

# 2009 Creative STORAGE<sup>SM</sup> CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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## **Lance Ware, CTO, Technicolor Electronic Content Distribution Services**

### **BIOGRAPHY**

Lance Ware serves as the Chief Technology Officer for Technicolor's Electronic Distribution Services group and has over a decade of digital media space experience. As CTO, Mr. Ware is responsible for Technicolor's digital supply chain platform that supports content ingest, hosting, security, delivery, and fulfillment. Prior to Technicolor, Mr. Ware was the co-founder and CEO of SyncCast, a leading digital media fulfillment company specializing in encoding & transcoding, digital rights management, delivery & distribution as well as content management services. The technologies and services developed under Mr. Ware's tutelage power solutions for such distinguished companies as Microsoft, Billboard, Warner Music Group, The Motion Picture Association of America, Lionsgate Entertainment, NBC Universal, EMI Music Group, DirecTV and many others.

One crowning achievement of Mr. Ware's career is the role that he and SyncCast played in launching Microsoft's Xbox Video Market Place. Mr. Ware brought the end-to-end electronic fulfillment assets of SyncCast to bear that enabled Microsoft Xbox to successfully capture the second highest market share in the video download space - within a matter of months. The success of this accomplishment caught the attention of Technicolor which fully acquired SyncCast in July of 2007 and appointed Mr. Ware as CTO.

Mr. Ware hails from California and received a Bachelor of Science degree from Rochester Institute of Technology.