



SANTA CRUZ TECH BEAT

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

Digest #16

Do you know any journalists (or similarly skilled writers/bloggers) who would like to craft original news articles for Santa Cruz Tech Beat? Please [let me know](#).

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Thanks,

[Sara Isenberg](#), *Curator, producer, editor*

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News:

- [Broadband 101 workshop in Santa Cruz looks at projects, policy](#)

"Economic development is not just building a Costco or a car dealership", said Santa Cruz County supervisor Zach Friend, closing out a three hour workshop on the basics of broadband development. "What we're doing now is laying down a backbone for future economic development."



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- [Tomorrow: Santa Cruz New Tech Meetup speaker lineup announced for Wed Nov 6, 6:30pm](#)

Hear from Charles Vaske (Five3 Genomics), Mark Zimmer (Author of Painter, Apple engineer, Relativistic Observer), Justin Laing (MerchantOS/Lightspeed), Chris Randolph & Daniel Heppner (Aptos HS Robotics Club).

[ProductOps](#)

productops 

- [Fullpower Awarded Key Patents for](#)

[Wearable Technology, Sensor Fusion and Motion Processors](#)

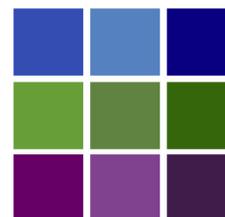
"As inventors and innovators we believe in the US patent system to protect our inventions such as the MotionX X24 Sensor-Fusion processor," said Philippe Kahn, founder and CEO of Fullpower. "The MotionX X24 Technology Platform leads the wearable paradigm shift with a broad IP portfolio and the best algorithm for sleep, activity and location tracking."

- [Tonight: Institute of the Arts and Sciences at UCSC presents second LASER event: Tue Nov 5, 6:45pm](#)
Free and open to the public, "the Leonardo Art/Science Evening Rendezvous (LASER) is a national program of evening gatherings that bring artists, scientists, and scholars together for informal presentations and conversations."
- [iMarc wins awards for client projects](#)
iMarc, a bi-coastal digital agency with office in Santa Cruz, wins four Davey Silver awards for client projects.
- [Frank Bien on Big Data: Don't Judge a Book by Its Cover](#)
"The most important point is that there's value at every level. And in my humble opinion, we tech professionals have recently focused on machine-generated "big data" to the exclusion of much better access and discovery into data at every level."
- [Ken Kannappan back at the Plantronics helm after medical leave](#)
"...the company continues to hold the leadership position in the emerging unified communications sector and has managed to grow that part of the business 36 percent during the year, Kannappan told analysts and investors in a conference call" last week.
- [Surgical robot built in Jacob Rosen's Bionics Lab at UCSC featured in 'Ender's Game' movie](#)
Rosen, a professor of computer engineering at UCSC's Baskin School of Engineering, helped

[City of Santa Cruz Economic Development](#)



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develop the first Raven surgical robot ... The robotic surgery systems are now being used at about a dozen research universities across the country."

- [**Silicon Valley Business Journal seeks nominations for Women of Influence 2014 \(and, yes, the region includes Santa Cruz\)**](#)

"Do you know a woman who is a leader in the public or private sector, or a leader in a nonprofit organization? Nominate her to be one of The Silicon Valley Business Journal's Women of Influence."

- [**From Superhero to Super People**](#)

"Civinomics had the opportunity to participate in a round-table discussion hosted by the non-profit Tech for America, featuring Brookings Institution author Bruce Katz. ...one case study in the book has special relevance for the experiment in civic participation we are conducting here at Civinomics."

- [**Makers Factory: Creative Technology For All Ages**](#)

"Founded in 2011 by 3D design veterans Chris Yonge and Dave Britton, MakersFactory doesn't limit its offerings to 3D design and printing. The company also provides services and classes in animation, modeling, robotics, and gaming..."

- [**Technology Education for Kids**](#)

"Learn to Discover teaches many different kinds of technology workshops in a large variety of subjects in after school programs, classrooms, parties, events and more that address the important areas of STEAM. Science, Technology, Engineering, Art and Math."

Noteworthy, but not brand new

- SupplyShift revisited:
 - [**\[watch\] SupplyShift Presentation: Startup Battlefield | Disrupt NY 2013**](#)
 - [**EcoShift Launches Enterprise Supply Chain Sustainability Platform**](#)

- [Santa Cruz-born startup reaches finals of New York tech contest](#)

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