



NEWS RELEASE

Contact: Judy Iannaccone
Director, Communications
Phone: (714) 480-7503
e-mail: iannaccone_judy@rsccd.edu

September 13, 2010
FOR IMMEDIATE RELEASE

Digital Media Center Hosts Technology Showcase and Open House on September 28 *Event Spotlights Digital Media Center Business Incubator Residents*

(Santa Ana)—The Digital Media Center (DMC) is hosting a Technology Showcase and Open House on **Tuesday, September 28**, from **5:30 p.m. to 8:00 p.m.** at 1300 S. Bristol, Santa Ana. The free event offers participants insights into the innovative work of the DMC Business Incubator’s residents and emerging technologies that can be of professional and personal benefit. Designed with entrepreneurs in mind, the open house will include networking time and a chance to visit the cutting-edge DMC.

The DMC Technology Showcase will offer participants the choice of one 30-minute workshop per session. All presenters are associated with the DMC Business Incubator’s resident businesses.

Session 1: 6:30 p.m. – 7:00 p.m.

- **“Energy Efficiency Technologies”** can translate into reducing operating and capital costs. In this workshop, the two presenting companies will discuss how they are meeting the challenges of managing energy efficiency through the use of digital media technologies.
Presenters: Michel Kamel, CEO, MelRoK, and Brian Hagerty, CEO, Topgallant Power & Locomotion.
- **“Digital Technologies”** will describe new emerging Internet video technologies that will revolutionize Internet television, and embedded technologies that can help designers/creators take their products to the next level.
Presenters: Art Pharn, CEO, Abroadcasting and Mark Merlo, CEO, Wildflower.

Session 2: 7:15 p.m. – 7:45 p.m.

- **“Mobile Marketing - 360-Degree Customer Engagement”** will discuss the growing mobile wave and its impact on businesses and the retail space.
Presenters: Juan Guevara, CEO, Just Enjoy and Jon Amidei, director of operations, CouponEx.

- m o r e -

2-2-2

- **“Digital Communities”** will discuss challenges and success stories of two distinct approaches to building digital communities—one in the entertainment industry specific to a large cultural group and the other in the education industry serving the needs of students and teachers.
Presenters: Ramesh Sabetiashraf, CEO, Reazon Systems, and Ash Kumra, CEO, DesiYou.

“We wanted to create an opportunity for the community to get acquainted with the Digital Media Center Business Incubator’s residents,” said Gustavo Chamorro, director of the DMC. “By coming together, entrepreneurs will receive useful and strategic information that could inspire and inform continued innovation in Orange County.”

The showcase and open house are presented by the DMC Business Incubator, an economic development program of Rancho Santiago Community College District. Registration is free, but participants are asked to pre-register for the sessions as space is limited. To reserve your space, visit www.dmc-works.com or call (714) 241-5810.

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 the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

###