parc
A Xerox Company

FACT SHEET:

Who we are
PARC is a leading global innovation engine that pioneers technological change.

What we do
PARC is in the business of breakthroughs. We invent, develop and bring to market ground-breaking new technologies by combining imagination, scientific investigation, and commercialization savvy.

When founded and incorporated
Founded in 1970 as Xerox PARC; incorporated in 2002 as a fully owned but independent subsidiary company of Xerox Corporation.

Where we're located
Palo Alto, California in the heart of Silicon Valley, near headquarters of global enterprises, startups, universities, research/industrial design centers, government agencies and the Sand Hill Road corridor with a high concentration of VC firms.

Why clients come to us
- Our research and business talent, track record, IP portfolio, and state-of-the-industry facilities—resources found nowhere else in a single organization—accelerate time to market and build lasting competitive advantage.
- For every client engagement, we form a custom cross-disciplinary team to deliver the vision, expertise, and instinct required for prototyping, proof of concept development, sophisticated IP creation, and technology transfer.
- We work at the leading edge of the world's fastest growing and changing technology arenas, so our clients can too.
- We provide clients with new insights into their customers' needs, so resulting products can be more finely targeted and more successful in the market.
- We provide exceptional value for the investment, at lower risk.

Featured focus areas
- Content-centric Networking
- Ethnography Services
- Novel Electronics
- Water Treatment
- IC Interconnects

Our team and organizational structure
~170 physical, computational, and social scientists and engineers from approximately 35 countries, 80% hold doctoral degrees; ~80 business and operational staff including in-house intellectual capital management specialists.

Expert disciplines include anthropology, biology, business administration, chemistry, cognitive science, computer science, economics, education, electrical engineering, environmental studies, law, linguistics, materials science, mathematics, mechanical engineering, neuroscience, physics, psychology, sociology, and statistics.

PARC is organized into four labs with the flexibility to form custom multi-disciplinary project teams.

Track record
PARC's innovations have changed the world. A sampling of PARC at the forefront:
- Ethnography in industry
- Large area electronics innovation including printing and flexible electronics
- Cleantech for solar, water and energy
- Laser printing, solid-state lasers, multi-beam lasers, blue lasers
- GUI
- WYSIWYG bitmap editing
- Personal computing to ubiquitous computing
- Ethernet to new networking protocols and infrastructure
- VLSI circuit design
- Natural language
- Collaborative filtering, recommender systems, contextual intelligence
- Programming languages, multilingual computing
- Digital rights management
- Biomedical imaging and scanning systems

30+ ventures launched, including:
- Powerset (acquired by Microsoft)
- ContentGuard (acquired by Microsoft, Time Warner and Thomson)
- GroupFire (acquired by Google)
- Uppercase (acquired by Microsoft)
- Inxight (acquired by SAP)
- Placeware (acquired by Microsoft)
- Documentum (acquired by EMC)
- Synoptics (acquired by Nortel)
- SpectraDiode Labs, Inc. (acquired by JDS Uniphase)

Intellectual Property portfolio

PARC holds ~2,500 patents. Since 2002: ~150 patents filed per year, 1,300 patents granted.

Selected commercial clients:

DNP (Dai Nippon Printing Co., Ltd.)
Dowa Electronics Materials Co., Ltd.
Fujitsu Limited
Motorola, Inc.
NEC Display Solutions, Ltd.
Power Assure, Inc.
Powerset, Inc./Microsoft Corporation
Samsung
SolFocus, Inc.
Sun Microsystems, Inc./Oracle Corporation
Xerox Corporation

Selected government agencies/partners:

ARL
ARPA-E
DARPA
DOE
DTRA
IARPA
NIH
NIST
ONR
U.S. Air Force
U.S. Army

Annual revenue

2009 revenue of $60 million. Approximately 60% client services including Xerox; balance is mix of government contracts, licensing, new business creation.

Facility and resources

200,000-square-foot facility with complete machine shop and prototyping facilities, tools such as Tobii eye trackers, and materials characterization capabilities including: scanning electron microscopy, transmission electron microscopy, atomic force microscopy, x-ray diffraction, and optical spectroscopy; process lines for poly- and amorphous-silicon, thin film devices, MEMS (micro-electro-mechanical systems); and full III-V process and device capability.

Accolades

Our employees have been honored with numerous prestigious awards. Here's a sampling:

- Academy Award (technical), Academy of Motion Picture Arts and Sciences
- ACM Turing Award
- AIP Industrial Physics Prize
- Lifetime Achievement Award, Association for Computational Linguistics
- CECOIA Prize in Economics and Artificial Intelligence
- Charles Stark Draper Prize
- Distinguished Senior U.S. Scientist Award, Alexander von Humboldt Foundation
- Emmy Award, Academy of Television Arts and Sciences
- Franklin Institute Bower Award for Achievement in Science
- IEEE Computer Pioneer Award
- IEEE Medal of Honor
- John Tyndall Award, IEEE Photonics Society
- Kyoto Prize for PC Technology, The Inamori Foundation
- Margaret Mead Award, Society for Applied Anthropology
- National Medal of Science and Technology
- John von Neumann Medal
- SPIE President's Award
- Women in Technology International Hall of Fame

For their outstanding accomplishments, our employees have been named Fellows by:

- American Association for Artificial Intelligence
- American Association for the Advancement of Science
- American Physical Society
- American Psychological Association
- American Society of Mechanical Engineers
- Association for Computing Machinery
- Association for Psychological Science
- Computer History Museum
- Institute of Electrical and Electronics Engineers
- Japan Society for the Promotion of Science
- Materials Research Society
- National Academy of Education
- National Academy of Engineering
- Society for Information Display
- Society for Photographic Instrumentation Engineers

A global center for commercial innovation, PARC (Palo Alto Research Center, Inc.) works closely with enterprises, entrepreneurs, government program partners and other clients to discover, develop, and deliver new business opportunities. Previously known as "Xerox PARC," PARC was incorporated in 2002 as a wholly owned subsidiary of Xerox Corporation (NYSE: XRX).

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