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Summer 2009



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Setters



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Summer Is Here!

By Art Swift

Summer is here! It's time to head to the beach, hike in the mountains, grill hamburgers by the barbecue or just simply relax by the pool. One of the joys of summer is to make full use of the many consumer technologies that are out on the market now — from the coolest smartphones to mp3 players, there are a multitude of items you can buy to make your leisure time more pleasurable.

Many of our NVTC member companies are in the business of producing these cool gadgets and in this issue we've featured some exciting offerings. "Go-Go Gadgets!" spotlights the latest from Google, AOL, Verizon and more in a feature that should prove helpful the next time you're at an electronics store.

But we're also interested in more than breezy consumer technology this summer. "Inventive Minds at Virginia Tech" spotlights what life-saving technologies Virginia Tech is producing for the marketplace, including a device that would prevent the wind from lifting the roof off of a building. On the fun side, the article also lets us in on a "wearable computer case" for those who like to multitask while standing in line.

We also visit with NVTC Board Member Gary Shapiro, President and CEO of the Consumer Electronics Association, about his overall take on what's cool now and what we can expect in the future. Check out his thoughts on how robotics will become an integral, everyday part of our lives in the not-too-distant future.

We're also excited to innovate right here at our magazine. *The Voice of Technology* is proud to present a brand-new quarterly column from NVTC's President and CEO Bobbie Kilberg. In this issue, Bobbie discusses President Obama's appointment of a technology triumvirate, and how that spotlights Virginia.

In our usual departments, NVTC Board Member Curt Kolcun provides Perspective on what the latest developments are at Microsoft. From the Zune to Windows Live, the mighty tech leader stays on the cutting edge of technology again this summer. We also get Up Close & Personal with Gary Pan, NVTC Board Member and owner of the aptly-named boat "Pandemonium."

We hope you find these new gadgets, gizmos and trend-setters as stimulating and intriguing as we do. Enjoy the summer of 2009!

nvtc



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Virginia's Continuing Contribution

By Bobbie Kilberg



Our Capital region is the place where history has been made for hundreds of years. Virginia boasts four of the first five Presidents of the United States and our region is making history once again with the selection of President Barack Obama's technology triumvirate. For the first time, the federal government will have a Chief Information Officer, a Chief Technology Officer and a Chief Performance Officer, two of whom come directly from Governor Kaine's Cabinet and Subcabinet.

The creation of each of these offices demonstrates the President's commitment to technology and efficiency, and it also signifies that our region has been a center of innovation and progress—the results are clear on the national stage. The three men President Obama has chosen honor our region with their accomplishments.

Vivek Kundra is the Federal Chief Information Officer and he also was the inaugural speaker for NVTC's Public Policy Series in April. Kundra served as a technology policy adviser for President-elect Obama and, in his new capacity as CIO, will be responsible for coordinating the use of information technology and IT

spending across government agencies. He also will be responsible for improving government efficiency through information sharing while maintaining sound security and privacy practices. Kundra gained valuable experience through his service as Governor Kaine's Assistant Secretary of Commerce and Technology.

The President chose for the office of Chief Technology Officer Aneesh Chopra, most recently Virginia's Secretary of Technology. Virginia, by the way, is the first state in the nation to have a Secretary of Technology cabinet position. In his announcement, President Obama directed the CTO "to use information technology to transform the ways in which the government does business. The CTO will develop national strategies for using advanced technologies to transform our economy and our society, such as fostering private sector innovation, reducing administrative costs and medical errors using health IT, and using technology to change the way teachers teach and students learn."

Jeff Zients will be the first Federal Chief Performance Officer as well as the Deputy Director for Management at the Office of Management and Budget. Zients has been active in our region for many years, serving as chief executive and chairman of the Advisory Board Co., chairman of the Corporate Executive Board and as the founder and managing partner of Portfolio Logic. President Obama said Zients will help "streamline processes, cut costs, and find best practices throughout our government" and will use "technology to improve security, ensure transparency, and lower costs."

President Obama made transformational use of technology in his presidential campaign and he will continue to do so as he utilizes technology in governing. This will provide unique opportunities for

the technology industry in our region — and also for the bright kids at the NVTC Equal Footing Foundation Computer Clubhouses. Who among them will be the nation's future technology leaders? **nvtc**

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Progress and Promise in Consumer Tech

By Curt Kolcun

In the last couple of decades there have been incredible advances in information technology, fueling remarkable change and prosperity. At Microsoft we are seeing this firsthand. As we develop new software, breakthroughs are making applications more intelligent, even more able to anticipate what consumers will want.

Microsoft has an exciting array of consumer technologies that not only meet the fun factor, but deliver on critical business needs for consumers. Here are a few trends that are driving how technology is changing in the consumer space.

Social Networking

Sites like Twitter, Facebook and our new Windows Live (<http://home.live.com/>) have quickly changed the way people communicate both personally and professionally.

To extend the power of social networks for critical information sharing, Microsoft just released a beta version of Microsoft Vine (<http://vine.net/>) which connects people and groups through alerts, reports and critical engagements. Vine provides a downloadable dashboard that can be accessed via computers, mobile phones, and e-mail. Through Vine, families, neighbors, school committees, and any sort of volunteer or affiliation group can stay connected and receive information feeds from news or public safety sources.

Innovations in social networking continue to emerge. For example, tools like Microsoft HealthVault (www.healthvault.com) are beginning to transform how families and doctors connect “in the cloud” to jointly manage individual health.

The role that mobility plays in keeping us all connected is essential as well. With Windows Mobile and its array of devices, consumers and enterprises alike have multiple channels to communicate, search, map out a trip, even “tweet” — all right from the road.

Natural User Interface (NUI)

In the near future, interacting with technology will be a lot more like interacting with people.

“Natural User Interfaces” (NUI), will make technology more accessible and simpler to use, even helping to solve tough problems. Microsoft Surface (www.microsoft.com/surface) is an example of this next generation of consumer digital engagement, enabling everything from camera and memory device interaction to connecting public safety providers and their tools, and even finding the nearest Thai restaurant from a hotel lobby.

In Windows 7, the next version of Microsoft’s operating system, consumers will benefit from NUI and related technologies at home and work. Windows 7 will enable cool new interface capabilities like touch and handwriting recognition. Windows 7’s new media sharing features will make your PC a great hub, allowing you to stream media across home devices. Microsoft is transforming what Windows is—from a PC operating system to a connected platform and experience across PCs, phones, TV, and the cloud.

Entertainment Advances

Since the introduction of Microsoft’s Xbox to the gaming scene, Xbox Live has become the biggest online platform in the world. The platform is bringing new entertainment options to families — be it through game-show contests or Rock Band showdowns, or as your home’s video entertainment system with partners such as Netflix.

Finally, if you’re a gadget hound, you’ll want to be sure to check out the benefits of the Microsoft Zune player (www.zune.net/en-US/). With music, video and radio capabilities, Zune community users have unlimited benefits of the Zune Marketplace, allowing downloads and subscription access to an endless, on-demand universe of content.

Clearly, this is just a taste of some fantastic consumer advances in the Microsoft world alone. Businesses and consumers are the beneficiaries of a collaborative IT industry that has brought affordability and sophistication, making us all more productive and more connected at work and at home. **nvtc**



PHOTOGRAPH COURTESY OF MICROSOFT

“Breakthroughs are making applications more able to anticipate what consumers will want.”

Curt Kolcun is Vice President, U.S. Public Sector at Microsoft, and an NVTC Board member.

Awards and Achievements

NVTC member companies awarded the Alliant IT Contract:

Accenture National Security Services LLC

Advanced Technology Solutions

Alion Science and Technology

Apptis

CACI

CGI Federal

CSC

EDS, an HP Company

General Dynamics One Source

Harris Corporation

INDUS Corporation

IBM

Lockheed Martin Integrated Systems

ManTech Advanced Systems International Corporation

SAIC

Serco

TKC Communications

Trantech

Unisys

GSA Awards \$50 Billion Alliant IT Contract — NVTC Member Companies Make Up a Third of List

The U.S. General Services Administration announced last week that 59 companies would be awarded the \$50 billion Alliant Information Technology contract. Of these 59 companies, 19 are members of NVTC.

Alliant is a government-wide acquisition contract, providing federal agencies a centralized source to acquire integrated information technology solutions worldwide. The contract has a five-year base period, with one five-year renewal option. It provides streamlined access to a broad range of management and technical support services, enabling complex IT solutions to be acquired under a multiple award, indefinite delivery, and indefinite quantity contract.

GTSI Selected as a “2009 Best Place to Work”

GTSI was named a “2009 Best Place to Work” by the Washington Business Journal. GTSI was selected from hundreds of nominated companies in the Washington, D.C., metropolitan area. Companies were selected after the review of a number of factors including workplace-friendly initiatives, employee benefits and an extensive anonymous employee survey conducted by the newspaper.

“We are very humbled by this award as it validates our strategy to invest in our employees,” said Jim Leto, GTSI’s Chief Executive Officer. “This award speaks volumes for our strategic direction. I credit the success of our overall efforts to our first-rate management team and applaud all of our employees for their efforts to make GTSI a best place to work.”

Alion Awarded \$1.73M National Space Biomedical Research Institute Grant

Alion Science and Technology has been awarded a grant valued at \$1.73 million by the National Space Biomedical Research Institute (NSBRI), a nonprofit partnership with NASA, to review spatial disorientation by astronauts during spaceflight. Spatial disorientation occurs when

pilots become confused by visual or motion-related effects on their senses, which can lead to accidents.

Building on studies Alion has conducted with the Air Force on spatial disorientation in the atmosphere and by analyzing data from aircraft accidents and space missions, Alion will develop a tool to assist space pilots in real time to overcome spatial disorientation.

Under the grant, Alion’s experts will use custom software to monitor the flight of the space vehicle — including speed, heading, pitch and altitude — and the actions of the pilot to determine causes of disorientation.

Greenhouse Gas Emissions Analysis and Planning Service “TEAL” Launched by Noblis

Noblis, Inc. announced in May the availability of a new suite of analytic tools to help organizations assess and plan their sustainability strategies.

TEAL (Total Emissions Analytics) is a full-featured yet easy-to-use emissions assessment and strategic planning tool. The web-based software-as-a-service application can be used to evaluate greenhouse gas emissions, calculate carbon footprints, and baseline energy use. In addition, the tool is used to evaluate what-if scenarios, calculate the emissions impacts of shifting corporate practices and policies, and visualize an enterprise’s emissions across a broad geographic area. TEAL also has a return on investment (ROI) component for analyzing investments in greening IT equipment and lighting.

According to Noblis President and CEO Amr ElSawy, “We are very proud of our collaboration and work with the Northern Virginia Technology Council (NVTC) and the Greater Washington Board of Trade (GWBOT) to establish our region as a leader in implementing effective sustainability strategies and will work with them to make the TEAL service accessible to their member organizations.”

Access to TEAL services will be through green.noblis.org – a destination resource for news and information on climate, energy and sustainability topics.

“ The elevation of Aneesh to the nation’s first Chief Technology Officer is a well-earned acknowledgement of his intellect, his technology policy leadership and his ability, and further validation of Virginia’s status as a global technology center. ”

- Donna Morea, CGI, and Bobbie Kilberg, NVTC

CSCI Wins 2009 American Inhouse Design Award

CSCI’s design team was selected as a winner from over 4,000 competition entries for the 2009 American Inhouse Design Awards, a national design competition sponsored by Graphic Design USA. The design team won the award for product sheets designed for CSCI’s Cardinal Suite™ product line.



Graphic Design USA has sponsored the awards program for 40 years to showcase work by corporate and institutional inhouse departments. “The goal is to help inhouse designers get the full recognition they deserve from colleagues, their community, and their own upper management,” said Rachel Goldberg, Graphic Design USA Awards Director.

Design Solutions is one of several professional services offered by CSCI, a highly specialized systems integration, professional services and hardware development firm. “Even though CSCI’s core business space focuses on providing innovative technology to federal government clients, our company is staffed with talented design professionals capable of delivering a broad spectrum of strategic design solutions to clients of all sizes,” said CSCI CEO, Linda LaRoche. “Our design team does a wonderful job and we rely on them to produce design materials that convey the right branding and messaging for our products and services. I am very pleased that they are being recognized for their work.”

NVTC Congratulates Aneesh Chopra

On April 18, President Obama announced his appointment of Virginia Technology Secretary Aneesh Chopra to serve as the nation’s first Chief Technology Officer.

In a joint statement, NVTC President & CEO Bobbie Kilberg and NVTC Chair Donna Morea praised Chopra: “On behalf of Northern Virginia’s technology community, we would like to express how proud and excited we are that President Obama has appointed Virginia Technology Secretary Aneesh Chopra to serve as the nation’s first Chief Technology Officer. As Virginia’s Secretary of Technology, Aneesh distinguished himself as a strong,



Aneesh Chopra

articulate and energetic advocate for technology, research and innovation. He has been tireless in encouraging the public and private sector to partner in leveraging technology to promote and encourage new applications for healthcare and medical records, education, transportation, broadband deployment, telework, government services and other key areas. The elevation of Aneesh from Virginia Technology Secretary to the nation’s first Chief Technology Officer is a well-earned acknowledgement of his intellect, his technology policy leadership and his ability, and further validation of Virginia’s status as a global technology center.” **nvtc**

NVTC Member CSC Celebrates 50 Years

Congratulations to longtime NVTC member CSC, which celebrated its 50th anniversary on April 16. “CSC has evolved over the years into a remarkable organization of talented, dedicated individuals,” said CSC Chairman, President and Chief Executive Officer Michael W. Laphen. CSC’s Jim Sheaffer currently serves on NVTC’s Board of Directors.

The Best is Yet to Come



Josh Levi (center) introduces the four candidates: L-R, Brian Moran, Bob McDonnell, Terry McAuliffe, and Creigh Deeds.

Virginia's Gubernatorial Candidates Appear at NVTC in First Joint Forum of the Election Year

The four candidates vying to succeed Virginia Governor Tim Kaine took to a stage at Microsoft's Reston offices on April 3. NVTC presented a Technology Town Hall Forum, hosted by Microsoft, before an audience of nearly 200 NVTC members. Gubernatorial candidates Virginia State Senator Creigh Deeds, Terry McAuliffe, Former Virginia Attorney General Bob McDonnell and Former Virginia House of Delegates member Brian Moran appeared in their first joint forum of the election year.

NVTC Vice President of Policy Josh Levi served as moderator for the event, which focused on three topic areas: competitiveness, jobs and the technology economy; innovation, research and education; and transportation and telework. Members of the audience posed questions to the candidates during the two-hour forum.

At press time, the primary election had yet to determine which Democratic candidate will be nominated to run for Governor; Bob McDonnell will be the (unopposed) Republican candidate. In the fall, the 25 trustees of TechPAC, NVTC's state-level political action committee, will formally interview the two nominees to discuss their positions on NVTC's policy priorities and to consider an endorsement.

Planning ahead:
Some of NVTC's exciting 2009-2010 events!

Titans Breakfast Series

Steve Forbes

Chairman & Editor-in-Chief, Forbes Magazine

Stefan Jacoby

CEO, Volkswagen America

David Thompson

CEO, Orbital Sciences

Public Policy Series

The Honorable

Anthony Kennedy

Associate Justice, U.S. Supreme Court

Morea, Kilberg and Board Members Part of Washingtonian's 100 "Tech Titans"

Washingtonian Magazine honored the Potomac Region's top 100 "Tech Titans" in its May 2009 issue, with NVTC Board members making up more than 20% of the list. *Washingtonian* said they wanted to spotlight the leaders of technology in a variety of sectors, both public and private. NVTC Chair Donna Morea, President of CGI, U.S. and India, was featured on the list, along with NVTC President and CEO Bobbie Kilberg and these present and former NVTC Board members: Anne Altman, John Becker, Mark Bisnow, John Burton, Brooke Coburn, Raul Fernandez, Bob Kahn, Sudhakar Kesavan, Kevin McNerney, Phil Merrick, Alan Merten, Linda Mills, George Newstrom, Michael Saylor, Chris Schroeder, Gary Shapiro, Bob Templin, Steve Winings, April Young and Dendy Young.

Congressman Frank Wolf, Senator Jim Webb Discuss Policy with NVTC Card Check Task Force

On April 1, Congressman Frank Wolf met with 12 members of the NVTC Card Check Task Force to discuss the Card Check issue, which the Congressman joins NVTC in opposing, and the negative effects it would have on business in Virginia.

On April 17, NVTC Chair Donna Morea of CGI, NVTC President & CEO Bobbie Kilberg, NVTC Vice President of Policy Josh Levi, and seven NVTC Board Members from NVTC's Card Check Task Force had the opportunity to meet with Senator Jim Webb (D-VA) during an hour-long session in Tysons Corner. NVTC technology leaders spent the hour sharing the tech community's perspective and concerns regarding Card Check legislation and discussing other issues of importance to the region's technology community.

TIA and NVTC Forge Cooperative Agreement

On April 6, NVTC and the Telecommunications Industry Association (TIA) signed an Honorary and Friendship Agreement, to encourage a variety of cooperative activities focused on benefit-



“ I believe our best innovation and creativity is yet to come. New technologies are ripe for further development and breakthroughs. ”

– Gary Shapiro at March's Titans event

ing the members of both organizations — such as exchanging newsletters and information, and encouraging cooperative participation in upcoming events. Bobbie Kilberg, NVTC President and CEO, and Grant Seiffert, President of TIA, signed their names to the document.

Gary Shapiro Delivers Assessment of Current Economic Situation at NVTC Titans

Gary Shapiro was the featured speaker at NVTC's Titans breakfast on March 13, where he made a passionate argument for reform of the economic system. “We must let companies fail,” Shapiro said about the government's economic stimulus agenda. “Failure stimulates creativity and we have substituted well-meaning compassion for the virtue of the free market.” Shapiro said free-market capitalism has propelled the United States in downturns before, but he added excessive government spending in the last eight months threatens the nation's entire economic structure.

“Our country used to value rugged individualism and now in the name of compassion and equality ... we are losing our edge,” Shapiro said.

Shapiro also warned against “Card Check” legislation, now pending in the U.S. Congress. He said Card Check would cause the tech industry to have labor unions similar to Detroit's auto industry, and this would be disastrous for the economy as a whole. Shapiro argued that immigration was also vital for an economic recovery, saying that trained engineers from other nations now have many options for relocation after receiving a degree, and restricting available visas could have an adverse effect on the American economy.

Gary Shapiro was the last Titans speaker for the 2008-2009 season, a series that included Former Secretary of Energy Sam Bodman in September, Former Assistant Secretary for Economic Policy Phil Swagel in November, and Dell, Inc. Chairman and CEO Michael Dell in February.

New Federal CIO Vivek Kundra Lays Out Agenda

Vivek Kundra, President Obama's brand-new Federal Chief Information Officer, spoke to an audience of more than 260 at the Ritz-Carlton in April. Kundra outlined an ambitious agenda that focused on making the federal government more “context-driven,” freeing it from the bureaucracy of the past and delivering services directly to the people. The event, hosted by NVTC along with TechAmerica, the Greater Washington Board of Trade, the Fairfax County Chamber of Commerce and ITS America, kicked off NVTC's new Public Policy series.

In his remarks, Kundra repeatedly noted the government's IT system is lagging behind the private sector. “We need to ensure we're embracing technology to drive innovation, to create a more open and transparent government, and to ensure that we're lowering the cost of government,” Kundra said. He said he wanted to make dealing with the government as easy as using Facebook or eBay. [nvtc](#)

Vivek Kundra at the Public Policy Series event in April.



"Dinner at Bobbie's" Raises Funds for Equal Footing Foundation

On March 24th, C-level women executives from NVTC membership networked and connected at the third "Dinner at Bobbie's," a series to benefit Equal Footing Foundation. The exclusive dinner was held at the home of Bobbie Kilberg, President and CEO of NVTC, and hosted by Nancy McCarthy, President of DC Rainmakers. Keynote speaker Donna Morea, President of CGI and Chair of the NVTC Board of Directors, entertained the audience discussing her colorful path from college student to head of CGI.

Go-Go Gadgets!

Area companies are active players in the mobile consumer space. Here's a look at some products that help us get away from it all.

By Mark Toner



This summer, you won't see anyone poolside flipping open the region's most talked-about handheld device to check what movies are playing nearby. But if you're home when a U.S. Census Bureau field worker does a preliminary neighborhood canvas, you might catch a glimpse of one of the more than 500,000 handheld devices that Harris Corp. is deploying for the bureau's initial address-verification phase.

So goes life in the D.C. area. It's no secret that our technology com-

munity is geared largely towards the government and business markets, many of whom are embracing the device-driven demands of an increasingly mobile workforce. At the same time, though, many of the region's tech innovators are developing a growing number of cool mobile products focused on consumers. Since it's summer, we're jumping into the deep end and checking out a representative sample of these gadgets and applications. Come on in—the water's fine.

A Social Hub

It's a cell phone on steroids! It's a net-surfing home phone for the kitchen counter! It's a computer with a phone headset attached to the monitor!

Verizon Communications simply calls its Hub the "home phone, reinvented." It's a voice-over-IP device with a brilliant 7-inch touch screen that plugs into a broadband Internet connection instead of a phone jack. It uses a variety of services developed by Verizon Wireless and—here's where that "hub" part comes in—promises to keep an entire roving family connected from the command and control center of the modern home, the kitchen countertop. Calendar entries and text messages can be relayed from the Hub to the entire family's array of mobile phones, and parents can use its Chaperone feature to keep track of their kids, provided they're carrying their GPS-enabled cell phones (and when would they actually leave the house without them?).

From home base, the Hub can display photos, stream video, even play Sudoku if you're so inclined. (Mirroring the cell phone craze of detachable faceplates, the Hub offers them in a wide range of customized colors, provided you consider "black" and "white" a wide range.) The promised arrival of an "app store" later this year will also allow users to download software widgets developed by third-party providers, following the model pioneered by Apple with its iPhone. Oh, yeah—the Hub can also be used to make or receive calls, thanks to the included wireless handset. But does anyone really do that anymore?

The Hub's a fascinating device—the kind of gadget we all imagined we'd have sitting on our kitchen counters 15 years ago, back when the Internet was on the verge of busting out of academia and into the mainstream. And in an era where the humble telephone landline is moving quickly to the endangered species list, it's an intriguing

model for traditional communication companies. According to research company In-Stat, the number of what it calls "home media phones" could grow tenfold, from 1.4 million this year to 14.3 million by 2013. Their argument is that if developers of products like the Hub play their cards right, someday they'll become the "fourth screen" in people's homes, right alongside the TV, PC and mobile phone—but presumably not all on the same overburdened kitchen countertop.

Selling Social Gaming

They may not realize it, but some 200 million people out there are what the video game industry calls "casual gamers"—a term developed to differentiate between the diehards who spend their weekends fragging each other in epic networked gunfights and the folks who might sneak in a quick game of Bejeweled at the office between checking their Facebook profile and their eBay auctions (or perhaps squeezing in a bit of actual work, if the boss is hovering somewhere nearby).

It's a huge marketplace, and while those 200 million people may not have a gaming console like an Xbox or Wii at home, chances are they have a cell phone—which, from a computing standpoint, is hardly a Ferrari, but perfectly capable of playing the old-school arcade games or quick casual games most casual gamers prefer—classics like Ms. Pac-Man and Solitaire, as well as newer titles including scaled-down mobile versions of Spore and Guitar Hero.

Ashburn-based MPowerplayer Inc. aims to connect mobile game developers with this burgeoning audience. It powers Web-based "try before you buy" demos of a wide range of video games for Sprint Nextel's Digital Arcade and on its own site (mplayit.com), allowing Web users to play mobile games on a browser-based replica of a cell phone, so they can decide how much fun

MPowerplayer Inc. allows users to try a variety of popular games for mobile devices on such sites as Facebook and MySpace before paying to install them on their phones.



Opposite page: Verizon calls its Hub the "home phone, reinvented." The VoIP phone includes features that allow it to coordinate calendars among an entire family's cell phones.

they'll have mashing the "6" key on their handset to move Ms. Pac-Man out of harm's way before shelling out the money to beam the game to their phone. Late last year, Mpowerplayer entered the social-media world by bringing the same technology to Facebook, MySpace and Bebo, allowing those networks' users to play and recommend their favorite games to each other.

"We bring mobile games to this audience where they live, which is online and on the Web," Mpowerplayer founder and CEO Michael Powers said as he announced the company's social media offerings. "And now we're making it easy to share." Not to mention easy for office drones to move those casual games off their work computers and into their pockets.

Think Pink

Microsoft has long been associated with beige boxes—the PCs and monitors that run its operating systems and productivity software. But when it decided to take on Apple's market-leading iPod, Microsoft's Zune music and media player included models offered in a decidedly non-Microsoft shade of pink.

The Zune family boasts a couple of features

iPods lack—built-in FM tuners, which allow users to tag songs they hear while listening to the radio for later purchase, as well as wireless syncing over home networks. But where they truly stand out is in their ability to use what Microsoft calls "the Social" to discover and share new music. One Zune user can share a favorite song or an entire playlist with a friend's device using the player's built-in wireless functionality. That friend can listen to the song up to three times while deciding whether to buy it, and then send it to their friends, and those friends can send it to their friends... and soon you're recreating the famous '70s shampoo ad. Now Microsoft also creates for users what it calls a "Zune card," a graphical online profile displaying what music you're listening to, that can be posted on various Web sites or beamed to friends' Zunes to compare notes. If those friends subscribe to Zune Pass, a \$14.99 monthly all-you-can-listen music-subscription service, all the songs on that shared playlist also move to their device.

Microsoft isn't stopping with the Zune. Already a major player in the smartphone OS market with its Windows Mobile platform, it's now developing a reported "iPhone killer," a touch-screen device code-named—what else?—Pink.

Microsoft's Zune music and media players take a swipe at Apple's iPod by offering built-in FM tuners and the ability to share playlists and music with friends.



Take Five

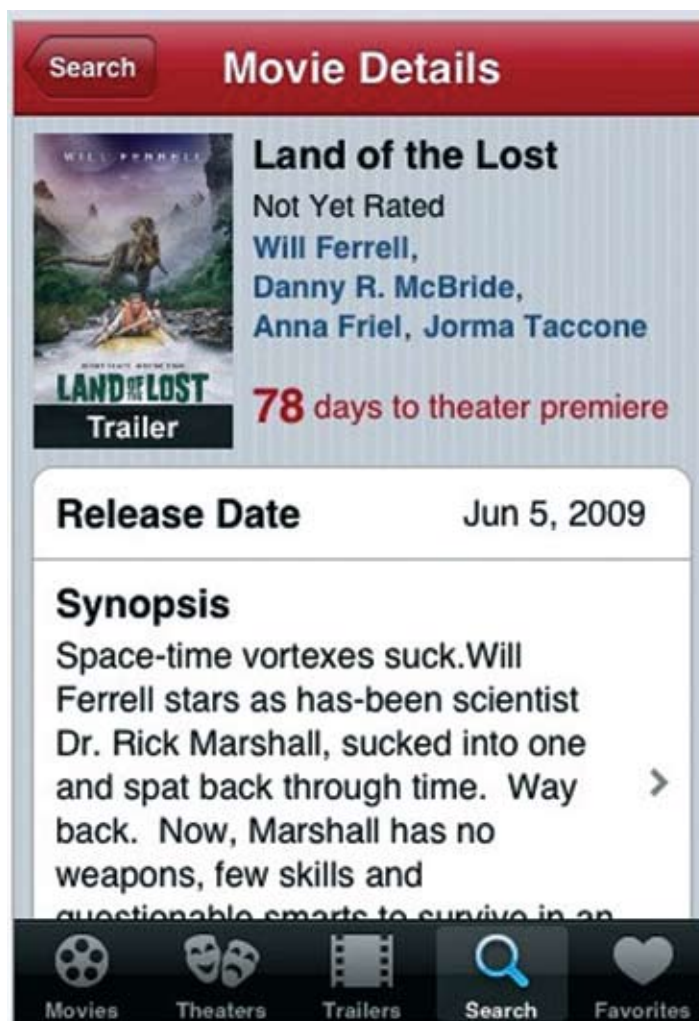
A success story in its own right, Apple Computer's iPhone has created an enormous market for third-party applications with its App Store—a component of iTunes that makes buying and installing software for the phone as easy as downloading the latest Lady GaGa single. In late April, a 13-year-old from Connecticut downloaded the one billionth software App Store application, putting its sales in the same hallowed ground as certain fast food restaurants. With that much attention, scores of new software companies have popped up and armies of programmers have quit their day jobs to devote their full attention to the iPhone.

For Reston-based FlipSide5 Inc., it all started with Tic-Tac-Toe. Back in 2007, the company's founder, InLine Software co-founder Michael Sanford, developed a version of the game for his six-year-old son to play on the then-new iPhone. Until the App Store was launched in July 2008, developers couldn't create native applications, just iPhone-optimized Web pages. Still, Apple was impressed enough that it showcased Tic-Tac-Toe and a subsequent FlipSide5 game based on Connect Four. When the App Store opened its doors, native versions of both applications quickly became top-ranked downloads.

FlipSide5 has followed its first two games with iPhone variations on table tennis, air hockey, the African board game Mancala, and a shoot-em-up reminiscent of Asteroids called Oort Storm. The company has also added social-networking capabilities, including the ability to chat with other players in real time using AOL's AIM instant-messaging network. Which is great, because there's nothing quite like taunting someone with a stinging IM when they miss putting that X in the center box.

You've Got... Apps

Remember when you couldn't open your mailbox without seeing a CD-ROM from AOL waiting inside? Today, the dial-up Internet access business has largely gone the way of the bulk-mailed CD-ROM, and the Dulles company has long since moved its formerly walled-off network into the Web world, where people IM each other using its AIM network and visit its sites for a wide range of content. It's also moved aggressively into the



mobile application world, making sure there's a way to use AIM to IM from virtually every cell phone ever made.

But it's on the iPhone where AOL has shone, with a dedicated team developing mobile applications that show just how far the company has come from mass-mailing CDs destined to be used as coasters. It offers two music applications, AOL Radio, which includes feeds from more than 350 terrestrial radio stations in partnership with CBS Radio, and SHOUTcast radio, which streams an eclectic range of user-created radio stations. AOL's Moviefone application replaces the mellifluous voice once parodied on Seinfeld with a location-aware feature that finds showtimes at the nearest theater and then e-mails friends. Its DailyFinance app showcases a wide range of financial content from the AOL Money channel, including the Holy Grail of the would-be arm-chair investor—real-time stock quotes. And the

AOL has moved aggressively into the mobile space, including a variety of apps for the iPhone, including Moviefone (pictured), which uses GPS technology to find showtimes at a theater near you—literally.

Truveo Video Search app gets iPhone users out of the morass of YouTube, bringing together more than 130 million videos from scores of sites.

AOL's iPhone developers even blog about the platform at <http://iblog.aol.com/>, where you can learn about such arcana as the "device support matrix." Or you could just try IMing your old college roommate instead.

A Pre-Game Show

Sprint Nextel is taking a page from Apple's buzz-building playbook with its soon-to-be-released Pre smartphone. Much as Apple signed an exclusive deal with AT&T for the iPhone in 2007, Sprint Nextel will be the exclusive U.S. carrier for Palm's Pre, which with Google's Android and Microsoft's "Pink," has joined the list of much-talked-about devices with aspirations of becoming the "iPhone killer."

Instead of providing advance copies of the device to tech journalists for review, Palm has opted to put it in the hands of bloggers and celebrities to stoke the buzz further, including such notables as Angelina Jolie and Howard Stern. Even the exact release date has been kept under wraps. But early reviews rave about the device's sleek design and user interface, which includes a physical slide-out keyboard, automated integration of multiple e-mail accounts, instant-messaging networks and calendar applications, and a "card" interface that allows users to switch between multiple

running applications—unlike the iPhone, the Pre can multitask. The phone's rounded black form has reminded more than one reviewer of a Zen pebble or heated sauna rock. The Pre's charging dock doesn't even have a plug—it uses magnetic induction to hold the phone in place and charge it.

The Pre is powered by Palm's brand-new WebOS with two venerable predecessors—Linux, every nerd's operating system of choice, and the company's earlier PalmOS operating system, which got its start more than a decade ago on its personal digital assistants and was later adapted for smartphones like the Treo and Centro. While the Pre is borrowing again from the iPhone playbook by promising an app store for software applications and music downloads powered by Amazon.com, it has one feature all its own—it will be able to run the tens of thousands of existing applications developed for earlier Palm devices. So if you still need that tip-calculating app you downloaded for your Palm III back in 1997, you're in luck.

Stepping Out

When The Washington Post Co. tapped D.C.-based Qorvis Communications to help develop its first iPhone-native application last year, company officials quickly decided they weren't going to focus on news. A surprising tack for a newspaper, but online news has become something of a commodity—and when you think about it, the latest article about wool quotas in Kyrgyzstan is no more or less valuable if you read it in the office or on the corner of 15th and K. What is valuable on that street corner, though, is the name of the nearest Thai restaurant—and whether its pad thai is any good.

So the Post and Qorvis developed an interactive guide to local restaurants, bars and clubs it calls the "Going Out Guide." They tapped the paper's extensive database of information about local businesses, as well as years of restaurant reviews, and rolled it into an application that uses the iPhone's built-in GPS receiver to identify nearby restaurants, plot them on a map, and provide one-click dialing information.

"We wanted to showcase some unique content that would be hard to replicate," Peter Bar-

Dubbed the "iPhone killer," the Pre will be unveiled by Palm and Sprint Nextel this summer. The much-talked-about phone doesn't even require a plug—it can be charged by magnetic induction.



kley, the paper's director of mobile services, said during a webinar sponsored by Qorvis. "We really believe we should be able to access users where they might be."

Focusing on what a company does best is a key for all mobile applications. Germantown-based WeatherBug, for instance, taps into its own network of thousands of private weather reporting stations to provide truly local weather conditions to mobile users—often as local as the nearest elementary school.

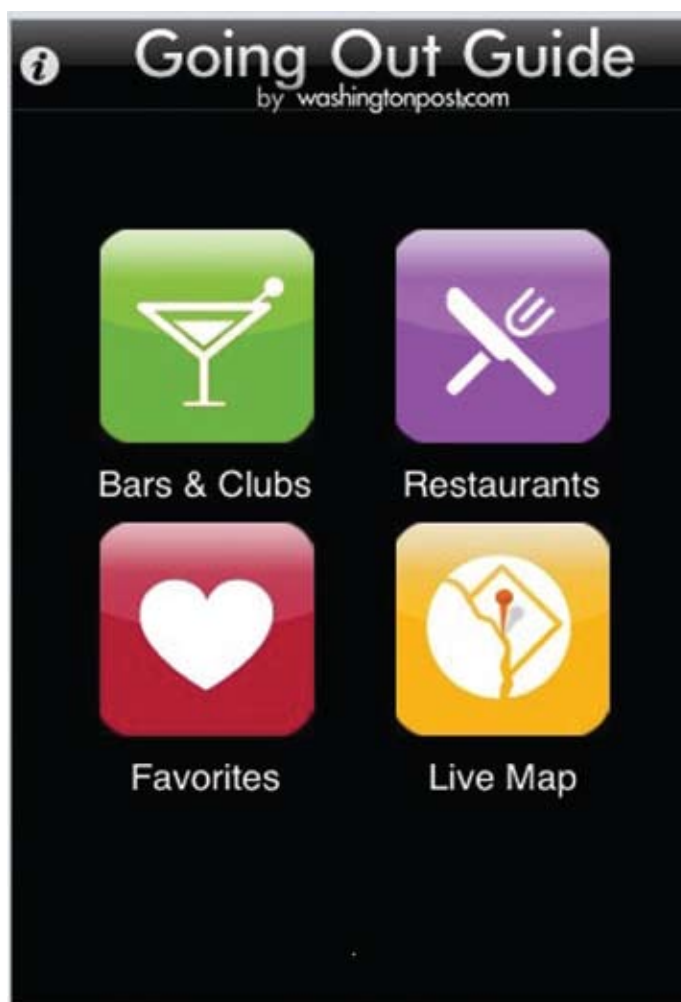
For the Post, the Going Out Guide was a win-win situation. The free application quickly cracked the top 10 percent of all iPhone apps after its release last summer, in spite of the fact that it's of no use to anyone outside of the DC area. It allows the Post to reach younger audiences who might not pick up the paper or care about Kyrgyzstani wool quotas, and it also provides an audience of local users for advertisers.

The process also was a learning experience for future mobile applications. While developing the Going Out Guide, the Post and Qorvis experimented with a variety of vibrant backgrounds and interfaces, finding that most had "readability issues"—to put it mildly. The finished product opens with a minimalist screen with four big, thumb-sized navigation buttons, proving that in many cases, less is more in the mobile world.

Changes in Latitude

Google's new Northern Virginia presence is mostly geared toward advocacy, lobbying, and convincing government entities to use its Web-based products, as the D.C. city government has already done. But back in California, the Internet giant is also making huge strides within the mobile market, developing flavors of its Web services for multiple platforms as well as its own iPhone-challenging, open-source mobile OS dubbed Android. By year's end, a bevy of Android-powered handsets are expected to join T-Mobile's G1 in the U.S. market, and there's also talk of using Android to power low-cost laptops, home phones and tablet computers.

In the meantime, Google's offering a new mobile-friendly product to anyone with a GPS-enabled phone. Dubbed Latitude, the service allows mobile users to share their location with friends and keep tabs on where they are, with the



idea that folks on the go could serendipitously discover they're near someone they know, then IM them to see if they want to, say, meet up for tapas. Location updates can also be automatically appended to chat statuses or maps embedded on blogs or other Web pages for the oversharing among us. But fear not—lest you worry that the whole concept is a bit too Big Brother-ish or stalker-friendly, every sharing option requires a user to opt in, meaning you can share your location with your friends, but not prying Aunt Gertrude.

Latitude's introductory video is narrated by a Google employee who uses the technology to check in with a surfing buddy in Australia, a tennis-playing pal in San Francisco's Golden Gate Park, and her parents back home in New Jersey. Clearly, Google employees lead much more interesting lives than the rest of us. **nvtc**

Mark Toner is a Reston-based technology writer.

The Washington Post Co.'s "Going Out Guide" app for the iPhone focuses on helping on-the-go users track down a decent meal or a place to have a drink.



“INNOVATION



Gary Shapiro, President and CEO of the Consumer Electronics Association, talks about the Kindle, the Roomba, android phones, and other cool developments in the industry

By Art Swift

Q. I'd like to explore some of the trends you see surfacing in consumer electronics and technology this year. Can you give us an overview?

A. There's a tremendous focus on energy efficiency right now—one of the major themes of the international Consumer Electronics Show (CES) in January. Manufacturers are all struggling to show that they have green products. Over two billion products have been sold with the Energy Star label on them, which is the government certification that you are green. 1.2 billion of the 2 billion sold under the whole program have been consumer electronics, whether it's energy-efficient TVs, or computers, or products that just do cool things in a green fashion.

IS OUR STATE OF BEING”

Q. Why now? Are there forces culminating now? Why this year exactly?

A. There's always an ebb and flow in terms of focus on energy efficiency; it seems to correlate with oil prices, and California's challenges with electricity. There's a greater sensitivity now because the price of oil spiked so much and the fact is that the average American family owns 24 consumer electronics products. TV sets have gotten bigger and people have fallen in love with TiVo-like devices, personal video recorders, which have to stay on to work. And regulators have noticed that. So part of our challenge frankly is to make sure that proposals that are really crazy don't get enacted.

We're facing a challenge like that in California now. There's a proposal right now that's about to be enacted that would ban 25% of the TV sets. And that's up for consideration this summer.

Gary Shapiro
at CEA headquarters
in Crystal City

Q. Because they're large?

A. Because they're large. Certainly TV's have gotten phenomenally energy-efficient, phenomenally. But about 25% of TV sets do not meet the California standards. The thing is, manufacturers keep coming up with better and bigger sets that do more. One of the big trends is that you can get the Internet in various different ways on your TV set. Whether it's Yahoo or Boxy or Roxio, all introduced great products at the CES which allow you to use your TV set as a computer. TV sets have gotten more sophisticated and computers have become more like TV sets. The real difference between them now is that a computer is for one person and a TV set is for many.

So energy efficiency, internet on television and 3D television is certainly another big, hot trend. You can actually be part of the viewing experience (with 3D).

Q. How so? Do you have to wear glasses?

A. Right now you do have to wear glasses. The thinking is that in a few years we'll get beyond the glasses and it'll just be part of the viewing experience. We're working with the Hollywood community and they're very excited about this.

“There's going to be a tremendous burst of entrepreneurialism in technology. It will be driven by bright people filling needs and creating needs.”

Q. Was this in development for years or did someone just say "right now we need 3D television?"

A. Well there are certain ideas which seem to come up frequently, over the course of my life. For example, videoconferencing I first saw at the 1964 World's Fair. And it keeps coming back. Cisco's really big behind videoconferencing right now. 3D TV is another one that has had some fits and starts. What's different this time is that there are movies being made in 3D and the consumer response has been very strong. Theaters that have shown 3D films have experienced higher box office revenue, so the data is there. The technology has obviously improved tremendously. The ability of chips to process massive amounts of information, have advanced algorithms, and create a real viewing experience, which in a sense is tricking your eyes and mind—is lot of what goes on in consumer electronics this year. You're dealing with the limits of human senses, in a way, and you're tricking your mind into seeing something different than you would have in the past.

Q. Do you think that all of this innovation is because in the last 20 or 30 years there's been such an abundance of wealth that people are able to afford things that they never were able to before?

A. I don't think that's why there's been innovation. I think innovation has stemmed from breakthroughs like the semiconductor chip, wireless technology. It's almost logarithmic in terms of the developments in physics, math, sensing technology, nanotechnology, and soon robotics, which have allowed entrepreneurs to see a need and fill it. The level of innovation has definitely been phenomenal these past few years. We are blessed in this country with having the right conditions here. We've been the beacon for the smartest people in the world and we have a public that wants the newest and the greatest. That's the kind of country that we are.

Innovation is our natural state of being. We try to make things better and do things better, and innovators solve problems, they create markets and they enhance our lives. But our products are not necessities. We're not food or water or shelter, but we certainly provide access to information, education and entertainment in ways that not even the wealthiest people in the world could have accessed a generation ago.

Q. Let's shift a little bit to some of the products themselves. You've talked about trends. Can you name some of the best products coming out in 2009?

A. In addition to 3D and Internet-connected television and green, what Amazon has done with the Kindle, especially with the next generation coming out, has for many people changed the whole reading experience. It allows for portability and saves a whole bunch of trees. The third generation is rumored to be coming out soon. The first generation and second generation were both hits. Now Amazon doesn't release sales information on them so it's difficult to precisely figure it out, but they keep saying they're sold out and I keep seeing evidence of people loving them and wanting them. It's brilliant, for a company like Amazon that was the hit company ten years ago to continue what it was doing very well but to reinvent itself in a new direction. Jeff Bezos is a hero and a great entrepreneur. He's proving that not only can he do it, but he can do it twice.

There's a neat little product introduced at CES, Power Mat, which allows you to wirelessly charge all your consumer electronics products by throwing them on this mat. That was a really cool product.

The big trend is the netbook—books that are not full computers, they're portable, they use less energy and they're great for travelers.

Smart phones are huge. The Palm relaunched their smart phone which will compete with the iPhone, the Palm Pre. It has a full pull-out QWERTY keyboard and a great interface, allows multi-tasking. It actually resolves a lot of issues that the Apple iPhone is seeking to resolve. Another great thing is Google with their "android" phone.

Q. What does that mean?

A. Android is a phone which uses an open platform, which is what Google likes to do, so you can write your own code in Java, create your own applications. Obviously games are hot, one big trend is with the Nintendo Wii, especially the use of it for exercising now. There's a trend of using gaming for health care recovery and staying alert in all sorts of ways. The range of uses of electronics products has gone from being passive devices where you just sit back with your beer and watch, to being now more interactive. They provide various services—in the car, monitoring your kids, security, education, medical care. Consumer electronics to me is a very broad definition which encompasses IT usage—if it has electricity going through it and it's used by a consumer and it's not mechanical like a washing machine, it's consumer electronics.

Q. So we should probably be changing our definition of consumer electronics from just entertainment.

A. We've changed our definition from just entertainment—the hot category being GPS. There's so many new products that have come to exist in the last ten years that we didn't even have acronyms for—DVD, HDTV, GPS, IPV6, mp3, Blu-Ray DVD, even anything with an “i” in front of it. The interesting thing is that consumer electronics has become a whole international language. This language and those acronyms aren't translated.

Q. That is interesting. So all these things you mentioned, that's the way people worldwide would name them?

A. It helps me to give speeches in other countries.

“ We provide access to information, education and entertainment in ways that not even the wealthiest people in the world could have accessed a generation ago. ”

Q. You've talked about things that have been happening and are starting to happen now—what are the things that people want to see 5 or 10 years down the road?

A. Robotics are inevitable. A lot of the automation which is occurring worldwide is industrial robots. Sony had the Endo, which was a robot that looked like a dog. They did well with that but could've done better if they had embraced the developer community more. But what we're starting to see is robots with a specific purpose—monitoring of older people, a certain level of companionship. They're becoming more human.

People now have robots in their home. The vacuum cleaner that learns to stay away from walls, the Roomba, is a very popular successful product and it keeps coming out with new versions.

Q. Will there be a robot that will cook and clean for you?

A. There is a robot that cleans. In terms of a robot that cooks, it's evolutionary. Obviously coffee makers to a certain extent are robots. You have to erase what your preconception of a robot is and redefine it as technology taking over functions that are done by humans. If you look at a car it can look like a face; when you look at a Roomba there's a certain pet-like element to it. It makes us more comfortable with them. And then we start giving them names, and we start cursing at them and maybe we start having [emotional] relationships with them. Certainly in terms of security and elderly at-home monitoring, there's a lot going on.

The direction is clear for technology. Are we going to see some surprise that allows us to break free from air travel and teleport and all the things we fantasize about, those of us who travel a lot? Probably not in my lifetime. But in terms of where technology is going—wireless, what the internet can do, broadband, new services requiring sensing technology—there's so many different pathways for technology at this point. There's going to be a tremendous burst of entrepreneurialism in technology. It will be driven by bright people filling needs and creating needs.

We're still at the beginning of this thing called the digital revolution. It's still very young, and when you're in a revolution you don't always know you're in a revolution because you still wake up every day and deal with traffic and things like that, but the revolution we're in allows us to improve our lives. **nvtc**



Inventive Minds *at* VIRGINIA TECH

From saving lives to improving life on the job and at play, it's all in a day's work for Virginia Tech students and faculty

By Susan Trulove



Members of river rescue units from towns near Virginia Tech participated in a demonstration of the HydroSpine prototype.

Opposite page: Student Kelly Harrigan used magnets and wood to create a palm-sized toy that won an international contest.

As a research university, Virginia Tech has been a font of discovery for more than 100 years, beginning with research on fruit varieties that was even recognized by the French National Society of Agriculture. Twentieth-century inventions include tiny, efficient power systems and fast optics for computers and telecommunication, while the latest inventions range from advanced materials—including some that harvest energy—to sensors. While inventions are increasingly high-tech and more often than not involve the shuffling of molecules, there are still examples of hands-on “gee whiz” from Virginia Tech students and faculty members.

Two recent discoveries were in response to disasters.

Associate Professor Mitzi Vernon challenged her industrial design class in Virginia Tech’s College of Architecture and Urban Studies to “develop a useful product” in response to problems related to disasters. One team narrowed this to water rescue, and finally the needs of rescuers.

In swiftwater rescue, neck and back injuries are among the most difficult for rescuers. Victims must be immobilized to reduce the possibility of further injury, especially in cases where the water is rough. However, current back-immobilizing rescue harnesses, which were designed for use on land, do not float and become even heavier when wet. So four Virginia Tech students developed a rescue harness that provides proper spine immobilization, self-righting to face-up flotation, and protection from water hazards. The team named their product HydroSpine.

To learn about water rescue, Liz Varnerin of Mechanicsville, Va., visited George Lewis, a swiftwater rescue trainer and owner of Rescue3 Virginia in Front Royal. “We narrowed our focus to getting people in and out of the rescue boat,” Varnerin said.

The team—Vernon, Kyle Schumaker of Greenville, S.C., Brian Sandifer of Waynesboro, Pa., and Matt Zacherle of Culpeper, Va.—experimented with materials and placement of floatation foam. They also reduced the number of steps needed to secure the victim.

The mockup—duct tape and all—was tested in the university’s pool and then the team took the prototype to Lewis. “We gave it to his class—which consisted of firefighters—and before we could provide instruction, they were able to figure it out,” said Schumaker. “They liked the handles next to the head. It helped a rescuer pull the board when swimming and helped the person in the boat pull the board out of the water,” he said.

Another attribute of the HydroSpine is that it does not contain metal; a hospital can perform tests such as X-rays and MRIs without removing the patient from the harness.

HydroSpine remains a prototype, but Schumaker participated in the three-day Swiftwater Rescue Boat Operators Class and is now boat-operator certified.

Disasters were also an inspiration for another invention. Extreme winds, such as those wrought by hurricanes, often

lift roofs off buildings and expose them to damaging conditions. A Southwest Virginia roofer, Virginia Tech faculty members from architecture and engineering, and a graduate student devised an inexpensive solution.

A dozen buildings around Wytheville, Va., have sprouted rooftop structures that look like alien technology—a flying saucer connected by three narrow columns to a dome. The foot-high gadget is the brain child of brothers Chuck and Pat Johnson, who operate Acrylife Inc., a roofing-system business.

Chuck Johnson has persuaded Travel Centers of America in South Carolina, the Gaston County government complex in North Carolina, a Nestlé’s distribution center in Tel Aviv, and VTKnowledgeWorks in the Virginia Tech Corporate Research Center to use membrane roofing systems with Venturi Vent Technology (V2T™). And the system is to be installed on the 25,000 square-foot Sencera Building in Charlotte, N.C., this spring.

“We are using physics instead of fasteners,” said Johnson.

The physics is the Venturi effect—wind forced through an opening speeds up. For example, covered porches create a breeze. Sitting at their kitchen table about seven years ago, the Johnsons asked, “What if we could split the wind blowing over a roof and create a vacuum to suck the roof down instead of up?”

The result was V2T. The gadget splits the airflow, speeding up the wind between the upper saucer and the lower dome. Holes in V2T draw air from under the roof (think of cigarette smoke being sucked out of a slightly-opened car window), which creates



a vacuum, pulling the roof membrane tight against the substrate. “The pressure being created under the membrane is lower than the uplifting pressure of the wind over the roof. The result is a low pressure condition that prevents the uplift and detachment of the roof membrane,” said James R. Jones, associate professor of architecture at Virginia Tech.

The Johnsons’ concept was a tube that would rotate to catch the wind. Jones decided to investigate an omni-directional design “so it wouldn’t matter which way the wind came from.”

Jones, graduate student Elizabeth Grant, and aerodynamics ex-



Tech alumnus Pat Johnson and Jim Jones, associate professor of architecture, inspect the installation of the V2T roof vent prototype in the Virginia Tech stability wind tunnel.

pert and Frank Maher Professor of Engineering Science and Mechanics Demetri Telonis created the dome and saucer. Grant made testing and fine-tuning V2T her master’s degree research.

A scale-model test in Virginia Tech’s stability wind tunnel and a full-scale roof mockup test in the NASA Langley wind tunnel demonstrated V2T’s ability to generate low pressure to counter the uplifting forces from high winds. Last summer, the new vent was tested using the Underwriters Laboratories Inc. (UL) Standard 1897 test for uplift resistance of roof covering systems. V2T received a rating of 195 psf while not failing at pressures as high as 278 psf, the limit for the testing procedure. Presently, Daeung Kim, a Ph.D. student in the College of Architecture and Urban Studies, is doing field monitoring and computational fluid dynamic simulations to develop design and installation guidelines for various building configurations.

“The very force that could destroy a building is used to save it,” Grant said.

Another invention from one of Vernon’s classes is a wearable computer case that will please people who need to stay on top of work even as they move around or people who just love to multi-task and want to work while standing in line.

Invented by Daniel Hilgenberg of Chapel Hill, N.C., a graduate of the industrial design program in Virginia Tech’s College of Architecture and Urban Design, the case for a laptop computer can be worn like a backpack or suspended on the chest to create a work platform that allows for computer use while standing. “This would be an incredibly useful tool for people working in the field, such as in construction, surveying, and scientific data collection,” said Jackie Reed, who is with Virginia Tech Intellectual Properties Inc. (VTIP; www.vtip.org).

The assignment was originated by Virginia Tech alumnus Robert Reuter, an architect and industrial designer who visited Vernon’s studio to run a project with the design students. “The project was to design a laptop desk/table/plane that would allow you to stand while working,” said Vernon.

Hilgenberg said, “My primary inspiration came from two sources—long-distance hiking backpacks, which utilize just enough metal to hold their forms, and body armor, which is tight in its fit, serves a serious purpose, and yet is comfortable enough for long hours of wear.”

On a lighter note, Kelly Harrigan of Manassas, Va., another industrial design student, was in a class assigned to create toys. She decided to invent something you could hold in your hand and play with without power. “My goal was to create something modular that allowed movement and could create many configurations,” said Harrigan.

“I knew from the beginning I wanted to do something with magnets because people are fascinated by them at any age,” she said. The name of the toy, Ferra, came from the type of magnet she used—a ceramic magnet called ferrite.

The curves of the wooden pieces were inspired by bike chain sketches, Harrigan said. She described the toy thus in her entry in Swiss Toymaker Naef Speilzueg’s toy design competition: “Tesselated circle shapes allow multiple arrangements and changes in the wood thickness create a tactile perception of magnetic strength.” She also designed the toy so there would be little waste when it is produced.

Ferra won first place among 107 entries in the 2008 contest. VTIP has applied for a patent for the attractive toy.

On the drawing board at Virginia Tech are such things as:

- Robots that climb poles, designed to take the place of construction workers tasked with dangerous jobs such as inspecting high-rises or underwater bridge piers, which won the grand prize at the 2008 International Capstone Design Fair
- E-textile garments with tiny sensors to monitor the heart rate, blood pressure, temperature, etc., of patients, soldiers, athletes, workers in dangerous conditions, or infants
- Flexible solar cells made by layering molecules to capture energy on flexible surfaces.

Just imagine unfolding a solar cell smaller than a handkerchief to power something that hasn’t been invented yet. [nvtc](http://nvtc.org)

Susan Trulove is Research Division Public Relations Manager at Virginia Tech.



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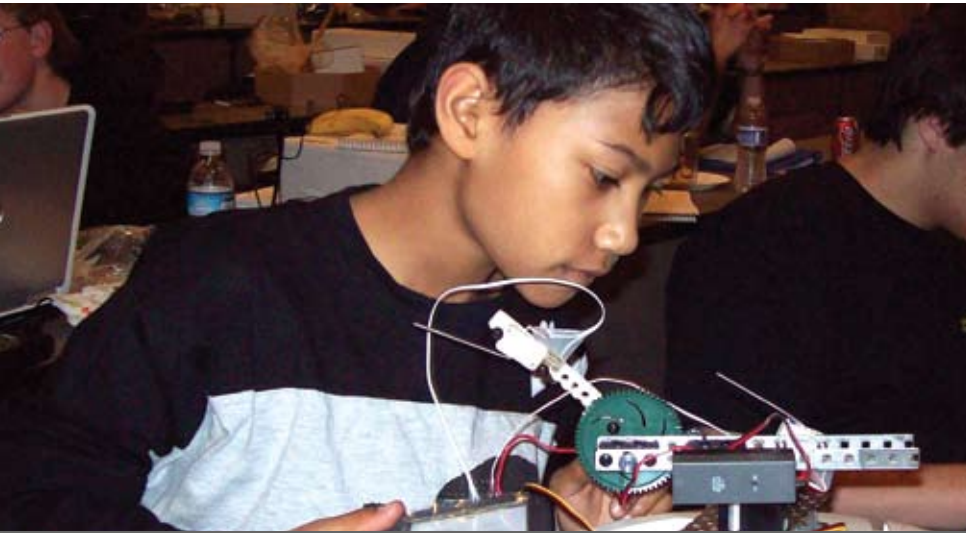
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Students design their robots for the Botball competition.

Computer Clubhouse Teams Win at the 2009 Botball Tournament

The Fairfax County Computer Clubhouses did themselves and their sponsors proud at the D.C. Regional Botball competition. The event was held at the Northern Virginia Community College in April. Collectively, the Clubhouses walked away with five trophies and one Judges' choice award (Reston). In addition to winning second place for the overall Botball competition (James Lee), the Clubhouses finished first (James Lee), second (Willston), and third (Gum Springs) in the competition seeding rounds. Gum Springs Clubhouse received trophies for Outstanding Team in the Middle School Category as well as the KISS (programming) Award.



The DC Regional Botball competition is the second largest in the nation. The Botball Educational Robotics Program integrates science,

technology, engineering, and math (STEM) with robotics to keep young students on the cutting edge of technology. Students are given about seven weeks to design, build and program mobile, autonomous robots, as well as to document the engineering process online. Participants' robots

compete against each other in a fast-paced, non-destructive regional tournament. The robots are programmed to maneuver without the need for remote control.

The teams now gear up for the Global Tournament, to be held in Leesburg July 1 -5.

The Fairfax County Computer Clubhouses are magnet technology programs of Fairfax County Community and Recreation Services (CRS) with ongoing sustaining support from The Equal Footing Foundation. Through these Clubhouses and other technology-related programs, the Foundation has been able to help facilitate corporate efforts to give back to the community.

For more information on the Botball Tournament and other Clubhouse activities, visit the Equal Footing Foundation's Web site:

www.efooting.org

Equal Footing Foundation Receives Generous Donation

At the May 8 NVTC Board meeting, Board member Wayne Allan of Micron Foundation presented a \$10,000 check to the Equal Footing Foundation to support science, technology, engineering and math (STEM) related programs in the community. Amy Harris of Micron is on the Equal Footing Foundation board, and heads the Foundation's STEM Programs committee.

Students Shadow NVTC Members in Groundhog Shadow Day

Dozens of NVTC companies opened their doors to high school juniors and seniors in March as part of Groundhog Job Shadow Day. A partnership with Fairfax County Schools, this day gave 84 students a chance to meet professionals in variety of careers, from engineering to TV production.

Charlene Van Cappel, a senior at South Lakes in Reston, shadowed two television professionals at Cox Communications. "I like it and it's interesting," Van Cappel said about the opportunity. "We were offered different jobs to shadow and I chose this one because I'm in a TV production class at Fairfax Academy."

Van Cappel, along with Tyler Vitello, a junior from West Springfield High School, were just two of the students who received a glimpse of what a future career might look like.



Wayne Allan (center) and Amy Harris (right) of Micron present a check to Dan Gonzalez (left), Chairman of the Equal Footing Foundation, and Colleen Hahn (center), Executive Director of the Equal Footing Foundation.

“We believe in showing the students who visit how to actually do something,” said Michael Bass, a producer at Cox, as he instructed Vitello on how to cut tape for Cox Local Edition, a segment that airs on CNN Headline News.

This was the 11th year for Groundhog Job Shadow Day and it is part of the National Job Shadow Coalition, a national job-shadowing initiative.

A New Frontier: Connecting Government Contractors in Cyberspace

The Entrepreneur Center @NVTC has entered into a partnership with mySBX, a network for government contractors and professionals to exchange opportunities, resources, and information to win more business, expand capabilities, and increase profitability.

“With this exciting partnership, we will redefine what online business networking is going to be in the next decade,” said Kristin D’Amore, Director of The Entrepreneur Center @NVTC. “mySBX has allowed us to seize an opportunity

in the burgeoning online business world. NVTC has proven itself as Northern Virginia’s leader for in-person events and advocacy. Now we want to be the leader in connecting our vast membership online.”

Users can sign up for mySBX online at www.nvtc.org/tec/mysbx.php, where they will be able to interact with other mySBX members to share common experiences, learn best practices, and help one another. Features include sections for hosting documents, constantly updated directories, and sections for service and technology providers, government agencies, and professional associations. In addition, government contractors will have the ability to connect with larger contractors for subcontracting opportunities.

“We’re thrilled to be joining The Entrepreneur Center @NVTC in this unprecedented collaboration,” said Jeff White, co-founder of mySBX. “Broadening our company base can only ensure that more businessmen and women will be able to find the tools they need to expand their businesses in a challenging economy.” **nvtc**



Students learn about practical career skills during Groundhog Job Shadow Day.



UP CLOSE & PERSONAL

Gary Pan

President & CEO, Panacea Consulting, Inc.



NVTC Member Since:

It's been a part of what I do for so long that I can't honestly remember. Probably 2000.

Favorite NVTC Memory:

There are so many—experiencing the packed Bill Gates Titans Event, visiting the Equal Footing Foundation Reston Computer Clubhouse, and, of course, seeing Bob Dinkel's annual Hawaiian shirts at the Hot Ticket Awards.

Value of NVTC Membership Is:

Connecting with and learning from the nation's largest technology council community. We have so many people bubbling with great ideas, experiences, and opportunities.

"Routine" Work Day Includes:

There is nothing routine about running a business and being engaged in the community. The "Corporate Office-less" environment is very liberating.

What's your view of the current economy?

Cautiously optimistic. We all have to prepare for the long term and survive what appears to be a wild ride fraught with uncertainty.

How does your company stay ahead of the game, in terms of tech innovation?

Virtual Knowledge Management Online (VKO), our corporate operating cloud technology, has been a critical part of our transformation into a more versatile and efficient organization.

B U S I N E S S P A R T N E R S

If I wasn't working at Panacea, I would be:

A college professor or an elected official. I believe that the future is all about investing in the youth of today and that it is important to create and influence positive change. If I wasn't working at all, I'd spend more time on my boat "Pandemonium."

When I was a kid I dreamed of being:

I was born to be an entrepreneur and do what I do today.

Proudest Accomplishment:

My proudest professional accomplishment was earning the INC 500 award. My father had received this award three times and I had always dreamed of becoming a second-generation awardee. My proudest personal accomplishment is having three wonderful boys, and having the opportunity to share time with them in school, sports, Scouts, and life.

Three adjectives that best describe you:

Entrepreneurial, Energetic, Community-Oriented

PC or Mac?

PC

Blackberry or Treo?

Treo

Technology you CAN'T live without:

Cell Phone/Treo

Technology you CAN live without:

Cell Phone/Treo ("always connected" can have its down side)

Last book you read:

The Shack by William P. Young, although I should have been working on my dissertation.

Favorite Movie of All Time:

Risky Business. Reminds me of my days in Junior Achievement, with some differences: My JA company was in a different business and I didn't dance like Tom Cruise. ;-)

Words of advice for any emerging entrepreneur:

It's not what happens; it's what you do about it.



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Mission

The Northern Virginia Technology Council (NVTc) is the membership and trade association for the technology community in Northern Virginia, and is the largest technology council in the nation. NVTc has more than 1,000 member companies representing approximately 200,000 employees. Its membership includes companies from all sectors of the technology industry and the service providers that support those companies, as well as universities, foreign embassies, non-profit organizations and governmental agencies. NVTc is recognized as the nation's leader in providing its technology community with networking and educational events, specialized services and benefits, public policy advocacy, branding of its region as a major global technology center, initiatives in targeted business sectors and—in the international, entrepreneurship, workforce and education arenas—the Equal Footing Foundation that focuses on venture philanthropy and public/private partnerships and The Entrepreneur Center @NVTc to mentor new technology entrepreneurs.

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Choosing an executive health program

Executives and top-level employees are crucial to an organization's healthy bottom line, and trends show that keeping these key players fit is becoming a high priority. But, with today's confusing healthcare terms such as concierge medicine and subscription medicine, how can organizations confidently select the best executive health program?

"When searching for a program in executive healthcare, most people ask about what the program offers," says Craig Cheifetz, MD, Director, Inova Executive Health Center. "It is important to note that more is not always better. The best programs will involve a full explanation from a physician about why particular tests should or should not be included in the assessment."

A good program should always include an extensive patient history and physical examination that includes ample time with the physician, and should include tests that are medically indicated based on a client's age, risk factors and demographics. The ideal executive health program will also offer a mixture of services, from assessment for disease and illness, to preventive healthcare and wellness.

"One of the most important aspects of an executive health-screening program involves reviewing and interpreting the results of the assessment with the client," says Dr. Cheifetz. "Though most programs out there will review data and provide a general overall assessment on the same day as the visit, a few centers will also conduct an additional and more-detailed consultation with the client one to two months after the screenings, either in-person or by phone."

To find out more about more about what to look for and what to avoid when choosing an executive health program, visit: www.inova.org/healthcare-services/corporate-health/executive-health/index.jsp

Craig Cheifetz, MD, is director of the Inova Executive Health Center, located at the Inova Fairfax Hospital Campus, 3300 Gallows Road, Falls Church, VA, 22042, 703-321-2650.



NVTC members have a unique marketing advantage over non-member companies through NVTC's member-to-member discount program. Through a variety of advertising and promotional vehicles, the Member Advantage program can facilitate business relationships between your company and other NVTC companies, potentially boosting sales and industry exposure. And, it's affordable.

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The NVTC Web site has been redesigned to serve our technology community even better. We provide our members with up-to-date resources and content in an easily navigable format. New features of the site include:

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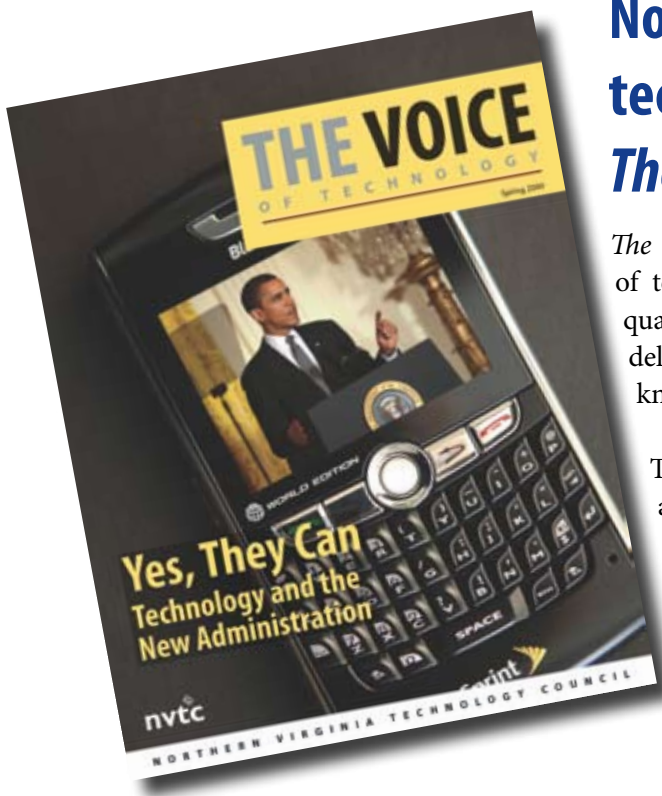
The Voice of Technology delivers to advertisers the largest number of technology industry decision-makers in the region. Published quarterly, the magazine, which is the official publication of NVTC, delivers your message in a well-packaged format along with “must know” news for northern Virginia’s technology community.

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Fall 2009 Issue (September)

Features: International Business & Technology

Reservation Deadline: July 17, 2009





NURTURING INNOVATION IN TODAY'S ECONOMY

By *Dave Fachetti*
Managing Director, Globespan Capital Partners

These are challenging economic times, to say the least. But if history bears out, and I'm convinced it will, we are likely entering a period of remarkable innovation in the world of information technology and enterprise software.

Having spent most of my career working to bring new high-tech businesses to market—first as an entrepreneur and now as a venture capitalist—I've witnessed up close what happens during recessionary cycles. What I've seen is that tough times like these force entrepreneurs to be more creative and resourceful, and to focus doggedly on the things that matter most.

Why am I so confident this will once again prove to be a time of great innovation? In large part it's because today's startups and entrepreneurs have so many amazing new resources at their disposal. For instance, advances in combining the best aspects of software with cloud-based services are giving entrepreneurs a whole new toolset for creating innovative technologies, services and customer experiences. We are seeing many exciting new startups as a result of this rapidly changing landscape.

To help these entrepreneurs and others like them, Microsoft recently launched BizSpark, a program that offers startups and entrepreneurs easy access to software, marketing support and visibility that can help lead to business success. Like other venture capital firms, Globespan Capital Partners has signed on as one of BizSpark's network partners.

With offices in Boston, Palo Alto and Tokyo, Globespan helps entrepreneurs

gain access to markets around the world. As a partner in BizSpark, Globespan will play a key role in helping startups and entrepreneurs capitalize on the program's many benefits.

Through BizSpark, startups gain access to Microsoft's toolbox of design, development and production software tools and licenses, including a subscription to the Microsoft Developer Network (MSDN). BizSpark also connects startups to a global network of business incubators, investors and advisors, and it offers the opportunity to be profiled on BizSparkDB, an online directory where Microsoft promotes promising startups. This is a three-year program with no upfront cost, and a total program cost of just \$100.

Globespan Capital Partners and Microsoft's BizSpark program are opening new doors for technology startups and entrepreneurs.

Entrepreneurs and startups too often fall short because they are constrained by limited resources. They face even greater challenges in the current economic environment.

But with the emergence of new opportunities in software and online services, and programs like BizSpark, entrepreneurs have access to many exciting new tools to help them grow. And they have reliable allies in venture firms like Globespan Capital Partners and companies like Microsoft. As we've seen time and again, some of the greatest innovations and most successful entrepreneurs take root in tough times like these. And the growth generated by these entrepreneurial companies can play a pivotal role in creating new jobs and building sustainable local economies.

Learn more at microsoft.com/issues.

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