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## Sample Digital offers iPad app

### Extends dax|D3 platform to mobile world

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Production workflow applications provider Sample Digital is introducing dax|Mobile with iDailies, a subscription service exclusively for the iPad.

The new app is a collaborative workflow tool designed for use by professional film and TV production, post-production and marketing creatives and execs who require 24/7 working access to in-progress content.

"Our new iPad app extends our dax|D3 platform to the mobile world," said Sample Digital CEO Patrick Macdonald-King. "Freed by 3G networks from the constraints of Internet connections, (it) enables secure viewing of content from anywhere."

At its core, the system is a production workflow accelerator and media asset management platform for content production. It enables authorized users to connect via their iPads and securely stream media and navigate between titles, projects, dailies reels, photos and documents.

"Encrypted streaming and on-demand watermarking for video and scripts deliver all the security of our desktop applications," Macdonald-King added. "Judging from the overwhelming demand from top film and TV producers for integrating iPad into their daily workflows, we believe this product to be a market changer."

The service allows authorized users to view dailies digitally on their iPad via wireless or 3G network. They can skip ahead from take to take (bang on slate) on each dailies reel, access selects playlists and add notes and comments associated to time code all via the iPad.

The new app will be shown at NAB.

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