



NEWS RELEASE

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BACKGROUNDER

The Digital Media Center: A Cutting-Edge Facility for the 21st Century

This 28,000 square-foot state-of-the-art facility, designed by the Miami-based architectural firm Arquitectonica, is located on the corner of South Bristol Street and West Wilshire Avenue at the gateway to Santa Ana's new Bristol Street Corridor redevelopment district. The building's design represents the energy and optimism of this revitalized neighborhood as well as the innovative digital technology that is utilized within it.

The Digital Media Center (DMC) features a spacious, two-story welcome center, a business incubator for emerging digital media businesses, classrooms equipped with remote desktop connection software and a 10,000 square-foot production facility that serves as the new home of the Santa Ana College (SAC) TV/video department and SAC-TV.

The building is a long, two-story rectangle with its broad side facing Bristol Street. It is composed of gray concrete block that has a stone-like appearance and the block is laid in alternating bands of smooth and rough finished concrete that reinforce the horizontality of the building. The end of the building facing the parking lot is sliced off at a sharp angle and clad in silver corrugated metal panels. The metal wall reaches out toward the street corner, announcing its presence in the neighborhood. A glass-enclosed staircase slices through the angled wall. The combination of the horizontal bands and this dramatic angled wall gives the building a sense of movement.

The lobby, a two-story prism-like glass structure, is positioned near the center of the long façade facing Bristol Street. One wall of the lobby is angled similarly to the end of the building and it wraps over the top of the glass structure.

The business incubator offers 10,000 square feet of office space on the DMC's second floor. Its 25 office spaces can accommodate 10 to 15 start-up digital media companies. The resident businesses will have access to an executive conference room, a lounge for informal meetings and a high-speed network infrastructure, and a centralized server room. Incubator tenants will enjoy:

- Both category 6E copper and multi-mode fiber;
- Abundant connectivity within each workspace, including one fiber port, one telephone port and four Gigabit Ethernet ports;
- Scalable Internet connectivity;
- 802.11g wireless Ethernet within the facility.

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DMC Facility Backgrounder
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The instructional space, located on both floors of the DMC, provides up-to-date environments for students in graphic design, digital media arts, digital music, TV/video and business. Santa Ana College students will benefit from the following:

- A 10,000 square-foot fully-equipped, four-camera studio with master control room;
- Six digital editing bays;
- Six DVD authoring and computer generated graphics workstations;
- Three classrooms equipped with remote desktop connection software that will host 40 courses in graphic design, digital media arts, digital music, TV/video and business;
- A multi-purpose room that will be used for workshops, seminars meetings related to the digital media industry;
- Access to high-speed network infrastructure, wireless Ethernet and a centralized server room;
- Two conference rooms.

For additional details on the DMC, please call (714) 241-5812.

About the Digital Media Center

The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.

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