



Los Angeles County Technology Week

Produced by MSA Management Group, Inc. | 2400 North Lincoln Avenue, Altadena, CA 91001

FACT SHEET

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The 8th Annual L.A. County Technology Week
L.A. County Technology: Transforming World Business
October 22, 2009

CELEBRATING THE 11TH ANNIVERSARY OF THE BUSINESS TECHNOLOGY CENTER

What: Los Angeles County Technology Week (Tech Week) is the premier celebration of and showcase for technology innovation and leadership in LA County.

Founded in 2004, Tech Week events inform those interested in technology — businesses that develop technologies and businesses that use those technologies; developers, entrepreneurs, investors, venture capitalists and angel investors, teachers, students and the media — about the state of the technology landscape in Los Angeles County.

Tech Week promotes the development of high-tech companies, connects technology leaders and entrepreneurs with strategic resources, and offers outstanding networking and business development opportunities. Over 400 persons attend L.A. County Tech Week.

When: October 22, 2009

Time: Registration begins at 9:30AM

Events: 10:00 AM until 5:00 PM, PST

Where: The Business Technology Center of Los Angeles County,
2400 North Lincoln Avenue, Altadena, CA 91001; telephone: 626- 296-6300,

Email: info@labtc.org

website: <http://www.lacdc.org/CDCWebsite/LABTC/home.aspx>

How to Purchase Tickets: Please visit: <https://la-tech-week.ticketleap.com/buy-tickets/technology-seminars/la-tech-week/altadena/B73BA8F6-2B7B-4C53-AC22-A0EB5FDF954>

2009 Theme: *Los Angeles County Technology: Transforming World Business*

Los Angeles County is a leading technology development center and for decades has created innovative technology that ignited new markets and industries around the world insert example(s). Due to the prevalence



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of research universities and federal institutes, to leading technology companies, the local economy has spawned new technologies and new companies that create new markets and empower change across existing ones.

Tech Week 2009 focuses on technology innovation in Los Angeles County from mobile device and applications, video game and entertainment, and energy and environment technologies, and current trends in funding new technology companies. A keynote address will focus on emerging technologies that will make the country more competitive in the global marketplace.

LA County Tech Week 2009 will focus on several industries where technology innovation in Los Angeles County is driving innovation for the world.

Program

Previous Keynote Speakers: John Chambers, CEO, Cisco Systems; Dr. Steven Sample, President, USC; Sally Ride, Astronaut; Tommy Thomson, U.S. Secretary of Health and Human Services; Steve Glenn, Founder and CEO, LivingHomes; David Baltimore, PhD, past President, Caltech and Nobel Prize winner; and Bruce Chizen, CEO, Adobe.

Panel Discussions

Game On! L.A.'s Leading Edge in the Video Game Industry

A look at L.A. County's video game industry from the perspective of five leading game studios including Entertainment Arts (EA), Insomniac Games, Infinity Ward (Activision), thatgamecompany and Dreamworks. We'll also explore the nexus between the video game industry and L.A.'s motion picture industry.

Info2Go! How Mobile Devices are Transforming Business.

Mobile devices like the iPhone, Google G1, Blackberry and Palm Pré are changing the way we do business. Tech Week explores this rapidly growing sector from three perspectives: makers, users and developers.

Power Up! Clean Technologies for Energy and the Environment

Tech Week's sequel to last year's popular "clean tech" program.

Cash4Tech! Southern California Angel & Venture Capital: What's Hot, What's Not and Who's Getting Funded

Our latest installment on technology funding presented by the Pasadena Angels. An essential guide to technology funding by the people who know.

LA County Technology Awards

The Prize for Technology Leadership recognizes companies and individuals from Los Angeles County for their contributions to science, technology, and business. The awards encourage more Los Angeles area companies and organizations to initiate or increase their technology activities, publicize these activities and reinforce the region's reputation for commitment to technology leadership.

2008 Award Winners Include:

DuWayne Peterson, Founder, Pasadena Angels, Technology Leader of the Year



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Steve Glenn, CEO, Living Homes, Clean Tech CEO of the Year
Louise Wannier, Founder, MyShape, Technology Entrepreneur of the Year
Dr. Marvin J. Southard, Director and Dr. Robert Greenless, CIO, Los Angeles
County Department of Mental Health

Who: "Tech Week" 2009 is produced by MSA Management Group, Inc. It is presented in conjunction with the Business Technology Center (BTC) of Los Angeles County, a project of the Community Development Commission of Los Angeles County.

The Business Technology Center of Los Angeles County (BTC) is dedicated to the development of high technology firms through business management assistance, technical assistance, and the coordination of available financial resources. The BTC is presently focused on companies transferring and commercializing technologies from Federal Laboratories and Universities.

Many of the County's Key business and technology organizations and leaders are major supporters of Tech Week. Los Angeles County Supervisors Mike Antonovich of the 5th District, and Gloria Molina of the 1st District, and Jon Fullinwider, the County's former Chief Information Officer, are major supporters and participants of Tech Week.

Contact: For more information about Los Angeles County Tech Week, please visit: www.latechweek.com or call: 626- 296-6300.

To purchase tickets for LA County Tech Week, please visit:
<https://la-tech-week.ticketleap.com/buy-tickets/technology-seminars/la-tech-week/altadena/B73BA8F6-2B7B-4C53-AC22-A0EB5FDF954>