

Caltech/MIT Enterprise Forum
April 20, 2004
VENTURING IN VoIP

KEYNOTE SPEAKER

Jeff Pulver
President and CEO of
pulver.com

Jeff Pulver is one of the true pioneers of the Internet telephony/VoIP industry. Leveraging well over a decade of hands-on experience in Internet/IP communications and innovation, Mr. Pulver is a globally renowned thought leader, author and entrepreneur. He is the publisher of The Pulver Report and VON magazine, and creator of the industry standard Voice on the Net (VON) conferences, where all sectors of the IP communications come together to discuss, debate, and advance the industry. Additionally, Mr. Pulver is the founder of Free World Dialup (FWD), the VON coalition, LibreTel, WHP Wireless, pulverinnovations, Digisip, and is the co-founder of VoIP provider, Vonage.

Most recently, Mr. Pulver's petition for clarification declaring Free World Dialup as an unregulated information service was granted by the Federal Communications Commission (FCC). This landmark decision by the FCC is the first and only decision it has made on IP communications to date. Now referred to as "the Pulver decision", the ruling provides important clarification that computer-to-computer VoIP service is not a telecommunications service. By doing this, the FCC has delivered a strong signal to consumers and capital markets that the FCC is not interested in subjecting end-to-end IP Communications services to traditional voice telecommunications regulation under the Communications Act.

Mr. Pulver's expertise is widely utilized throughout the communications and Internet industries, which has now extended into the critical public policy arena, both nationally and internationally. In addition to his work with the FCC, Mr. Pulver has testified before the International Telecommunications Union (ITU), the United States Congress, the National Association of Regulatory and Utility Commissioners (NARUC) as well as numerous federal and state agencies who have a growing interest in IP communications. Named by BusinessWeek as one of their 2003 Tech Gurus. Mr. Pulver is committed to the future of IP communications and is featured often in the media as true expert in his field. He is a patron/supporter of the Diabetes Research Institute, Robin Hood, the Rock & Roll Hall of Fame Musuem, VH1 Save the Music, and is a lifetime member of the ARRL and the Songwriters Hall of Fame.

PANELISTS

Dr. Mark S. Petrovic
Vice President
Research and Development
EarthLink, Incorporated

Dr. Petrovic started at AT&T Technologies in 1984 as a semiconductor engineer, returned to graduate school in 1986, and took a Ph.D in physics in 1991 at Oklahoma State University, in Stillwater, OK. In 1991, Mark was Visiting Scientist at IBM Thomas J. Watson Research Center in Yorktown Heights, NY, where he researched the low temperature picosecond optical properties of semiconductors. In 1996, Mark led the Operations group at Sprint Corporation during the company's build-out of a national consumer Internet service. At EarthLink he is responsible for identifying emerging technologies for subsequent product placement. He lives and works in Pasadena, CA, with his wife and their two children.

Brent Lang
Vice President of Marketing
Vocera

Mr. Lang joined Vocera from 3Com Corporation, where he was the Senior Director of Marketing for 3Com's Digital Home Products. He managed marketing, business development, and product management for the broadband cable and DSL modems and the home networking products. During his six years at 3Com, Mr. Lang was involved with a variety of marketing roles, including co-founding the home networking division and managing the rapid growth of the fast Ethernet network interface card business. Prior to joining 3Com, Mr. Lang worked as a Strategy Consultant for Monitor Company, advising Fortune 500 companies. Mr. Lang holds a B.S. in Industrial & Operations Engineering from the University of Michigan and an MBA from the Stanford Graduate School of Business.

Stephen Saltzman
Director, Strategic Investments
Intel Capital

Stephen is a Director of Strategic Investments for Intel Capital, focused Intel's investments in wireless networking. He joined Intel Capital in 2002

Saltzman most recently joined Intel in 1998. He also worked for the company from 1986 to 1989. Prior to joining Intel Capital, Saltzman was the general manager of Intel's Wireless LAN Operation, where he led its growth as an emerging leader in the Wi-Fi market.

The Wireless LAN Operation was Saltzman's second new business venture at Intel. In the late 1980s, he helped the then newly formed PC Enhancement Operation grow into an over \$250M business. In this role, he was responsible for the AboveBoard line of memory boards and later initiating Intel's first fax and modem product lines.

In 1989, Saltzman established Now Software, where he was president and CEO. By 1994, Now Software became the largest Macintosh-only software publisher in the world. The company also reported five consecutive years of more than 100 percent compound annual sales and profit growth. In addition, Saltzman started a children's educational software company, called Active Arts, in 1995.

Saltzman is a former Inc. Magazine-Ernst & Young Software Entrepreneur of the Year finalist and a former Oregon High-Tech Entrepreneur of the Year finalist.

MODERATOR

Jeff Lawrence
President & CEO
Clivia Systems

Mr. Lawrence is a former CTO of Intel's Network Communications Group and co-founder and former President & CEO of Trillium Digital Systems which was acquired by Intel in 2000. Jeff has been involved in the development of communications software, hardware and systems for the wireless, broadband, Internet and telephone network infrastructure since 1980. Jeff is also a Trustee of The Lawrence Foundation, a family foundation focused on grant making to environmental, education and health causes. Jeff has a BSEE from UCLA and was co-recipient of the Greater Los Angeles Entrepreneur of the Year award.