

“Providing business development, education, leadership, and resources that support and promote the growth of innovative digital media technology and its application across industries”

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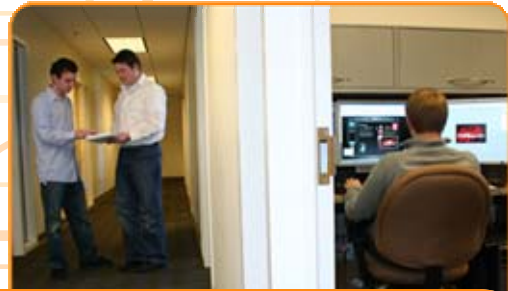
ATTRACTING GROWING NUMBERS OF STUDENTS

With its state-of-the-art facilities and technology, the DMC is attracting growing numbers of students to Santa Ana College’s business seminars and digital media arts and TV/Video production courses and programs. **Spring 2008** enrollment is projected at **1,420** and is at full capacity for some programs.

This past year, digital media arts students won numerous statewide awards for their designs.

To enhance collaboration between businesses and the instructional programs, and to provide students with “hands-on” experience, the digital media arts program created a student business that gives student teams opportunities to do graphic and Web design for both external and incubator businesses.

SAC’s computer science faculty also interview business incubator residents to identify internship opportunities for students.



SEVEN HIGH-TECH BUSINESS START-UPS

Construction of the DMC business incubator is complete. Seven innovative digital media technology businesses occupy the majority of the office space and use the complement of support services and professional amenities needed to conduct and grow their businesses.

In the past **18 months**, incubator residents created **26** new jobs that pay salaries at market rates, as well as numerous internship opportunities. Resident businesses have raised a total of more than **\$2.3 million** in equity financing and **\$500,000** in debt financing.

A HUB FOR DIGITAL MEDIA AND BUSINESS

The DMC is successfully marketing itself to the business and academic community through a variety of events, including partnering with digital media organizations to host meetings and seminars.

These include the “Getting Down To Business” seminar series; webinars presented by the Trittech Small Business Development Center; monthly meetings of several trade and professional associations; training and education summits; technology and workforce meetings;

investor deal reviews; and open houses to showcase the Digital Media Center, its resident businesses and instructional programs.



DRAWING IN CROWDS AND DISTINGUISHED VISITORS

The DMC has attained a high profile and respect among educators, digital media professionals, and the business, economic, and workforce development communities.

The DMC has welcomed such distinguished visitors:

- U.S. Rep. Loretta Sanchez (D-CA),
- California Lt. Gov. John Garamendi,
- U.S. Dept. of Commerce Deputy Asst. Sec. Benjamin Erulkar,
- Fulbright Commission (Egypt) Proj. Specialist Amal Elmohandes , and
- a delegation from the annual Dept. of Labor Workforce Innovation Conference 2006.

The innovative facilities and capabilities of the DMC also attract educators and students from across Orange and Los Angeles Counties, including those from area schools who are involved in digital media, as well as institutions that want to start incubators.

Trained DMC docents regularly provide tours to groups.



Santa Ana College Educational Programs

The Santa Ana College instructional program at the DMC offers courses in television/video production, advanced digital media arts for print and Web, digital music post-production, audio and video editing, and DVD authoring, as well as short business seminars offered through the Public Service Institute (PSI).



The music department provides industry-level training in soundtrack editing for music recordings, videos, and commercials.



The news shows *Around and About Orange County* and *Noticiero Latino* broadcast weekly from TV/Video's fully equipped studios.



Advanced digital media arts students designed a complete branding campaign for DMC incubator resident, MaMoCa.

For more information, contact the DMC at :

www.dmc-works.com

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Or email DMC Director Bart Hoffman at :

hoffman_bart@rsccd.org

Digital Media Center Business Incubator Residents



Abroadcasting is an innovative technology and service that enables consumers to access TV programming from other countries. Abroadcasting partners with local broadcast TV stations internationally to broadcast their programming over the Internet.



Clupedia is the "encyclopedia of clues from crowds." What Wikipedia is for words, Clupedia is for clues which could be ratings, reviews, notes, suggestions, opinions, favorites, links, and blogs about anything from products to politics and everything in between.



MaMoCa's mission is to change the economics of the video game, TV, and movie animation business through the application of its proprietary Markerless Motion Capture Technology.



Reazon's education management system (EMS) is revolutionizing how technology is used in education. At RCampus.com, Reazon has made its comprehensive system instantly available to schools, educators, and learners world-wide, empowering them with an easy-to-use platform to manage their academic work.



socialDragon's Conversational marketing™ solution enables advertisers to engage consumers in defining their brand "image" to the marketplace by using a very simple and user-friendly solution to create and manage campaigns, market studies, and focus groups.



Teresis Media Management Inc. is a multi-media, digital workflow, content management service provider to the entertainment industry. Teresis bridges the gap in production between camera and distribution for producers, directors, writers, story producers, editors, and companies.



True Games Interactive is an international multi-player online game publisher, bringing new and creative development ideas with a state-of-the-art game platform developed exclusively for online play.