A picture containing drawing

Description automatically generatedTech Connect

# A person using a computer Description automatically generatedConnecting you to the latest technology and insider insights.

## Red30 Tech Melds Technology with Heart to Make a Better World

Visitors at our Red30 Tech campus in Denver, Colorado during our annual Give-a-Thon would liken the hubbub of activity to a typical frenzied day on Wall Street. The excitement is infectious, and the goal is similar: to make lots of money. Though, in the case of Red30 Tech, it’s nonprofits throughout the world who reap the benefits.

Just three short years ago, we quietly initiated our Give-a-Thon program, which takes place over several days each year, to inspire community, activism, and philanthropy on a large scale. In its short lifetime, the program has built to a deafening roar and has raised $1.5 million. And that’s just a small component of the Red30 overarching employee-giving program, Red30Cares, which has generated over $350 million for charities since its evolution in 2010.

A group of people sitting at a table using a computer

Description automatically generatedDuring the Give-a-Thon, our employees, under the guidance of Red30Cares, work in concerted effort to improve the lives of others through a dozen charities. The charities are selected based on our company mission to “bring technology to the world,” and all have strong technology purposes. We host these nonprofits on campus for three days of presentations, discussions, ideas, collaboration, and fundraising.

This year, our keynote speaker was Technology for Teens (TFT) Executive Director, Anika Patel, who delighted the crowd with her inspiring vision about using technology for good. Anika was spurred into action to create TFT upon learning that many capable and hardworking teens were falling behind in their education simply because they couldn’t afford a computer. What started as a mission to help US-based students quickly expanded to countries throughout the world, and TFT has, to date, donated computers to 35 million children on all seven continents.

Past Give-a-Thons have also resulted in the innovation of technologies that directly impact charities. Red30 Tech engineers and employees from many disciplines, along with charity members and volunteers, have collaborated in theme-based hack days to build tech products to help charities succeed. Last year’s hack day culminated in a mobile app that allows volunteers and donors to connect all their charity organizations under one umbrella, making donating, volunteering, and tracking of all charity-related activities easy and reliable.

Another highlight of the Give-a-Thon is the successful volunteer recruitment that takes place. Participating nonprofits have confirmed that there’s a higher commitment rate for volunteers signed on through the event, as well as through the Red30Cares program, when compared to general volunteer recruitment efforts. And Red30 employees who volunteer time with any nonprofit organization have an added incentive to do good. The receiving nonprofit earns $20 for every volunteer hour, up to $5,000 annually for each participating Red30 employee. This is on top of the $5,000 annual matching contributions that Red30 contributes for every employee who provides a monetary donation to a registered charity.

Red30 employees like Darrel Jackson are heartened that they can do so much good for others in partnership with their company. As Darrel says, “Not only am I blessed with work that’s important and interesting, but I’m also encouraged to give back to my community in ways that would normally not be possible. It’s a win-win situation!” To learn more about the Red30Cares program and our annual Give-a-Thon, visit [www.red30tech.com/cares](http://www.red30tech.com/cares).

# Employee Spotlight

Cara Davis, Project Manager for Online Instruction, has been volunteering every week at the Sunrise Senior Center for the past two years. Sunrise Senior Center specializes in working with patients with dementia and Alzheimer’s disease. One-on-one care is a vital part of treatment for elderly people suffering from diseases that cause memory loss. Volunteers are an important part of Sunrise Senior Center’s philosophy of one-on-one attention.

Two people sitting on a table

Description automatically generatedSenior director, Ross Newman, works closely with volunteers at the center. “The risk factors associated with memory loss make caring for seniors in our facility more complicated,” he said. “It’s especially difficult when they reach later stages, where they suffer from increased confusion and accidents become more likely. We strive to make them feel as at home as possible and having committed volunteers like Cara make that possible.”

If you’d like to learn more about volunteering at Sunrise Senior Center you can contact them at (987) 654-3210. Thank you, Cara, for all you’ve been doing to give back to our community!

IN THIS ISSUE

COVER STORY: RED30CARES 1

EMPLOYEE SPOTLIGHT 2

JUST DRONING AROUND 3

MAKERS CONFERENCE 4

TECHNOLOGY FORECASTS 5

WOMEN IN TECH 6

WEARABLE TECHNOLOGY 7

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and science.” – Albert Einstein

FROM OUR READERS

“Red30 Tech has some of the best resources for online eBooks. I am amazed at the wide variety of topics and the quality of the content. I have learned so much about the tech industry from them”. – Jane Fiat, Tucson, AZ

**CONTACT US**

**Red30 Tech Inc.**

1000 Red30 Lane,

Denver, Colorado 80014

Phone: 702-123-4567

A close up of a sign

Description automatically generatedEmail: [info@red30tech.com](mailto:info@red30tech.com)

## Just Droning Around

A picture containing pair, table, black, light

Description automatically generatedWhether you’re new to the world of drones, or a frequent flyer, Red30 Tech has all of the resources you need! Initially we entered the world of drones as a part of our do-it-yourself maker kits – a line of products designed to influence creativity and engage learners in fun ways.

As the demand for drones grew, we started offering off the shelf models in a variety of sizes, ranges, and platforms.

Today, Red30 Tech offers over 20 different models of drones for both commercial and private use. While many may still think of a drone as an expensive hobbyist toy, today they are used in a large range of practical applications. Use of drones is expanding faster than ever in a variety of industries.

Filmmakers are able to greatly reduce their production costs using drones with 4K cameras, reducing the need to rent helicopters and hire pilots to get aerial shots. Real estate agents are offering aerial views of property to potential buyers. Farmers are improving agriculture crops with drones, using them for soil and field analysis, production, crop monitoring, and quality control. Telecommunication companies are using drones to maintain towers and for signal broadcasting.

Probably one of the most surprising applications is medical transportation. It’s an inexpensive way to drop medical supplies, including medicine, blood, and lifesaving equipment. This is especially true in remote locations or after mass destruction events, where medical personnel are cut off from people in the impact zones.

We believe that our drone kits are a great educational tool for science, technology, engineering and mathematics. We believe that introducing the importance of STEM through fun activities and play, we will encourage more students to enter related career fields. And that is why we donate more than 5,000 kits annually to after school and summer programs. We also partner with our annual give-a-thon, Red30Cares, to encourage employees to contribute their time to educating school age children.

A close up of a device

Description automatically generated

A close up of a toy car

Description automatically generatedRed30 Tech annual Makers Conference

|  |  |  |
| --- | --- | --- |
| **Day 1 – Tuesday, July 24** | | |
| A close up of a sign  Description automatically generated | 7:30 – 9:00  9:15 – 10:00  10:00 – 11:30  12:00 – 5:30  6:30 –11:30 | Registration & continental breakfast  Opening remarks  Keynote speaker  Sessions, workshops and Showcase Pavilion  Reception dinner |
| **Day 2 – Wednesday, July 25** | | |
| A sign on a pole  Description automatically generated | 7:30 – 9:00  9:15 – 10:00  10:00 – 6:00  6:30 – 11:30 | Continental breakfast & networking  Virtual room tour  Sessions, workshops and Showcase Pavilion  Virtual reality gala |
| **Day 3 – Thursday, July 26** | | |
| A black sign with white text  Description automatically generated | 7:30 – 9:00  9:15 – 10:00  10:00 – 11:30  12:00 – 5:30  3:30 – 4:30 | Continental breakfast & networking  Artificial intelligence demonstration  Keynote speaker  Sessions, workshops and Showcase Pavilion  Closing ceremony |

Early Bird Registration Now Open!

450 EXHIBITORS | 90 VISIONARIES | 3500 ATTENDEES

FOR COMPLETE DETAILS AND REGISTRATION VISIT [WWW.RED30TECH.COM/MAKERSCON](http://WWW.RED30TECH.COM/MAKERSCON)

technology forecasts

Artificial intelligence, or machine learning, as it’s referred to by some, is the use of algorithms to instruct computers or robots to perform processes characteristic of humans. Including the ability to discover meaning, learn from previous events, make generalizations and to apply reason. The unique ability to solve problems and use reason to reach a predefined goal or solution is what makes artificial intelligence unique.

**CAREERS IN ARTIFICIAL INTELLIGENCE**

Computer technology and mathematics are at the heart of careers in artificial intelligence. The ability to solve problems, apply analytical thinking and working with teams are critical skills in the field.

Careers in AI include:

* Software engineers
* Computer scientists
* Research scientists
* Algorithm specialists
* Mechanical engineers
* Content developers
* Design engineers

If you’re interested in joining our team, you can view all of our open positions on LinkedIn at:

www.linkedin.com/company/red30-tech

We caught up with Sherri Marquand, a Data Scientist for KinetEco, Inc., who worked with a team of engineers to develop self-healing solar panel grids. “We are in a unique time in history, similar to the industrial revolution, where industry is changing, and new innovations are transforming the landscape for both work and pleasure”, she said. “Machine learning is changing the landscape, and just like in the early 20th century people will need to make career changes to keep up with the innovations. The exciting news is that we are already seeing new industries and job opportunities that will fill the gaps created by automation and artificial intelligence.”

The disruption of industries, especially banking, insurance and retail will likely eliminate positions that are known for repetitive, redundant tasks. The good news it’s creating new opportunities and evolving current positions, rather than eliminating them. “The creation of machine learning tools is allowing new opportunities for employees and creating new career paths “, said Doug Smith, direction of operations at Two Trees Olive Oil. “We excited to use automation for repetitive tasks and offer more engaging roles and opportunities to our employees.”

The future of AI Technology

A surprising result of automation is the new ways artificial intelligence can inform opportunities to update outdated and inefficient processes. While we may have wild imaginations, that fear the Matrix may one day become a reality, the reality is that artificial intelligence is more likely to inform critical business processes and enhance research and development.

“Machine learning is a business solution, a way to optimize results, not a replacement for human thought”, according to Smith. “We are not planning to reduce our workforce, we are planning to fine tune our processes and optimize work/life A screenshot of a cell phone

Description automatically generatedbalance, a core principle of our employee culture”.

Artificial intelligence is also having an impact in medical research and may one day help to prevent and cure diseases. It is also paving ways to prevent accidental deaths, such as sudden infant death syndrome (SIDS).

People living with disabilities are benefiting from AI technologies designed to transform the world around them. Apps can tell a blind person about their surroundings, so they can make informed decisions. Smart technology that allows you to change a thermostat or turn on lights are helping disabled people live more independently.

# Women in Tech

It’s recently been reported that fewer women hold jobs in computer science than they did in the 1980s. Women make up a little more than half of the workforce in the US. However, only about 20% of them hold positions in tech. The gender gap in tech is well known. Lack of mentors, pay gaps, and gender inequality are largest contributing factors.

At Red30 Tech, we feel it’s important to address these gaps, and to do our part to decrease the divide. While we have a higher percentage of women employees than the average in our industry (31%), we have a long way to go, and we are working to increase the number of women in tech positions.

To help with our efforts we’ve created TechMentors, a mentorship lead by women in leadership roles at Red30 Tech. We’re partnering with local organizations, high schools, and recruiting organizations to mentor women of all ages.

Through mentors we hope to educate them about what it’s like to work in the tech industry and to encourage more women to pursue careers in tech.

If you or someone you know is interested in learning more about TechMentors email us at Mentors@red30.com

# Wearable Technology

A hand holding a cellphone

Description automatically generatedIt’s conceivable that wearable technology may soon outpace the revolution of cell phones. That may seem like a bold statement and the idea of leaving your cell phone behind in favor of a watch, eyewear, or other wearable devices is still debatable by some. But it wasn’t that long ago when the idea of browsing the internet on a mobile phone was also considered science fiction.

Wearables are finding their way into a lot of different spaces, for both personal and business uses. Activity trackers, navigation tools, communication synchronization, media players, and even treatment of diseases. Smart watches harness the same power of a cell phone, but with easier access and quicker field of navigation functionality.

The technology that fuels sensors and chip sets behind the majority of wearables has come down in price, making the technology more affordable. The lower cost of creating products and building on early innovation is making the industry grow at a fast pace. Early adopters had to figure out how to manage mobile internet connections, but now Bluetooth technology has simplified manufacturing processes. Sensors are more accurate, and innovators are finding more and more ways to integrate the technology into their products.

The expansion of wearables is still growing. We expect to see new applications of wearables in fabrics, shoes, jewelry, and medical devices over the next few years. The growth is expected to outpace cell phones in the next 2 years.

## Fashion centric technology

Wearable technology is a unique space, where function interacts with design. It becomes fashion. People want it to make a statement, not just tell them how many steps they’ve taken in a day or give them directions with ease This is a unique opportunity in the tech space, to create designer technology. It will also create new career opportunities for individuals with a design background in the tech space.

A screenshot of a cell phone

Description automatically generated