



SANTA CRUZ TECH BEAT

A news digest for folks who want to know what's up in the Santa Cruz tech community.

Digest #4

We've got a lot of news today. Thanks to all who submitted news items! Are you new to **Santa Cruz Tech Beat**? Visit our website to [subscribe](#), [submit a news item](#), [view news](#), [view the archive of past digests](#), etc. We're also on [Facebook](#), and [Twitter](#). Check the job openings on our [jobs page](#).

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Thanks!

[Sara Isenberg](#), *Producer, editor, and aggregator*
[Santa Cruz Tech Beat](#)

News:

- [Looker announces a \\$16M Series A and a savvy new CEO to rise above stodgy old BI solutions](#) *"The company's goal since the beginning has been to make insights locked away in big data stores available to non-technical workers like those in financial, marketing, and operations departments."*
- **Forbes names Santa Cruz 6th on 'Best City For Future Job Growth' list**
 - [Forbes](#) *"Projected annual job growth: 3.4%, Median household income: \$62,052, Unemployment rate: 9.0%"*
 - [Santa Cruz Sentinel](#) *"The future for the city of Santa Cruz looks bright, according to Forbes.com, which has placed our coastal surf town at No. 6 on a list of best cities for future job growth."*
 - [KSBW \[video\]](#) *"Really? Forbes Magazine ranked Santa Cruz #6 in the U.S. for Best Cities For Job Growth."*
- [AIRcable SmartDimmer light switch](#)



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[Sara Isenberg Web Consulting & Project Management](#)

[is an in-wall Bluetooth 4.0 Low Energy \(BLE\) lighting controller](#)

[related: [product info](#) and [Indiegogo description](#)] *"The SmartDimmer is the first light switch controller in an emerging family of products on the market that use Bluetooth Low Energy, a wireless technology recently seen in smartphone fitness and glucose monitoring devices."*

- **[National Public Radio \(NPR\) Features Seattle Deployment of Santa Cruz based PredPol](#)**
[related: [NPR story w/ audio](#)]
"Typically, police arrive at the scene of a crime after it occurs. But rather than send cops to yesterday's crime, a new trend in law enforcement is using computers to predict where tomorrow's crimes will be - and then try to head them off."
- **[Scott Design earns double gold in Hermes Awards](#)** *"The Hermes Creative Awards, an international design competition, recognized Scott Design with two Gold Awards in its 2013 competition. Scott Design received awards in B2B website design and direct mail design"*
- **[Gifted high-school students learn game design at UCSC COSMOS summer camp](#)** *"The California State Summer School for Mathematics and Science (COSMOS) is a 4-week summer residential program for high school scholars with demonstrated interest and achievement in math and science... We took the students through an intensive four-week introduction to designing and programming both 2D and 3D video games."*
- **[5 Questions with Jeremy Neuner, Co-Author of 'Rise of The Naked Economy'](#)**
"The rules of work have changed. Fundamental leaps in technology, demographics, and economics are driving a once-a-century shift in how, when, where, and why we work."
- **News from Plantronics:**
 - **[Plantronics Gaming Gives League of Legends Fans a Boost with Exclusive Extras](#)**
"... a new exclusive headset bundle for



[Santa Cruz WordPress Meetup](#)



[Event Santa Cruz](#)



gamers featuring the GameCom® 780 gaming headset and a League of Legends downloadable content pack."

- [Plantronics Concept Headsets Could Challenge Google Glass](#)
"...packing in smart sensors designed to bring advanced gesture control to their devices. And from the looks of it, they're going to be doing a lot more with a Bluetooth connection than we've seen before."
- [Wearable Technology Conference 2013: Plantronics, MaxVirtual Take Top Prizes For Tech Innovations](#) *"... showed off its next-generation Bluetooth headset, which has the same form factor but is equipped with a new array of sensors, accelerometers, gyros and more. These sensors are used to gather more information about what a person is doing with the headset. In the demo, Plantronics synced the device with Google Street view and was able to 'drive' with just movements of the head.*
- [Santa Cruz WordPress Meetup seeking presenters](#)
"We have presentation opportunities for local WordPress fans at our monthly Meetup. We have 400+ members and gather each third Wednesday at Cruzio. We welcome topics of interest to WordPress Developers or newbies, including themes, plugins, new technologies. SEO topics welcome, too."

Noteworthy, but not brand new:

- [Ecometrics, a Santa Cruz based startup, has helped West Marine avoid over \\$1.8M in utility costs the last five years](#)
"Ecometrics has provided annual sustainability audits to aggregate all of West Marine's environmental data across their more than 300 facilities and track their progress in reducing consumption."
- [Coworking in the Ancient Town of Matera, Italy](#)
"My Year of Coworking follows Cruzioworks member Maria Grusauskas through her 2013 transition from the kitchen table to a shared office space."

- [How Can We Make Congress More Effective, New Video Blog and More from Civinomics](#) *"Something is obviously wrong when the nation's legislative body is a punchline. Maybe it's the way they're elected; maybe it's the culture of Washington. Whatever the cause, we need to figure out (or, rather, remember) how to effectively govern ourselves if we are to overcome the country's many challenges."*

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