry, and its clientele shooting in Canada, operates from its Toronto office. DAX has served the production of more than 2000 television shows.

More information: <http://www.daxcloud.ca/> .

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