



out into the networks. DEC's media server platform is a world leader — more cable and telephone companies have selected it than any other media server on the market. DEC intends to maintain that lead; and picking Digital Renaissance as an ally is part of its strategy for doing so.

Build the services and they will come

Sultan Zia, Vice-President of DEC's Video and Interactive Information Services, points out that the

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main force driving demand for interactive services is the creation of new, faster and more sophisticated applications.

"Content development drives consumer demand for interactive services and Digital Renaissance is a leader in the creation of multimedia applications" says Zia. "By making it easier for content providers to develop more interactive programming, our relationship will accelerate the delivery of interactive information and entertainment services."

Commenting on the benefits from Digital Renaissance's viewpoint, President Keith Kocho says: "Working with Digital's media server environment gives us the perfect opportunity to apply our experience in networked multimedia delivery to products that will play a strategic role in the growth of interactive services."

Driving that expansion is the digital technology that gives both companies their names. When Keith Kocho launched his company in 1991, he based it on the power of digital to convert visual and other information to a readable and displayable form. He also set out to fill what he saw as a vacuum: the need for a multimedia service that could offer not just presentation talent but technological know-how.

Since then the company has attracted attention with a series of innovative projects for major clients including:

- **NORTHERN TELECOM:** production of software and a series of linked news and information kiosks for Northern Telecom;
- **WEATHER NETWORK:** development of a prototype for a leading-edge website application;
- **THE BANK OF MONTREAL INSTITUTE FOR LEARNING:** a comprehensive internal training application for the teaching of computer skills;
- **ROGERS COMMUNICATIONS INC.:** an Annual Report on CD-ROM.

Balanced Strength

Says Michael Shostak, Digital Renaissance's Director of Marketing: "Most companies in this business tend to be more creative service agencies than technical engineering companies.

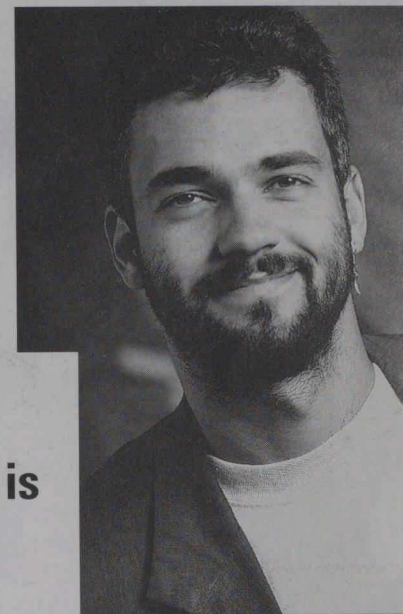
"We have deliberately maintained a balance between the two. As a result, we are able to give

our customers an integrated service package — not only the data and images on the user end, but the back-end technology that most users don't see, basically the piping and the plumbing that delivers the service."

Applying this blend of studio and software know-how is a staff of 26, including software engineers, programmers, graphic designers, audiovisual producers, project managers and business administrators. Ranging in age from late 20s to early 30s, they are products of Canada's advanced educational and training system including such institutions as Queen's and Waterloo Universities and Toronto's Ryerson Polytechnical Institute.

Where is Digital Renaissance headed as it enters its second five years?

Keith Kocho paints the future this way: "Our objective in Engineering and Production Services is to fill a growing gap in the digital communications marketplace with a combination of experience and skills unmatched in North America. Our collaboration with Digital Equipment will be a key contributor to this growth." ♦



Keith Kocho,
28-year old
President and CEO of
Digital Renaissance,
launched the
company, literally
from his basement,
when he was 22,
after completing a
B.A. in Applied Arts
from Toronto's
Ryerson
Polytechnical
Institute.