SANTA CRUZ TECH BEAT

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

Digest #10

Whole lotta news this week. Thanks for your news tips. As usual, in additional to reading the news below in digest, you can **read news online**, **subscribe**, **submit news tips**, **view past digests (archive)**, **see jobs**, **view community blogs & resources**, and more.

Thanks,
Sara Isenberg, *Curator, producer, editor*
Santa Cruz Tech Beat: http://santacruztechbeat.com

Santa Cruz New Tech Meetup

Celebrating 25 Years of Innovation in Santa Cruz
6:30 pm: September 4, October 2, November 6
Click **HERE** to Attend

News:

- **Venturebeat: UC Santa Cruz hires renown game designers Brenda and John Romero to run gaming program**
  "Brenda Romero began her career as Brenda Brathwaite and as a game tester before moving up and designing on games in the Wizardry series of RPGs and Jagged Alliance. She later worked for Atari on the Dungeons & Dragons: Heroes. John Romero is one of the founders of Doom developer Id Software, where he also worked on Wolfenstein 3D, Hexen, and Quake. He later formed Ion Storm to work on Daikatana."

- **More... UCSC: Game industry veterans Brenda Romero and John Romero to head new master's degree program in games and playable media**
  "We are very excited to have two highly accomplished veterans of the game industry coming on board to direct our new professional degree program... They have been involved in

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City of Santa Cruz Economic Development

the development of a huge number of games and game studios, and they have created some of the most influential games, both in mainstream culture and in the art world."

- **MotionX-24/7 by Fullpower:**

  - **Ubergizmo review: MotionX-24/7, activity tracker and sleep monitor for the iPhone**
    If you suspect you snore, have sleep apnea or even talk during your sleep, 24/7 automatically records your 'sleeping sounds' and lets you listen when you wake up.

  - **iTunes: MotionX-24/7 by Fullpower is a medical grade sleep cycle alarm clock recorder**
    Plus, this app is a resting heart rate monitor, fitness and weight loss tracker with activity alerts.

  - **Listen: Philippe Kahn sleep-talking LISP as caught on Fullpower's new MotionX-24/7 app**
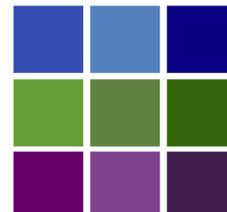   Warning: You have to be a real geek to appreciate this.

- **Santa Cruz New Tech Meetup continues "Celebrating Tech Innovation in Santa Cruz" series, announces Oct 2 lineup**
  Presentations will be from Five3Genomics, ModernTribe, and OpenCounter, plus pitch sessions. Doors open at 6:30pm. Food and Beverage provided. Please RSVP.

- **Silicon Valley Business Journal: Santa Cruz pushes for Silicon Valley startup cred**
  "Those accustomed to more formal networking might be surprised, maybe even inclined toward an eye roll, at the eccentric event in a beach town with a hippie reputation. But the speakers have founder stories to rival those in Silicon Valley's hottest tech incubators or venture capital portfolios.

Sara Isenberg Web Consulting & Project Management

Santa Cruz New Tech Meetup

Event Santa Cruz

- ### [NTS Works: Neal Saiki of Santa Cruz unveils electric cargo bike for $4,800](#)

  "Imagine a bicycle with a cargo carrier strong enough to cart 100 pounds of groceries using a small battery-powered motor that makes it easy to ride up hills. Inventor Neal Saiki of startup NTS Works already has. His 2x4 cargo bike is priced at $4,800 retail, but he's selling it for $3,600 to the first 100 backers on Kickstarter.com."

- ### [Watsonville moving ahead with city fiber project to replace Charter service](#)

  "Although the project is a standalone proposition, there's the possibility it could interconnect with a proposed middle mile fiber network for California's central coast that would stretch from Santa Cruz to Watsonville, and then on to Salinas and Soledad. Phase one bids are due on 8 October 2013."

- ### [UC Santa Cruz research funding tops $130 million for 2012-13](#)

  "The single largest award, $25 million, was for projects carried out by the University Affiliated Research Center (UARC), located at the NASA Ames Research Center, from its continuing contract with NASA. Biomolecular Engineering received the campus's second-largest award, in the amount of $6.9 million, from National Institutes of Health/National Human Genome Research Institute."

- ### [KinCentral launches free mobile app and website for sharing videos and photos securely and privately](#)

  "KinCentral merges the spontaneity of Instagram with the bulk sharing of Dropbox, but with an important distinction: the shared videos, pictures, and messaging are only amongst family members users invite, and KinCentral's patent-pending optimizations make it the easiest way to upload, search, sort, tag, and organize the increasing growth of family content."

- ### [SC Sentinel: Event Santa Cruz kicks off with first in monthly series](#)

  "Santa Cruz is a place like no other. It's a place where people come together to support each other and do amazing things when they take the

risk. That was the message ... as six people who have started successful businesses in Santa Cruz shared their stories with a full house at the 220-seat Nickelodeon Theatre.The evening, organized by Matthew Swinnerton, started with a short film by activist artist Nada Miljkovic, featuring people who run businesses in Santa Cruz." The second event is scheduled for October 16.

- **An Insider looks at Cruzio coworking in Santa Cruz** *"Co-founded by Peggy Dolgenos and Chris Neklason, who founded Cruzio Internet 23 years ago in their garage, this coworking space is a long-held dream of theirs. The collaborative environment is partly modeled off their experience working at Santa Cruz Operation (SCO), a tech company that thrived (and partied) in the late 70's and 80's in Santa Cruz."*

Noteworthy, but not brand new

- **Thought leader and author Alex Cowan presents *Adventures in Intrapreneurship- 8 Tips*** *"I''ve recently done a few workshops for 'intrapreneurs', folks at existing businesses who are rolling out new products and new ways of doing things. It's an important job. In fact, if their space is innovation-intensive it may literally be the most important job. Yet most intrapreneurs I meet are paddling upstream."*

- **Tomfoolery, A Mobile-First, Consumer-Driven Enterprise App Lab From Ex-AOL And Yahoo Execs, Picks Up $1.7M From Andreessen Horowitz, Jerry Yang And More** *"Tomfoolery's approach to cool, consumerized enterprise apps comes from a decidedly consumer perspective: Lipman's past ventures have included Rally Up, a messaging network that was acquired by AOL in 2010, and before that 12Seconds - a mobile video service that integrated with Twitter, a little like Vine and probably a little too ahead of its time."*

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