



[www.origindigital.com](http://www.origindigital.com)



Darcy Lorincz, CEO

## Management

I am a CEO and co-founder of Origin Digital, an Accenture company.

## Expérience personnelle / Personal experience

Together with the co-founders, Darcy was responsible for building the business plan and raising the capital to privatize this company derived from assets acquired from public company SAVVIS Communications. Previously Mr. Lorincz was the Vice President and General Manager of Global Rich Media Services at SAVVIS Communications where he built the Media and Entertainment Division from its inception to the business unit contributing over 15% of SAVVIS' annual global revenue at the time. Together with executive management and investors, Mr. Lorincz was instrumental in the aggressive mergers and acquisitions of the disparate digital media assets that ultimately formed the portfolio of services that he was responsible for developing.

Mr. Lorincz has a proven track record over 20 years building, implementing, and managing technology strategies, products, and solutions for the IT, networking and media industries. In his current role, Lorincz will continue to direct this new growth venture and build Origin Digital into a premier provider of Digital Media products and services under Accenture Digital Media Services portfolio.

Prior to forming Origin Digital and joining the Accenture family, previous to the SVP Media and Entertainment position at SAVVIS, Mr. Lorincz helped set the global strategy for the Networking and Communications segment of the BBC Technology product and marketing focus, primarily focused on New Media in IP and Mobile program distribution. Prior to joining the BBC, Lorincz was the Managing Director for M&E at Global Crossing. There he directed the strategy for entry and growth of Global Crossing in the Media & Entertainment markets. He then directed the execution of the technology strategy and operating plan for a global applications-enabled media extranet for on-demand and consumption based network services in the Broadcast, Cable, News and Sports markets.

## Principales réalisations de commercialisation / Main marketing realizations

Looking to the future, CEO Darcy Lorincz is now focused on the challenges of differentiating the services that Origin Digital - as an integral part of ADMS – provides compared to its competitors, by communicating the substantial benefits of combining Origin Digital's service provision and Accenture's global industry expertise and experience, and continuing to drive towards Origin's ultimate goal - becoming the world's largest video applications service provider.

## Description de la société / Description of the company

Founded in 1997 as 'Live on Line' on the principal of "applying the rigors of broadcast television to the world of online video streaming." Today, Origin Digital combines the latest media and content management technologies with extensive broadcast video experience to provide a suite of services that radically improve communications.

Origin Digital's base in New Jersey is home to a business that now has access to the resources and expertise allowing it to succeed on a truly global basis and achieve its aim of becoming the world's leading video application service provider. Origin Digital's headquarters, on the Hudson River overseeing the New York skyline is in a prime New Jersey location, providing access to one of the centres of the media world and proximity to many of the world's leading businesses.

## Technologies, produits et services / Technologies, products and services

### *Odaptor*

Origin Digital's proprietary online video management, transformation and workflow management system which radically simplifies the transcoding of any media into any required format for publication and consumption. This SAAS automation platform allows businesses to minimize the complexities and costs associated with managing their digital video assets and to launch programming with a lower risk and quicker time to market.

### *Our businessTV solution*

A company's branded, premium, online broadcast channel. Our businessTV solution delivers your content to constituents in broadcast television quality, live or on-demand, to desktops and mobile devices through a secure, 'gated' portal. This portal interface provides unprecedented control over content and the ability to manage, track, and report access by user.

### *Event Services*

Leveraging our leadership position handling Live Media for the Sports, News and Corporate Communications markets for the past decade, Origin Digital today provides managed end-to-end IP services enabling broadband distribution of live events, including flexible event capture, a full range of managed event production and multi-platform syndication services.