



**Contacts:** Judy Iannaccone  
Director, Communications  
Phone: (714) 480-7503  
**E-mail:** iannaccone\_judy@rsccd.edu

April 30, 2009  
**FOR IMMEDIATE RELEASE**

## **Digital Media Center Incubator Adds Three New Resident Businesses**

### ***Unique Business Incubator Has Room for More Emerging Companies***

(Santa Ana)—Rancho Santiago Community College District’s Digital Media Center (DMC) Business Incubator has announced three new resident companies at its Santa Ana facility. The new residents are **CouponEx**, a creator of a proprietary card system to replace paper coupons; **DesiYou**, an online portal for South Asian entertainment focused content; and **MelRoK Corporation**, a developer of energy management systems for commercial and residential facilities. With their addition, there are now seven digital media companies housed at the DMC.

The DMC Business Incubator, an economic development program of [Rancho Santiago Community College District](#), is a dynamic workspace for 10 to 12 emerging digital media companies that offers completely furnished office space at competitive lease rates, a high-speed network infrastructure, a wireless Ethernet, an executive conference room, meeting rooms, and an incubator lounge. Business support services include free one-one business consulting covering legal, technology, sales, Cyber security, and strategic marketing; access to capital and technology business networks; monthly CEO roundtables; and on-site educational opportunities.

Uniquely hosted by a community college district, the DMC affords businesses a close connection with the Santa Ana College’s educational programs in digital media arts, television and video, business, and digital music. Resident companies often utilize student talent and insights to assist their burgeoning enterprises.

“Our goal is to attract quality companies with a product or service that represents a unique technology that creates a competitive advantage and is not in direct competition with the current incubator residents,” said Gustavo Chamorro, DMC director. “We invite motivated companies to review our [requirements](#) and contact us.”

For more information, call (714) 241-5836 or visit [www.dmc-works.com](http://www.dmc-works.com).

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**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.

**About CouponEx**

[CouponEx](#) has developed a proprietary system that revolutionizes coupon savings with an all-inclusive paperless solution. With a universal savings card, CouponEx provides instant savings to consumers, relieves manufacturers' losses due to fraudulent paper coupons, and promises increased traffic for retailers. This eco-friendly business currently employs seven and is working on a pilot program with a retail chain in San Francisco.

**About DesiYou**

[DesiYou](#) is a top online distributor of Indian video content distributing content to Web sites, mobile partners, and search engines. DesiYou has also partnered with comedians, celebrities, TV networks, film studios and community organizations to create video content for distribution worldwide for the past three years. DesiYou also provides a Web site [www.desiyou.com](http://www.desiyou.com) to empower the South Asian community to create community and entertainment focused content.

**About MelRoK Corporation**

[MelRoK Corporation](#) is developing energy management systems that help make buildings more energy efficient. Its products will help eliminate wasted energy, identify energy inefficiencies and allow users to adapt to the new smart grid. Users will be able to monitor and control their energy usage from any location via a secure web-enabled interface.

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