

Caltech/MIT Enterprise Forum
May 12, 2007

The Dizzying Convergence of Electronic Devices And Services
What Are The Opportunities For Entrepreneurs?

KEYNOTE SPEAKER

Dr. Rajit Gadh

Professor

UCLA -Henry Samueli School of Engineering and Applied Science

Founder and Director

Wireless Internet for Mobile Enterprise Consortium (WINMEC)

Dr. Rajit Gadh is a Professor at the Henry Samueli School of Engineering and Applied Science at UCLA, and he is the Founder and Director of the Wireless Internet for Mobile Enterprise Consortium (WINMEC) which includes supporting members such as Hewlett Packard, Hughes Network Systems, Intel, Intellex, ISBM-Italy, Lucent Technologies, Microsoft, Mobio, Motorola, Qualcomm, Raytheon, Satayam, Siemens, TCS, and Verizon Wireless.

Dr. Gadh is also Founder and Director of the Wireless Media Lab at UCLA. Dr. Gadh works in the areas of Mobile/Wireless Internet, Wireless Multimedia, RFID edge-of-the-network technology, RFID Middleware (WinRFID), RFID-sensor interfaces (ReWINS), wireless enterprise security, within the Wireless Media Lab. He has over 125 papers in journals, conferences and technical magazines, 3 patents granted and 3 patents in application.

Dr. Gadh has a strong background in creating technology partnerships with industry. His industrial background started prior to his academic career, when he worked as an engineer and a technology lead for two software startup companies over a period of four years (Formtek Inc. and Carnegie Group Inc.). Currently, he serves as advisor to a handful of startups and venture capitalists. In partnership with his students and researchers, he has co-founded two technology startups in wireless/RFID.

He has a Doctorate degree from Carnegie Mellon University (CMU), a Masters from Cornell University and a Bachelors degree from IIT Kanpur. He has taught as a visiting researcher at UC Berkeley, has been an Assistant, Associate and Full Professor at University of Wisconsin-Madison, and did his sabbatical as a visiting researcher at Stanford University for a year. He has won awards from the NSF (CAREER award, Research Initiation Award, NSF-Lucent Industry Ecology Award, GOAL-I award), the SAE (Ralph Teetor award), the IEEE (second best paper, WTS), the ASME (Kodak Best Technical Paper award), AT&T (Industrial ecology fellow award), and the Engineering Education Foundation (Research Initiation Award). He is on the Editorial board of *ACM Computers in Entertainment Publication* and the *CAD Journal*. He has lectured and given keynote addresses worldwide in countries such as England, France, Germany, Italy, Spain, Holland, Belgium, Japan, Taiwan, India, Singapore, Thailand, Hong Kong, and Mexico.

INTRODUCTION TO UCLA-WINMEC

UCLA-WINMEC (<http://winmec.ucla.edu/>) is a UCLA-based university, industry, and government collaboration whose objective is to advance technology and business research and to educate its members on the state-of-the art in wireless, RFID and mobile industries. UCLA-WINMEC sponsors include global organizations such as HP, Siemens, Intel, Verizon Wireless,

KEYNOTE SPEAKER *cont...*

Lucent, Qualcomm, Raytheon, TCS, BEI Technologies, Satyam, Hughes Network Systems, Microsoft, Motorola, ETRI and ISMB. These companies participate on WINMEC's advisory board to recommend and develop collaborative activities.

RFID - WINMEC has an ongoing RFID Leadership Effort (web site <http://winmec.ucla.edu/rfid>) which involves ongoing development of its RFID Technology Middleware Platform called WinRFID (<http://winmec.ucla.edu/winrfid>). This platform enables last mile smart connectivity and data-feeds from various RFID hardware standards-based infrastructure into ERP, SCM, and, CRM applications. WinRFID is being used to create industry-vertical applications (<http://winmec.ucla.edu/rfidapps>) including Inventory Tracking, Security, Supply Chain, Asset Tracking, Personnel tracking, cold-chain tracking and Smart-shelf technology for the following industries: Medical/healthcare/Pharma, Retail, Logistics, Entertainment and Media, Manufacturing, Aerospace and Defense, Automotive.. In addition, WINMEC organizes annual RFID Thought Leadership Forums <http://winmec.ucla.edu/rfidforum> and semi-annual RFID training seminars (<http://winmec.ucla.edu/handson>).

MOBILE ENTERTAINMENT MEDIA - UCLA's proximity to Hollywood has resulted in developing a close relationship with entertainment media companies including Disney, Warner Brothers, Sony Pictures, MGM, THQ, New Corp, Foxsports.com, who have executives serving on WINMEC's advisory board. WINMEC works on a Mobile Entertainment Media platform development environment called MoBIME in collaboration with Hollywood-based organizations. Recent technologies being researched include Digital Rights Management, Web 2.0 and Fusion of Media Content. WINMEC organizes an annual Mobile Entertainment Media Forum to look at current mobility/wireless issues of importance to Hollywood. URLs: Mobile Entertainment Forum – <http://winmec.ucla.edu/entertainmentmedia>, MoBIME Platform – <http://winmec.ucla.edu/mobime>. This advisory board also works with the **Wireless Carrier Advisory Board** whose members include T-Mobile, Verizon Wireless, Sprint, France Telecom, Qualcomm, Lucent, etc.

CIO IMPACTS - WINMEC works with leading Global CIOs to research problems of interest in the wireless/mobile space. This activity is guided by an advisory board of distinguished persons from PacifiCare, IBM, City of Los Angeles, N.I.S.T., LAX airport, Countrywide Financial, Walt Disney Studios, Boeing, Rand Corporation, Broadcom, Saint Luke's Health System, and others. Key current topics of research discussed at the CIO Impacts forum (<http://cio-conference.ucla.edu>) include Metro Wi-Fi, Enterprise Wireless, Security, Virtualization, and, RFID.

PRESENTERS

Frank Chindamo

President / Chief Creative Officer
Fun Little Movies

FLM's "Fun Funny Phone Films" are original comedies for mobile and internet channels worldwide on Sprint, Revver, ROOTV, Veoh, Microsoft, Smart Video, Hungama, Speedcast, PhoneStarz, etc. FLM has been a cover story or featured in Forbes Magazine, the L.A. Times, Variety, Hollywood Reporter, CBS, Wired Magazine, etc. (see <http://FunLittleMovies.com/media.htm> and the [Ericson Telecom Report](#)). In 2006 Frank was named one of the Top 50 people in IPTV (see <http://www.iptvevangelist.com/top50/>). This year he has been nominated by Ernst & Young for Entrepreneur of the Year, and is co-leading the Mobile Entertainment Forum's Educational Initiative (see www.m-e-f.org).

PRESENTERS *cont...*

FLM films have appeared on HBO, Showtime, CBS, PBS, A&E, Playboy, MTV and Comedy Central, etc. They've won 20 awards including 2 American Cine Golden Eagles, a Finalist's Place for Best Short at the Cannes Film Festival, CTIA's "World's Smallest Film Festival" and a runner-up to MTV for Best Video Channel at the 2006 Mobile Entertainment Awards. Frank is also an Adjunct Professor at USC, teaching "Mobile/Internet Viral Screenwriting and Production."

Anil T. Kripalani

Senior Vice President, Global Technology Affairs
Qualcomm Incorporated

Mr. Anil T. Kripalani, Senior Vice President, Global Technology Affairs, Qualcomm Incorporated joined QUALCOMM in 1994 as Vice President of Strategic Business Development for QUALCOMM's CDMA Division, and focused on supporting the adoption of CDMA technology by major operators. His extensive background includes more than 23 years of technology development, product implementation and communications industry standards planning. Prior to joining QUALCOMM, Kripalani spent more than 18 years at AT&T Bell Laboratories, AT&T Network Wireless Systems and AT&T Information Systems, where he held several management positions and, at various times, was responsible for the development of wireless infrastructure for all the major technologies as well as an earlier value-added data network offering. Kripalani served as department head in the Chief Architects Division of AT&T Bell Laboratories prior to his departure from the company.

Kripalani has been integral to the promotion of the global adoption of cdmaOne™ systems. He has been an active member of the Telecommunications Industry Association (TIA) and was the first Chairman of the U.S. PCS Standards Committee (TIA TR-46) from 1993 to 1996. As Chairman, he was responsible for overseeing the standardization of leading technologies for deployment in the PCS band. He currently serves on the TIA Board of Directors as Vice Chair of the Technical Committee and the Technical Standards Subcommittee.

PANELISTS

William Quigley

Managing Director
Clearstone Venture Partners

William Quigley focuses on Clearstone's communications and Internet investments. He has made a number of investments in the Internet music space (Freemusic.com, MP3.com, Emusic.com), wireless space (Meru Networks, Novariant, SoonR) and the service provider industry (Net2000, PeopleSupport, InternetConnect, Frontera). William typically focuses on early stage opportunities in Southern California and the Bay Area. While at idealab Capital Partners, the predecessor firm to Clearstone Venture Partners, William worked with a number of incubation projects across the consumer Internet sector.

William joined Clearstone Venture Partners from Mid-Atlantic Venture Funds, where he invested in early stage communications companies targeting the software, equipment and service sectors.

PANELISTS *cont...*

Prior to MAVF, William spent six years in a variety of business planning and operational roles at The Walt Disney Company. His work at Disney included designing field operation and sales support systems for several of the company's largest divisions. William also co-managed Disney's merchant banking group where he negotiated and structured equity positions in the company's strategic licensees.

Prior to Disney, William was a Senior Consultant with Arthur Andersen's Financial Services Group where he developed financial and business strategies for a wide range of companies in the media and communications and financial services industries.

William received his MBA, with distinction, from Harvard Business School, and holds a BS, with honors, from the University of Southern California. He is a Kauffman Fellow.

William represents Clearstone Venture Partners' interests in its investments in AOptix Technologies, Meru Networks, Novariant, SoonR, Spock, and SyncVoice Communications.

Kevin Jacques

Partner

Palomar Ventures

Kevin brings 16 years of operational, strategic, and investing experience to Palomar Ventures. His career has traversed widely across the information technology sector, including operating and investing experience in enterprise and infrastructure software, enterprise services, wireless, online consumer commerce and information services. Kevin represents Palomar Ventures at several portfolio companies including Gamma Technologies, SkyeTek, StorSpeed, and Zannel.

Prior to joining Palomar, Kevin was the CEO of GlobeRanger, a leading RFID middleware company based in Texas. Before joining GlobeRanger, Kevin spent nearly six years as a partner with Sevin Rosen Funds. While at SRF, Kevin led investments or played an active role with several companies, including TruLogica (acquired by Hewlett Packard), Fuego (acquired by BEA), InnerWireless, Traq Wireless, ExtaNet (fka Clearlinx), and MetaCarta

Earlier in his career, Kevin served as Director of Corporate Strategy and Product Development at online software reseller Beyond.com. Prior to this, Kevin spent seven years with The Boston Consulting Group, where he completed strategic and operational projects for clients in the desktop software, semiconductor, networking hardware, financial services, automotive, and petrochemical industries. Kevin holds a BS in Industrial Engineering from Stanford University and an MBA from the Wharton School.

MODERATOR & PROGRAM PRODUCER

Russell M. Frandsen

Partner

Reed Smith LLP

Mr. Frandsen, an alum of the Duke University Law School, has 30 years experience in practicing business law and in serving as outside general counsel to middle market companies. Mr. Frandsen has developed considerable expertise in high technology companies, entrepreneurial businesses and venture capital investing. In this connection, he has handled numerous technology start up firms, mergers and acquisitions, federal and state securities law issues, including public and private securities offerings, intellectual property licensing and technology transfers, technology joint ventures, securing and protecting trade secrets and intellectual property and related general business problems. Mr. Frandsen serves as outside general counsel to a number of clients in the high technology field.

Mr. Frandsen has pioneered the way for Internet securities offering. He obtained the IPONET No Action letter, dated July 26, 1996, setting forth the guidelines for securities offerings on the Internet, particularly private offerings. Mr. Frandsen obtained the definitive opinion of the California Commissioner of Corporations interpreting Corporate Securities Act of 1968, as amended, section 25102(n), including in particular the use of Section 25102(n) offerings on the Internet. Mr. Frandsen has participated as speaker and panelist at a number of national and local seminars and conferences.

Mr. Frandsen has advised a range of clients which includes individuals and companies involved in such diverse technological and nontechnological activities as biotech and pharmaceutical development, various medical devices, uranium enrichment through laser diffusion technology, industrial acoustic imaging, document imaging, storage, and retrieval through systems integration and proprietary software development, electronically controlled and metered fuel injection systems for internal combustion engines, pressure and temperature sensors, optical data storage, proprietary computer board manufactures, carbon fiber and other composite material, molding technology, solar energy development, fluid control valves for the semiconductor industry, high performance general aviation aircraft engines, piezo electric telephone switching technology, data base search engine software, Internet commerce sites, Internet access companies, Internet software, medical software, web site software, optical filters, multiplexing and demultiplexing telecommunications devices, genetic diagnostic tools, domestic and foreign technology licensing agreements, industrial equipment manufacturers, restaurants, quick-service restaurant chains, national retailers, entertainment companies, gift card companies, broker-dealers, underwriters, investment companies, and hedge funds.

Mr. Frandsen serves on the Executive Committee of the Caltech/ MIT Enterprise Forum (Executive Committee, Chair 1998-2000; 2003-2007). He served on the Board of Directors of the Rotary Club of Los Angeles (LA 5), of the Association for Corporate Growth in Los Angeles and as Vice Chair of the Los Angeles County Private Industry Council.

SPONSOR



JETRO (the Japan External Trade Organization) has 6 offices in the United States that provide information and support to American companies looking for successful entry and expansion in the Japanese market. JETRO provides a wide-range of services, such as timely market intelligence, extensive business development support, and relevant business events, all designed to encourage new business between innovative American companies and Japan.