

For Immediate Release

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Los Angeles County Technology Week Announces Keynote Speaker and Honorees

Tom Sarnoff, Former NBC Executive to Accept Award

ALTADENA—October 6, 1011—The 10th annual Los Angeles Technology Week signature symposium will be held on October 20, 2011 at the Altadena-based Business Technology Center (BTC). The BTC is a project of the Community Development Commission of the County of Los Angeles (CDC), and one of the largest technology business incubators in the nation.

“We are pleased to announce that Tom Sarnoff former executive Vice President, West Coast, NBC, from 1965-77, President of Sarnoff Entertainment Corporation and Chairman Emeritus of the Television Academy Foundation is our keynote speaker for our plenary session,” stated Dr. Mark Lieberman, co-founder of Technology Week and Manager of the BTC. “In addition to the keynote speech, Tom Sarnoff along with his two sons, Danny and Tim will receive Technology Week’s Lifetime Achievement Award in Technology and Innovation in recognition for the Sarnoff Family's contributions in the fields of entertainment, technology and economic development.” Daniel Sarnoff is President of DSKR Productions and Chairman Emeritus of SPPN Images, owner of the largest newsreel footage library in the Americas. Tim Sarnoff is President of Technicolor Digital Productions. Before joining Technicolor, Tim was president of Sony Pictures Imageworks. Previous keynote speakers of Los Angeles Technology Week, a celebration of technology and innovation in Los Angeles, include John Chambers, Salley Ride, and Tommy Thompson.

Technology Week also honors a local technology entrepreneur with the Technology Leader of the Year award. The announcement of the award recipient will be released shortly.

Sean Rogan, Executive Director at the Community Development Commission added, “The goal of Technology Week is to foster and strengthen the strategic alliances between Los Angeles County and the vital technology sector to create jobs and add economic vitality to the region.”

This year's theme "Where Innovation Meets Implementation" features seven panel discussions with nationally-recognized business entrepreneurs addressing topics ranging from marketing, legal and funding issues facing start-ups to the numerous opportunities technology provides in the fields of entertainment, medical devices and green energy. Tickets to the Oct. 20 symposium include lunch \$85 and \$40 for students. Event details are located at www.latechweek.com and registration is available at <http://techweek.ticketleap.com/october-2011/>.

About Business Technology Center

The Business Technology Center offers an innovative program with a mission of assisting start-up and early-stage technology firms to grow and prosper. The incubator program began in October 1998 operates within a 40,000 square foot, secure facility with a state-of-the-art communication infrastructure, offering key business support services to emerging technology organizations, including access to capital, business consulting and mentoring from an advisory committee as well as a mentoring committee with a wide range of skills, experience and contacts in the entrepreneurial community.

Located two miles from the Jet Propulsion Laboratory in Pasadena and three miles from the California Institute of Technology, the Business Technology Center currently services more than 20 high-technology companies with specialties ranging from software development to medical devices. Firms within the incubator program have raised more than \$170 million from angel and venture capital investors. For more information, call (626) 296-6300 or visit www.labtc.org.

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