# SANTA CRUZ TECH BEAT

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

Digest #3

We're not just for geeks. We want to share Santa Cruz tech activity with business and community leaders. Please help spread the word. 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 jobs on the new **jobs page**.

**Special offer: The next person who submits a bonafide news item selected for publication in our next digest will get their biz logo in the right column. (See** *YOUR LOGO HERE***, below.) Submit your 1-link & 1-line news item** here **.**

Thanks for your support!
**Sara Isenberg**, *Producer, editor, and aggregator*
**Santa Cruz Tech Beat**

## News:

- **Read 3-part series on the Santa Cruz Start Up Economy, by Xconomy's Wade Roush:**

  - **Part 1 - Santa Cruz, the City Over the Hill, Works to Build Its Own Startup Culture** *"Santa Cruz needs to court more outside attention and investment, widen the pipeline of local students and professionals available to start or staff new companies, and give local entrepreneurs more reasons to work in town rather than going over the hill."*

  - **Part 2 - Seeding a New Generation of Startups in Santa Cruz** *Santa Cruz has "a collection of small, young startups that tap into the Silicon Valley ecosystem but have begun to band together to create their own network of mutual support and invite more entrepreneurs into the community."*

**Join our mailing list**

**Visit our website**

**Interested in having...?**

**YOUR LOGO HERE**

**Sara Isenberg Web Consulting & Project**

- ○ **Part 3 - Building an Entrepreneurial Pipeline in Santa Cruz** *"One obvious way to fill the city's talent pool and build a stronger entrepreneurial culture would be to create a pipeline that carries more graduating UCSC students into the local startup scene."*

- **UCSC acquires powerful new astrophysics supercomputer system** *"The powerful new 'Hyades' supercomputer will be used by UCSC researchers to simulate phenomena such as exploding stars, black holes, magnetic fields, planet formation, the evolution of galaxies, and how structure emerged in the cosmos after the big bang."*

- *Event Santa Cruz* **plans monthly event to showcase thriving businesses in Santa Cruz and the people behind them**
  *"Two hours, six speakers, one memorable evening."* First event is September 18, 7pm, with speakers Danny Keith, Margaret Rosas, Chris Miller, and others.

- **WordPress Myths and Why Major Companies are Using Custom-designed WordPress Sites**
  *"WordPress is well known for use in small to medium sized businesses. However, there are many myths and misconceptions about using WordPress Content Management Systems (CMS) for high traffic websites or large organizational enterprise companies."*

- **Modern Tribe's Events Calendar 3.0 is now live**
  *"...new features and scaled the plugin for a network with over 25 million users / month, so it has been engineered to survive a tsunami of traffic."*

## Noteworthy, but not brand new:

- **Amazing quadcopter footage of surfers in Santa Cruz**
  [related: **The drones have arrived at Steamer Lane**]
  *A "drone hobbyist is giving Santa Cruzans a previously unseen view of the legendary surf spot, taking a remote-control 'quad copter,' equipping it with a GoPro camera and sending it out over the break for a video that seems*

**Management**

*destined to go viral."*

- **UCSC and industry partners launch center for data storage research** *"As 'big data' moves from today's petabyte storage platforms to tomorrow's exabyte platforms, the critical issues are performance, scalability, and reliability. CRSS -- The Center for Research in Storage Systems -- will conduct research in storage systems to enable not only the construction of large-scale data centers, but also the development of tools to manage the vast amounts of data necessary to make exascale computing a reality."*

- **Santa Cruz startup, Seebright, announces affordable HMD (head-mounted display) at Augmented World Expo** *[related: Seebright's Spark Ignites with the FireStarter Developer Competition]*
  *"The company is hoping to distinguish the product from Google's Glass by providing content geared around shorter, specific experiences-like cooking recipes or a workout routine, rather than designing it to be worn all day, like some might with Glass."*

## Read more news here...

---

## Connect with us.

- **Subscribe** to Santa Cruz Tech Beat!
- **Submit** news.
- Visit our **website**.
- Read **previous issues** of Santa Cruz Tech Beat.
- LIKE us on **Facebook**.
- Follow us on **Twitter**.
- Check **job posts**.