

FOR IMMEDIATE RELEASE:

(of interest to editors/journalists/bloggers covering:
Patent/Trademark, Technology Patents, Entertainment Industry, Calif. Regional
Business News)

U.S. Patent Awarded to Sample Digital for Innovative Online Media Workflow
Technology

Sample Digital's technology widely implemented by film studios and TV
broadcasters

HOLLYWOOD, Calif., Feb. 1, 2011 (SEND2PRESS NEWSWIRE) -- Sample Digital
Holdings LLC announces today that the United States Patent and Trademark
Office has issued a patent for a system and method for media content
collaboration throughout the media production process. The patent was issued
as U.S. Patent No. 7,660,416 ("the '416 Patent").

"We believe this is an important moment for Sample Digital because the '416
Patent covers both current and future technology relating to the collaboration
of media content throughout the entire pre- and post-production process,"
stated Patrick Macdonald King, CEO of Sample Digital.

"The patent is a culmination of extensive research, creative vision and real-
world application of Sample's technology and allows studios, broadcast and
cable companies to easily and effectively collaborate on all aspects workflow
and production of media content. Sample Digital believes the '416 patent
provides a competitive edge to Sample Digital and further marks Sample Digital
as the leader in this field."

About Sample Digital Holdings LLC www.sampledigital.com .

Hollywood-based Sample Digital delivers targeted workflow and media asset
management applications and services to companies who produce, distribute and
license audio-visual and rich media content.

Sample Digital's suite of applications, including dax|D3(TM), Digital
Dailies(R) and iDailies(R), optimize business process in content production
and distribution management for such creative leaders as 20th Century Fox,
CBS, Warner Bros., Showtime, Lifetime Television, Summit Entertainment, and
Lionsgate. Our clients have found using Sample Digital's platform reduces
production and distribution expenditures, improves time to market and
minimizes risk - both creatively and financially.

Sample Digital's core platform, dax|D3, 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. dax|D3 incorporates media
production workflow and collaboration, transcoding, distribution and security
services into one robust, extendible solution available via desktop, set top
box and mobile applications such as dax|Mobile, an iPad application available
in April 2011.

- Logo 72dpi: http://send2pressnewswire.com/image/11-0201-sampdigi_72dpi.jpg

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//Notes to editors:

* Interviews and print ready images available on request from above media contact(s).

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