# techfair

Feb. 6, 2012    9 AM - 3 PM
Rockwell Cage
*techfair.mit.edu*

# Schedule of Events

## Résumé drop
### 2/5, 11:59 PM deadline
Drop it like it's hot at techfair.mit.edu/drop

## MIT–Harvard–Brown Hackathon
### 2/4, 8 PM – 2/5, 5 PM                26–152
Code all night at our Facebook–sponsored hackathon! Free swag, food, and caffeine for all. Winners get a trip to Facebook headquarters and a pair of Beats by Dr. Dre headphones.

## Techfair
### 2/6, 9 AM – 3 PM                Rockwell Cage
60+ companies and 30+ MIT projects. Cool tech from companies ranging from hot startups to famed multinationals.

## Banquet
### 2/6, 6 – 8:30 PM                Cambridge Hyatt
An exclusive opportunity to connect with company representatives. By invitation only.

## Afterparty
### 2/6, 9 – 11 PM                Media Lab, 6th floor
Last party of IAP! Eat, drink, and dance againt the Boston skyline. Xbox, Windows Phone, and Kinect raffles! Open to all MIT students.

## Techtalks
### 2/11, 11 – 5 PM (on the hour)        10–250
Hear industry leaders and visionaries talk about their perspectives on tech.

# Table of Contents

# Welcome

A message from Susie Fu, Managing Director

Welcome to the eighth annual Techfair, the biggest MIT tech expo yet. With more than 60 attending companies and 30 MIT projects, this year's fair will have more companies, product demos, and student exhibitors than ever before.

Techfair was founded with the vision of bringing the most innovative technology to the MIT community. We pride ourselves in selecting only the most cutting-edge displays—from established companies, to early-stage startups, to our own student projects. Companies will be bringing their coveted R&D projects, sold-out gadgets, beta previews, and much more. We invite you to explore what each booth has to offer.

Last year, we began an initiative to bring MIT student projects into the spotlight. This year, building on that success, we introduced the Techfair Project Funding Program to further enable students to innovate and create. We are proud to be able to present MIT students and labs alongside established corporations.

In addition to the fair itself, we are also presenting a series of engaging events. To kick off Techfair week, we are continuing the all-night Techfair Hackathon tradition, but with a twist: a battle between MIT, Harvard, and Brown students. After the fair, enjoy the Boston skyline with us at both our annual Banquet and the Techfair Afterparty.

Finally, we expanded last year's Techtalks series, which took place during the fair, into a separate day-long speaker series open to the entire Boston community. Industry leaders and visionaries will speak about the future of our interactions with technology.

None of this would be possible without the amazing 40-person Techfair planning board. We've worked hard all year to help create this uniquely-MIT experience. I am deeply grateful to be working alongside some of the most dedicated students at this school.

So come and join us!
Sincerely,

Susie Fu
Techfair Managing Director

# Techtalks

As part of our mission to showcase the future of technology, we expanded the Techtalks series into a day-long event to bring innovators to MIT to discuss forthcoming revolutions in human interaction with technology. From user experience, user interface, and voice recognition to neuroscience and adaptive technology, this year's inaugural lineup promises to inform, inspire, and enlighten.

### Dr. Janet Baker
Co-Founder of Dragon Systems
*Pioneer and Entrepreneur in speech recognition software (Dragon Systems)*
Janet Baker's work led to the creation of the first commercial general-purpose speech dictation software. Dragon-based technology platforms now span cars, cloud-based services, desktop computers, tablets, and "intelligent personal assistants" in smartphones.

### Ed Boyden
Associate Professor, MIT Media Lab and MIT McGovern Institute
*Head of the Synthetic Neurobiology Group, TED Fellow, Optogenetics Pioneer*
Boyden is the head of the Synthetic Neurobiology Group at the Media Lab and a leader in the field of optogenetics, a novel technique for controlling neurons with light and the Nature 2010 Method of the Year. Boyden's work holds the promise for understanding the fundamental roots of emotion and cognition.

### Brian Kalma
Chief Experience Officer at Gemvara
*User Experience guru, Spearheaded the evolution of Zappos' user platform*
Kalma worked as the Head of User Experience, Creative Services, and Marketing at Zappos.com where he revolutionalized their user platform . He then became Senior Director of User Experience at Gilt Groupe and is currently Chief Experience Officer at Gemvara. He is working on Snipwits.com, an interactive site for information sharing.

### Kwindla H. Kramer
CEO of Oblong Industries, Inc., Former CTO of AllAfrica
Kwindla holds degrees from MIT and Harvard and currently serves as CEO of Oblong Industries. Oblong's main product is the g-speak Spatial Operating Environment, famous for its appearance in Minority Report and Iron Man. Before working at Oblong, he worked with several charities and served as the founding CTO of AllAfrica.com, one of the web's largest content aggregators.

### Dr. Yoky Matsuoka
VP of Technology, Nest Labs
*Developer of Nest's next-generation Learning Thermostat, MacArthur Fellow*
Dr. Matsuoka is the Vice President of Technology at Nest Labs, where she has helped develop the Learning Thermostat, the next generation in adaptive and "smart" technology. Her past research has dealt with the development of robotic technology to enhance the mobility of those with central nervous system-based disabilities.

## About the Team

Techfair is a completely student run event; our planning board comprises 43 dedicated students organized into 9 committees, and we work year round to bring in industry titans alongside both MIT projects and the newest startups.

| | |
|---|---|
| Susie Fu '12 | Managing Director |
| Ravi Charan '14 | Associate Director |

### Marketing
Carolyn Zhang '14 *
Alyx Daly '13
Daniel Disanto '15
Neha Patki '15
Annie Tang '14
Evelyn Tio '14
Emily Zhang '15

### Logistics
David Luciano '14 *
Virginia Chiu '15
Judy Deng '14
Priya Garg '15
Lealia Xiong '15
Brandon Vasquez '15

### Student Relations
Nick Chornay '12 *
Jennifer Wang '14 *
Walter Augustine '15
Bonny Jain '14
Haoyi Li '14
Ramya Swamy '14
Brandon Vasquez '15

### Corporate Relations
Jonathan Gootenberg '13 *
Joshua Ma '14 *
Moyukh Chatterjee '14
Santhosh Narayan '15
Richard Ni '15
Nikki Shah '14
Jack Sul '15
Evan Tencer '15
Amruth Venkatraman '15
Devin Zhang '14

* committee directors

### Techtalks
Ravi Charan '14 *
Priya Garg '15
Max Kolysh '14
Max Kanter '15
Anvisha Pai '14

### Internal Relations
Ranna Zhou '14 *
Jessica Chen '14
Alyx Daly '13
Kere Eke '15
Annie Tang '14

### Information Technology
Susie Fu '12 *
Joshua Ma '14 *
Tosh Goodson '15
Shannon Kao '15

### Events
Julie Wang '14 *
Alex Wang '14

### Finance
Sherry Wu '14 *
Devin Zhang '14

## Facebook
facebook.com

Facebook: Making the world more connected.

More than 800 million active users
More than 50% of our active users log on to Facebook in any given day
Average user has 130 friends

### Activity on Facebook
More than 900 million objects that people interact with (pages, groups, events and community pages)
Average user is connected to 80 community pages, groups and events
On average, more than 250 million photos are uploaded per day

### Global Reach
More than 70 languages available on the site
More than 75% of users are outside of the United States
Over 300,000 users helped translate the site through the translations application

### Platform
On average, people on Facebook install apps more than 20 million times every day
Every month, more than 500 million people use an app on Facebook or experience Facebook Platform on other websites
More than 7 million apps and websites are integrated with Facebook

### Mobile
More than 350 million active users currently access Facebook through their mobile devices
More than 475 mobile operators globally work to deploy and promote Facebook mobile products.

# Companies: Gold

## Apple Inc.
apple.com

Apple designs Macs, the best personal computers in the world, along with Mac OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and more recently introduced its magical iPad which is defining the future of mobile media and computing devices.

## Dropbox
dropbox.com

In 2007, Drew Houston and Arash Ferdowsi were inspired to craft a simple and reliable service that would let people bring all their files anywhere, with no need to email around attachments. Drew and Arash moved to San Francisco in fall 2007, secured seed funding from Y Combinator, and set about building a world-class engineering team. Dropbox's tremendous growth was recently evidenced by its October 2011 announcement of over 45 million users.

## Microsoft
microsoft.com

Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. We're motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them.

We run our business in much the same way. Our employees come as they are and do what they love. Imagine the opportunities you'll have in a company with 90,000 employees in more than 100 countries, working on hundreds of products—spanning games, phones, developer tools, business solutions and operating systems. We work hard, but we value work/life balance, and each of us defines what that means to us. So why not explore what we do, where we do it, and what life is really like at Microsoft. You just might be surprised.

No matter what your passion is, you'll find it here. You can work on a multi-billion dollar global business or a revolutionary technology that hasn't yet left the lab. Join us at Microsoft and start your journey.

## Oracle

oracle.com

At Oracle, exceptional is expected.We provide the world's most complete, open, and integrated business software and hardware systems. With the full software and hardware portfolio at its disposal, only Oracle designs and integrates everything from the semiconductor chip to the entire software stack to achieve performance levels that are unmatched in the industry.

It takes an astonishing group of people to drive Oracle's future. Now is a great time to join Oracle in the creation of next generation software and hardware innovations. No matter which role or team you choose, you'll work with the most advanced technology.

We seek ambitious, energetic individuals to join us in these roles:
· Computer Scientists
· Software Developers
· Hardware Engineers
· Chip Designers

## Palantir Technologies

palantir.com

Palantir Technologies is working to radically change how groups analyze information.

We were founded in 2004 by a handful of PayPal alumni and Stanford computer scientists. Since then we've doubled in size every year while retaining our early-stage values: a startup culture, strong work ethic, and rigorous hiring standards.

We currently offer two products: Palantir Government and Palantir Finance. Both are platforms for integrating, visualizing, and analyzing the world's information. We support many kinds of data including structured, unstructured, relational, temporal, and geospatial. Our products are built for real analysis with a focus on security, scalability, ease of use, and collaboration.

Palantir Government is broadly deployed in the intelligence, defense, and law enforcement communities, and is spreading rapidly by word-of-mouth. Palantir Finance is in use at some of the world's leading hedge funds and financial institutions.

Palantir is headquartered in sunny downtown Palo Alto, CA with offices in Tysons Corner, VA, New York and London, UK.

## Companies: Gold

### Schlumberger

slb.com

Schlumberger Limited (NYSE:SLB) is the leading oilfield services company for customers working in the international oil and gas industry.

We are committed to excellence in technical innovation, teamwork and creating value for our customers, our shareholders and our employees. Schlumberger is noted for aggressively promoting employee career development and for allowing employees to change jobs (between functions, business domains and geographically) as much or as little as is desired in each individual case. Schlumberger is an equal opportunity employer.

### Sequoia Capital

sequoiacap.com

Venture capital firm Sequoia Capital specializes in seed, early, and growth stage investments across internet, technology, mobile, energy, financial, and healthcare sectors. We are now accepting applications for all our portfolio companies across all industries and functions. Stop by our booth to meet a few of our startups which are hiring: Pocket Gems, Hearsay, Agilone, Medallia, Mark Logic.

## 10gen

10gen develops MongoDB, and offers production support, training, and consulting for the open source database.

10gen was founded by former DoubleClick Founder and CTO Dwight Merriman and former DoubleClick engineer and ShopWiki Founder and CTO Eliot Horowitz. Dwight and Eliot began development on MongoDB in 2007, drawing upon their experiences building large scale, high availability, robust systems. 10gen is led by seasoned executives and technologists with senior leadership experience at many of the worlds leading technology companies, including two executives and four senior engineers with over 50 years combined experience at Oracle. 10gen is backed by leading venture capital firms who invested in established leaders like Oracle, Cisco and Apple as well as rapidly growing internet companies like Zynga and Twitter.

## Adobe

Adobe revolutionizes how the world engages with ideas and information. Our award-winning software and technologies have set the standard for communication and collaboration for more than 25 years, bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

The impact of Adobe® software is evident almost everywhere you look. Whether people are collaborating at work, transacting online, or socializing with friends, businesses use Adobe software and technologies to turn digital interactions into richer, high-value experiences that reach across computing platforms and devices to engage people anywhere, anytime.
With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

## Bazaarvoice

Bazaarvoice is a social business company that enables the world's biggest brands to create, listen to, understand, and act on customer conversations. Bazaarvoice's social data platform and award-winning suite of SaaS services transform digital word-of-mouth into real insight that is integrated across the entire organization. Headquartered in Austin, Texas, the company has offices in London, Paris, Munich, Amsterdam, Stockholm, and Sydney.

## Companies: Silver

### Corning, Inc.
corning.com

Corning is the world leader in specialty glass and ceramics. We create and make keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications and life sciences. Corning succeeds through sustained investment in R&D, over 150 years of materials science and process engineering knowledge, and a distinctive collaborative culture.

Our products include glass substrates for LCD flat panel televisions, computer monitors and laptops: ceramic substrates and filters for mobile emission control systems; optical fiber, cable, hardware & equipment for telephone and internet communications networks; optical biosensors for drug discovery; semiconductor, aerospace, defense, astronomy and metrology.

### DS SolidWorks Corp.
3ds.com

A 1993 emergent of the MIT CADlab, Dassault Systèmes SolidWorks Corp. is a world leader in 3D solutions that help millions of students, professional engineers and designers succeed through innovation. Our products deliver an intuitive experience in product design, simulation, publishing, data management, and environmental impact assessment.

Our new, LEED-Certified campus in Waltham takes advantage of the Boston area's best high-tech talent.

### General Electric
ge.com

At GE, we are builders. It goes beyond businesses, brands and infrastructure. In over 160 countries, GE employees have an unparalleled foundation on which to build their careers, their abilities and their dreams. We offer employees challenging, rewards careers in dynamic businesses. Our people are the architects of the future. We sit in the front seat of history. From the outset, innovation has been part of GE's DNA. That means being surrounded by bright, interesting people working together. It means trying to find new and better ways of doing things. We're hard at work on things that matter to our customers and communities – and our impact is significant.

## GrubHub

grubhub.com

GrubHub is a ventured–backed company founded in 2004 by Chicago–based software engineers Matt Maloney and Mike Evans. The website shows consumers all of the local restaurants that deliver to them and allows diners to order food for restaurant delivery or pick–up online, by phone or through the GrubHub iPhone and Android app. GrubHub is free for diners who order and pay for their meals with cash, credit or PayPal™. Restaurants pay commissions for each online order they receive from GrubHub, and every order is supported by GrubHub's 24/7 customer service. Restaurants that do not currently partner with GrubHub can still list their telephone numbers and menus for free. GrubHub's consumer site and mobile apps currently service over 75 major U.S. cities. Additionally, as the parent company of Campusfood and Allmenus, GrubHub has the larg–est restaurant listing in the country with 250,000 restaurant menus and services 300+ college campuses across the US.

## MathWorks

mathworks.com

MathWorks is the leading developer and supplier of software for technical computing and Model–Based Design. Employing more than 2,000 people worldwide, MathWorks was founded in 1984 and is headquartered in Natick, Massachusetts, with offices and representatives throughout the world. The company has been profitable every year since its inception and is privately held. MathWorks produces software for technical computing and Model–Based Design for engineers, scientists, mathematicians, and researchers. Our two core products are MATLAB®, used for performing mathematical calculations, analyzing and visualizing data, and writing new software programs; and Simulink®, used for modeling and simulating complex dynamic systems, such as a vehicle's automatic transmission system. We also produce over 75 additional tools for specialized tasks such as processing images and signals and analyzing financial data.

## Mozilla

mozilla.org

Mozilla is a global, non–profit organization dedicated to making the Web better. We emphasize principle over profit, and believe that the Web is a shared public resource to be cared for, not a commodity to be sold. We work with a worldwide community to create open source products like Mozilla Firefox, and to innovate for the benefit of the individual and the betterment of the Web. The result is great products built by passionate people and better choices for everyone. For more information, visit www.mozilla.org/Firefox.

## Companies: Silver

### Oblong
oblong.com

Oblong's technology was the basis for the computers depicted in the film Minority Report® and has roots in more than two decades of research at the MIT Media Lab. Our innovative technologies and ideas are changing the way people work, play and communicate. The g-speak™ Spatial Operating Environment is Oblong's new platform for distributed, collaborative computing. The era of one human, one mouse, one screen, one machine is giving way to what's next: multiple participants, working in proximity and remotely, using a groundbreaking spatial interface to control applications and data spread across every display. This is what Oblong builds. It's why we're here. Oblong is headquartered in Los Angeles and supplies g-speak and Mezzanine systems to Fortune 50 enterprise customers, reseller partners, and academic and research institutions.

### Sony Computer Entertainment America
us.playstation.com/corporate/about/

Sony Computer Entertainment America LLC (SCEA) is responsible for keeping PlayStation® growing and thriving in the United States, Canada and Latin America. Based in Foster City, California, SCEA serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Corporation of America Inc.

We make advanced hardware that enables the most talented developers to produce vanguard titles and set new standards in interactive entertainment. Our goal is to make a family of products that completely changes the definition of home entertainment. It doesn't matter if you're a hardcore gamer whose thumb calluses that can deflect machine gun fire or if you just love Blu-ray movies, PlayStation® entertainment products have something for you.

### Synthetic Genomics
syntheticgenomics.com

At Synthetic Genomics Inc. we are creating genomic-driven commercial solutions to revolutionize many industries. We have started by focusing on energy, but we imagine a future where our science could be used to produce a variety of products, from synthetically derived vaccines to prevent human diseases to efficient cost effective ways to create clean drinking water. The world is dependent on science and we're leading the way in turning novel science into life-changing solutions.
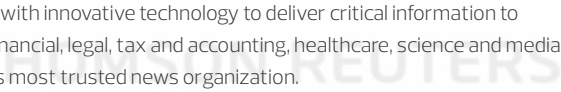
## Thomson Reuters

careers.thomsonreuters.com

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals.

We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare, science and media markets, powered by the world's most trusted news organization.

## Twitter

twitter.com

Twitter instantly connects people everywhere to what's most meaningful. Twitter sends short messages, or Tweets, of the latest information from friends, family, favorite personalities, industry experts, or breaking events around the world straight to your mobile device or desktop.

## Companies: Bronze

### 3LM (Three Laws of Mobility)
3lm.com

3LM makes Android enterprise-friendly. We are a 20-person "startup" located in Mountain View, CA (we operate independently but we have been acquired by Motorola Mobility – who in turn are in the process of being acquired by Google – must go deeper Inception-style :)). Android devices running the 3LM solution meet the requirements of the security-conscious enterprise – we secure data both locally on the device and while it is in transit to the enterprise. At the core, we provide IT managers with the tools to provision, remotely manage, and de-commission devices on their mobile fleet. We are working on a host of innovative challenges on our server-side stack, device-level application, and in patching the Android OS.

### Addepar
addepar.com

Addepar has a deep and unwavering belief in the power of information technology. Our CEO, Joe Lonsdale, has a long track record of steering start-ups into successful companies. He is a co-founder of Palantir Technologies, a groundbreaking company in the fields of international defense and finance. Our technical team is led by CTO Jason Mirra, and is comprised of computer scientists from Carnegie Mellon, MIT, Stanford, Berkeley and Waterloo. Addepar is a team of successful Silicon Valley entrepreneurs and technologists who are unhappy with the deceptive practices, arduous manual processes, and poor technology in wealth management. We are poised to revolutionize the industry by creating a new standard for financial technology.

### AisleBuyer
aislebuyer.com

Since AisleBuyer was founded in 2009, we've been asking one question: Where do you like waiting in line? The answer, of course, is nowhere. Because we hate lines as much as you do, we've developed the cure for the common queue. By bridging the gap between advanced mobile technology and in-store retail, we're taking the best parts of shopping on your computer and bringing them to physical stores, not the least of which is the ability to check-out from your phone and never wait in line again. AisleBuyer is actually a combination of mobile technology and web-based software that provides retailers with an end-to-end mobile solution, encompassing every aspect of the shopping experience.

### Akamai Technologies
akamai.com

Akamai® is the leading cloud platform for helping enterprises provide secure, highperforming user experiences on any device, anywhere. At the core of the Company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com and follow @Akamai on Twitter.

## Akiban Technologies

akiban.com

Akiban Technologies creates game changing technology for the relational database market. Its table-grouping technology provides a powerful model to eliminate the cost of SQL joins, which leads to breakthrough advances in performance, enables elastic scale-out and provides direct access to structured data-objects. The technology can be incrementally adopted into existing infrastructure and is easily scaled out in virtualized environments or across commodity hardware, eliminating the need to change the architecture of existing database applications.

## AT&T

att.com

AT&T Inc. is a global leader in communications and a recognized leader in Business-related voice and data services, including global IP services, hosting, applications, and managed services. Businesses all over the world, deploy AT&T services to improve productivity, manage overall costs, and position themselves to take advantage of future technology enhancements.

## Autodesk

autodesk.com

As a global leader in 3D design, engineering, and entertainment software, Autodesk helps people imagine, design, and create a better world. Autodesk accelerates better design through an unparalleled depth of experience and a broad portfolio of software to give customers the power to solve their design, business, and environmental challenges. In addition to designers, architects, engineers, and media and entertainment professionals, Autodesk helps students, educators, and casual creators unlock their creative ideas through user-friendly applications.

## Bose

bose.com

Bose is a research company dedicated to developing breakthrough technologies and quality products that enrich people's lives. To do so, we take a different approach than most companies. The result is a longstanding reputation for innovation and quality. Our company's founder, who remains our chairman and technical director, is well known in academic and business circles as an acclaimed inventor. He and our leadership team remain fully engaged in the ongoing work and future direction of the company. Reaching our goals requires uniquely talented individuals with a strong desire to grow and achieve. Individuals who share the values of passion, innovation, excellence, respect and integrity that are embedded throughout our organization today.

## Companies: Bronze

### CEO in a Box
beerdropper.com

CEO in a Box, LLC (CAB) is proud to announce its first company launch: BeerDropper, LLC (BDR) and also its newest product: The iFuse Shower System (TISS). BDR is a web and mobile-based company that facilitates alcohol delivery, connecting alcohol retailers with their customers virtu- ally. BDR licenses them its marketing and technology services to improve efficiency, convenience, safety, and security. BDR's patent protected technology is the first in the market able to scan state license 2D PDF417 barcodes with any smartphone or internet enabled mobile device. TISS is a revolutionary, eco-friendly system that increases both the efficiency and convenience of showering.

### Crittercism
crittercism.com

Comprised of a small but deadly team of mostly MIT and YCombinator alumni, Crittercism devel- ops a SDK that automatically detects when mobile apps crash, and pinpoints which line of code caused the crash. Crittercism powers crash reporting and customer support for tens of millions of users across top Android and iOS apps including Netflix and EventBrite. They raised funding by 5 VCs including Kleiner Perkins (funded Facebook) and Google Ventures early last year early last year (http://on.wsj.com/crittercismlove) and is currently based in San Francisco. The team is a big fan of nyan-cat, python, and Keanu Reeves. Ask us about our chair of shame.

### eBay
ebay.com

Founded in 1995, eBay Inc. connects a diverse & passionate community of individual buyers and sellers, as well as small businesses. With more than 90 million active users globally, eBay is the world's largest online marketplace, where practically anyone can buy & sell practically anything. In 2002, eBay acquired PayPal to make it possible for people to pay & get paid online across different locations, currencies, & languages. eBay Inc. has consistently expanded its ability to connect people through e-commerce partnerships & investments around the world. These adjacencies include StubHub, Shopping.com, Half.com, Rent.com, Milo & more.

### Fitbit
fitbit.com

Fitbit is a fast-growing, venture-backed company in San Francisco that offers products and online services to help people live healthier, more active lives.  Fitbit's flagship product is the Fitbit Tracker, an ultra-compact activity monitor that accurately tracks full day's steps, distance and calories burned via 3-D motion sensor. It's small and discreet enough to wear all day in your pocket, on your waist. The Tracker then wirelessly auto-uploads data to fitbit.com, where you can see graphs of your activity, set goals, and measure progress, as well as create online fitness groups for support or friendly competition. Plus, the Fitbit Tracker can also measure how long and how well you sleep . We have also just released Fitbit Aria at CES 2012.

## Fusion-io

fusionio.com

Fusion-io is the pioneer of a new storage memory platform that significantly improves the processing capabilities within a data center by moving process-critical, or active data closer to the CPU where it is processed. Called shared data decentralization, this significantly reduces latency while increasing data center efficiency. Fusion's integrated hardware and software solutions leverage non-volatile memory for enterprise-grade performance, reliability, availability and manageability. Fusion-io gives servers native access to data to accelerate enterprise databases and applications. This allows enterprises to significantly reduce complex and expensive high performance storage, high performance networking, and memory-rich servers.

## Google

google.com

Google's mission is to organize the world's information and make it universally accessible and useful. Since our founding in 1998, Google has grown by leaps and bounds. From offering search in a single language we now offer dozens of products and services—including various forms of advertising and web applications for all kinds of tasks—in scores of languages. And starting from two computer science students in a university dorm room, we now have thousands of employees and offices around the world. A lot has changed since the first Google search engine appeared. But some things haven't changed: our dedication to our users and our belief in the possibilities of the Internet itself.

## Kiva Systems

kivasystems.com

Kiva Systems, Inc. offers game-changing automation solutions for distribution centers that help companies simplify operations and reduce costs while increasing strategic flexibility. Using hundreds of autonomous mobile robots and sophisticated control software, the Kiva Mobile-robotic Fulfillment System enables extremely fast cycle times with reduced labor requirements, from receiving to order picking to shipping – all without conveyor. The result is a building that is quick and low-cost to set up, inexpensive to operate, and easy to change.

## Knome

knome.com

The Human Genome Interpretation Company.
Knome specializes in the interpretation of human whole genomes.
With our knomeBASE and knomeDISCOVERYproducts, we support academic, pharmaceutical, and biotech researchers with the services and software they need to investigate the genetic basis of disease and drug response. Through our platform group, we provide clinics with large-scale information systems to 1) manage whole genome sequence data and 2) help physicians interpret genomes in order to inform preventative, diagnostic, and treatment decisions.

## Companies: Bronze

### MIT Lincoln Laboratory

ll.mit.edu

Lincoln Laboratory's mission is to apply science and advanced technology to critical problems of national security. A Department of Defense federally funded research and development center, the Laboratory's emphasis is building prototypes and demonstrating operation systems under live test conditions that meet real-world requirements. Candidates will have the opportunity to engage in research and development activities in the eight primary mission areas: space control, air & missile defense technology, communication systems & cyber security, intelligence, surveillance, and reconnaissance systems and technology, advanced electronics technology, tactical systems, homeland protection and air traffic control.

### Lockheed Martin + Sandia National Laboratories

sandia.gov

Sandia National Laboratories is a premier national security laboratory that is managed by Lockheed Martin Corporation for the U.S. Department of Energy. Sandia's core purpose is to help the nation secure a peaceful and free world through technology. We develop technologies to sustain, modernize, and protect our nuclear arsenal, prevent the spread of weapons of mass destruction, protect our national infrastructures, defend our nation against terrorism, provide new capabilities to our armed forces, and ensure the stability of our nation's energy and water supplies.

### Maxim Integrated Products

maxim-ic.com

Maxim Integrated Products makes highly integrated analog and mixed-signal semiconductors. We design, develop, and manufacture the circuits that enable advances in industrial, communications, consumer, and computing products. Headquartered in California's Silicon Valley, Maxim has design centers, manufacturing facilities, and sales offices that employ over 9,000 employees in 26 countries around the world. We are a Fortune 1000 company, reporting revenue of approximately $2.5 billion for the 2011 fiscal year.

### MDS Lavastorm Analytics

lavastorm.com

Lavastorm is a rapidly-growing, Boston-based software company with deep MIT roots. The company is an emerging player in the explosive analytic space and is positioned for significant growth. Today, Lavastorm combines market leading innovations with a high-energy and collaborative culture to create a workplace focused on our customers and employee success, offering vibrant career opportunities. Our mission is to be global market leaders in analytic software, helping enterprises analyze, optimize and control their complex business processes and extend powerful analytic capabilities to their end customers. With offices in US, Europe and Australia, we have a world-class, global customer base that includes companies like Comcast, Telstra, and Ericsson.

## Medtronic

medtronic.com

Medtronic is a global leader in medical technology, redefining how technology is used in the management of chronic disease. Our deep understanding of human physiology yields unique insight into a range of therapeutic areas, including heart and vascular diseases, diabetes, neurological disorders, and spinal conditions. This breadth of offerings, combined with our years of experience, allows us to deliver therapies that are transforming the treatment of chronic disease and changing the lives of more than 7 million patients worldwide each year. Medtronic is headquartered in Minneapolis, Minnesota, and we serve patients and physicians in more than 120 countries through 45,000 employees.

## Motion Math

motionmathgames.com

Motion Math creates fun learning games that let kids play with numbers— we turn screen time into learning time. Our first product, an iPad/iPhone app conceived at the Stanford School of Education, makes fraction estimation fun; a rigorous efficacy study (the first and only for an educational app) found the game improved test scores 15% and attitudes towards fractions by 10%. Our second and third games have received rave reviews, promotion by Apple, and a #5 ranking in the Education category. We're backed by a world-class group of angel investors, and have been featured in TechCrunch, VentureBeat, Wired, WSJ, Forbes, and the NYT. Most importantly: kids, parents, and teachers love our products.

## Philips

usa.philips.com

As a leading health and well-being company, Philips impacts the lives of millions of people every day. We are ranked number one in medical imaging and patient monitoring systems by our customers and lead the world in lighting, including highly energy efficient solutions like our 75-watt equivalent LED light bulb. Our brand promises "sense and simplicity" by creating advanced yet easy to experience products from imaging systems to the latest in home entertainment. You can help us live up to that promise and create value for a company that creates value for millions of people.

## Quixey

quixey.com

We are building an all-platform Functional Search for apps. We integrate our technology into major carriers and app stores and we will power 1,000,000,000 search queries per month this year. We do proprietary feature engineering and machine learning. And we do all of this work out of a giant two-story house with a spiral staircase.

## Companies: Bronze

### Quora

quora.com

Quora is a website that connects you to everything you want to know about. We aim to be the easiest place to write new content and share content from the web. We organize people and their interests so you can find, collect and share the information most valuable to you.

The website is built by a strong team of engineers and designers working on cutting-edge technology, including a realtime web framework, a personalized feed, a custom search service, and machine learning. The company is a startup with roughly 30 employees, and is located in Palo Alto, CA.

### Smule

smule.com

Smule's mission is to connect the world through music. With the premise that everyone is creative, Smule uses the magic of technology to liberate the expressive musician in everyone regardless of previous musical ability. Smule's award-winning applications include Magic Piano™, I Am™ T-Pain, Glee Karaoke and Ocarina. The company was co-founded in 2008 by Stanford PhD student and entrepreneur Jeff Smith and Stanford assistant professor Dr. Ge Wang. Smule recently acquired a company with a similar vision called Khush. Khush develops intelligent music applications. Using cutting-edge artificial intelligence, Khush has created the popular apps Songify and LaDiDa™, which have helped millions of bad singers worldwide express themselves through music.

### Square

square.com

Square is revolutionizing millions of everyday transactions between buyers and sellers with its free credit card reader for iPhone, iPad, and Android devices. Square for iPad serves as a full point of sale system for businesses to accept payments, track inventory, and share menu and location information. Square Card Case is the most seamless way to pay, enabling individuals to pay with their name at their favorite local merchants, discover nearby businesses, explore menu listings and store receipts. Founded in 2009, and headquartered in San Francisco, Square is currently available in the U.S.

### Synaptics

synaptics.com

Synaptics is the leading worldwide developer of user interfacesolutions for mobile computing, communications and entertainmentdevices. Our mission is to enrich the interaction between users andtheir intelligent devices. Synaptics products emphasize ease of use,small size, low power consumption, advanced functionality, durabilityand reliability, making them applicable to a multitude of markets,including notebook computers, PC peripherals, mobile phones, andportable entertainment devices such as MP3 players.

## Texas Instruments
ti.com

Texas Instruments (TI) is a global electronics solutions company developing products that enable it's customers to create novel products and applications in the consumer, automotive, medical, and industrial markets around the world. TI has for over 75 years been driving innovation in the field of semiconductors and electronics, including the modern integrated circuit (IC), DSPs, mobile phones, and digital cinema (DLP) to name a few. While headquartered in Dallas, Texas, TI has over 30,000 employees worldwide with design, sales, and manufacturing sites across the US, Europe, and Asia. TI is looking for energetic, passionate, and innovative engineers to join our teams and create compelling silicon and software solutions for our customers.

## Under Armour
underarmour.com

It started with a simple plan to make a superior T-shirt. A shirt that provided compression and wicked perspiration off your skin rather than absorb it. A shirt that worked with your body to regulate temperature and enhance performance. Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour is the originator of performance apparel - gear engineered to keep athletes cool, dry and light throughout the course of a game, practice or workout. Under Armour's mission is to provide the world with technically advanced products engineered with our superior fabric construction, exclusive moisture management, and proven innovation. Every Under Armour product is doing something for you; it's making you better.

## VMWare
vmware.com

VMware (NYSE: VMW) is the global leader in virtualization and cloud infrastructure, two areas that consistently rank as top priorities among CIOs. VMware delivers award-winning, customer-proven solutions that accelerate IT by reducing complexity and enabling more flexible, agile service delivery. Our solutions help organizations of all sizes, lower costs, increase business agility and ensure freedom of choice. We are searching for people who are ready to accelerate, innovate and lead to join our team of more than 9,000 employees in 40+ locations worldwide working to develop innovative solutions that deliver the future of IT through cloud computing. Having the audacity to challenge constraints and problem-solve for tomorrow starts today, and it starts with you.

## Zanbato
zanbatogroup.com

Zanbato is revolutionizing the market for global infrastructure investments. We manage an online marketplace and process management technology for investments in infrastructure projects. We help raise capital to build projects that are essential for global economic growth and for the well-being of millions of people around the world. Our technology combines features from online listing services, social networking platforms, and process management tools to support governments, private investors, and their advisors in bringing infrastructure projects to completion.

# Startup Sponsors

## Aurora Flight Sciences
aurora.aero

Aurora Flight Sciences is a small but dynamic company specializing in research, development, and manufacturing for unmanned aircraft systems, more commonly known as UAVs. Aurora's Research sector works extensively with MIT on research projects in guidance, control, and autonomy, advanced composite structures, vehicle health monitoring, propulsion, small aircraft systems, and space experiments. Aurora's Development sector turns those technologies into advanced real-world system designs for government and civilian customers, while the Manufacturing sector turns those designs into reality.

## Locu
locu.com

We are building technologies to efficiently digitize real-world content, through a novel combination of document analysis, machine learning and online human computation workflows. The resulting structured semantically annotated data sets will be made available through a set of APIs. Our patent-pending approach improves upon prior machine learning techniques, by introducing additional classification layers that are inspired by human pattern-recognition. Building upon classification passes that extract contextual information, our approach looks for hints that manifest in visual artifacts in the document that indicate high-level semantic categorization.

## Lytro
lytro.com

Lytro is transforming the camera into a powerful computational photography platform, forever changing the way everyone takes and experiences pictures. The first Lytro light field camera offers photographic capabilities never before possible, such as focusing a picture after it's taken, and creates interactive living pictures that can be endlessly refocused and enjoyed by friends and family online. CEO Ren Ng, whose Ph.D. research on light field photography won Stanford University's prize for best thesis in computer science in 2006 as well as the internationally recognized ACM Dissertation award, founded the company in 2006.

## Nest Labs
nest.com

The creator of the world's first Learning Thermostat, Nest Labs is focused on reducing home-energy consumption. The Nest Learning Thermostat learns human behaviors and preferences, automatically adjusting the temperature so you can stay comfortable while saving energy and money. Founded by former Apple SVP of the iPod division Tony Fadell and former iPod and iPhone lead engineer Matt Rogers, Nest enjoys bringing new life to previously ignored home products by applying the best of today's technology and design. Based in Palo Alto, Calif., Nest Labs is privately funded by Kleiner Perkins Caufield & Byers, Google Ventures, Lightspeed Ventures, Shasta Ventures, Generation Investment Management and Intertrust.

## Nyx Devices

nyxdevices.com

Nyx Devices, Inc. is a growing, early-stage startup based in Boston. Started by three entrepreneurs (MIT '11), Nyx develops affordable, convenient, and comfort-oriented products for the medical market, concentrating primarily in diagnostic tools. This has led to the creation of technology to measure sleep health and other respiratory or sleep-related disorders in a home setting. Nyx Devices' product and software technology provides data that is as reliable and accurate as current technology but at a fraction of the cost and with significantly increased comfort and ease for the patient. By creating innovative design, systems, and algorithms, Nyx is shifting the landscape of sleep technology.

## Yottaa

yottaa.com

Yottaa's mission is to make the web faster. We are obsessed with page speed, site monitoring and web performance optimization (WPO). While we love staying up day and night working on web performance, we do not think everyone else should be as obsessed as we are. Yottaa Site Speed Optimizer is a sophisticated globally distributed system of cloud services that automates the vast array of WPO techniques, best practices and recommendations. Our Yottaa Website Monitor is a web performance assessment and monitoring service to enable website owners to assess, benchmark and monitor their website performance. With the help of our tireless Yobots, thousands of websites have adopted Yottaa Website Monitor for site monitoring and diagnosis.

## Venture for America                                    Non-Profit Sponsor

ventureforamerica.org

Venture for America provides a program for young, talented grads to spend 2 years in the trenches of a start-up with the goal that these young graduates will become socialized and mobilized as entrepreneurs moving forward. Venture for America's mission is to:

1. Drive talent to create jobs and spur enterprise in lower-cost cities.
2. Provide a path for entrepreneurship for young, talented college graduates.
3. Encourage entrepreneurship in parts of the United States that struggle to attract young college graduates.

# About Student Relations

Techfair sought to expand and explore our purpose as a technology exposition. Our Student Relations committee was created last year to invite and highlight talent found right here at MIT.

From students who tinker and hack to labs and full fledge startups, the ingenuity available at MIT is on full display at Techfair.

After last year's success with Student Exhibitors, Techfair decided to expand our student relations program to include funded projects. In the fall, students began a competitive application process to receive up to $500 to help complete their projects. The projects that received funding this year include an electric ukelele, a remote controlled Angry Bird plush, a DDR Tetris, and a Hydrophotonophone.

## Icarus Labs

icaruslabs.org

We're icarusLabs, a team of eleven MIT engineers with specialties including aerospace, control systems, and artificial intelligence. Using our powerful knowledge and fresh ideas, we've incorporated open resources into our own software development and novel airframe design.
Our team is special because we're especially passionate about what we do. We're all either working or in grad school: we're not getting paid, and we're reaping no benefits from this project aside from the satisfaction that we get from taking a project from the drawing board to completion.

## MITERS

miters.mit.edu

MITERS is MIT's student-run shop and community of people who like to make things (makerspace). Located behind the MIT Museum, MITERS features a mill, lathe, band saws, welders, and other hands-on tools, in addition to a host of oscilloscopes, high-end soldering irons, and other EE prototyping tools. It's a member-run creative haven and build-anything-you-want space. Build parties start every Friday at 7 pm and run until dawn, everyone's welcome.

## MIT Hobby Shop
*Brian Chan, Ph.D '09, Ken Stone '72 (Director, MIT Hobby Shop), Hayami Arakawa (Instructor)*
For over 70 years, the MIT Hobby Shop has been a valuable resource to members of the MIT community interested in learning how to design and build things. We teach design, how to work with hand tools, and how to use manual and computer controlled machine tools. Over the decades, members have created boats, musical instruments, sculptures, experiments, furniture, and even a functional airplane.

The Hobby Shop is open to all MIT students, faculty, staff and alums.

## MIT Rocket Team
*Christian Valledor '12, Andrew Wimmer '12, Julian Lemus '13, Lenoard I Tampkins '13*
web.mit.edu/rocketteam
The MIT Rocket Team is a well established independent student group focused on rocket-related projects. In the team's 14 year history, the team has focused on projects ranging from designing and building a custom centrifugal liquid engine, to development of composite airframes. For the second year, the team is competing in NASA's University Student Launch Initiative in addition to providing our members with the tools and knowledge to earn amateur rocketry certifications through the National Association of Rocketry.

## MIT Solar Electric Vehicle Team
mitsolar.com
MIT Solar Electric Vehicle Team (SEVT) is a student-run group that designs, builds, and races solar-powered cars. In addition to providing real-world design and manufacturing experience, involvement in the team develops project management and business skills.
The SEVT sets its goals beyond just winning races. The team is dedicated to promoting clean energy, efficient design, and engineering education. Members participate in outreach events at K-12 schools, museums, and community fairs.

## MIT CSAIL: Understanding Natural Language Commands Given to Robots
*Stefanie Tellex, Ph.D, Thomas Kollar, Ph.D, Prof. Seth Teller, Prof. Nicholas Roy*
projects.csail.mit.edu/spatial
As robots become more powerful and more autonomous, it is critical to develop ways for people to tell them what to do. We are developing high-level, robust natural language interfaces for robots by learning physically-grounded word meanings from parallel datasets of natural language paired with robot actions. For instance, we have used our framework to enable a robotic helicopter to understand commands like "fly up to the windows" or a robotic forklift to follow commands like "Put the tire pallet on the truck."" These systems enable a person to give a robot high-level commands as if they were talking to another person.

# MIT Student Projects

## Angry Birdbot *
*Princess Len Carlos '13 (Course 2)*

At one point in your life you would ask what else is there that is better than Angry Birds? Well question no more for I present you the answer: a remote controlled angry bird! A plush stuffed with a motor, servo, and gyro will certainly turn that frown upside down. Unfortunately, this angry bird is not impact resistant so for the mean time, it will just roll around. Also unfortunately, the plush is not an angry bird but a green hungry piggy.

## Bullet – Self-Balancing Electric Unicycle
*Stephan Boyer '13 (Course 6, 18)*

Bullet is an electric unicycle whose pedals are welded to the frame, crafted from scrap metal and parts from an electric scooter. The only way to ride is to lean forward -- much like a Segway. An onboard computer helps prevent the rider from falling, but still a great amount of dexterity is required. A Bulleteer can enjoy up to about 6 miles of travel on a single charge, which is more than enough to get around campus. It features a "dead man's switch" for when things go wrong -- and for all but the most skilled riders, they always do.

## DDR Tetris *
*Andrew Carlson '12 (Course 2), Russel Cohen '13 (Course 6), Leah Alpert '13 (Course 6)*

DDR Tetris is a two player competitive Tetris game controlled by DDR mats, displayed on custom designed and built 3'x6' LED boards. Players can play against one another or against the computer-controlled AI. Timer, level, and score in binary are displayed along the bottom of each board.

## DIY Vending Machine *
*Nancy Ouyang '13 (Course 2-A)*
orangenarwhals.blogspot.com

A prototype for a compact do-it-yourself vending machine suitable for vending things such as electronics kits, Arduinos, or other small items. Open source hardware – all source files available at github.com/nouyang, with more complete documentation available at orangenarwhals.blogspot.com.

## Electric Instruments *
*Candace Chen '14 (Course 2-A)*
candacedesign.wordpress.com

Ever wonder how electric instruments are made? Drop by to try out two electric violins and an electric ukulele, both hand made (not manufactured). Following the design process of ideating, prototyping, and testing, the entire process has been documented and explained. One of the violins even has vibration-sensitive lights! BYOInstrument to jam along!

* Part of the Techfair Project Funding program

## Hydrophotonophone *
*Robert Arlt Jr. '12 (Course 8), Jennifer Hope '12 (Course 5), Mark Feldmeier (MIT Media Lab Research Affiliate)*
The hydrophotonophone is at heart a musical instrument. One plays the hydrophotonophone by creating waves in a pool of water. But, sound is not the only thing that the instrument produces — light of different colors depending on the location of the waves is created as well. The beauty of the hydrophotonophone is the ability of a single person to create a live-fluid fusion of light and sound in real-time. The device provides dynamic lighting, sound crafting, and light play features.

## Musical Fabrics
*Yang Yang '11 (Course 4-B)*
I will be showing electronic fabrics that are controlled by open source software to act as musical instruments. These smart textiles utilize piezosensitive materials to respond to user touch. The current produced by small deformations are read by an IC programmed with Arduino and passed to a laptop running Pure Data where this information can be manipulated by the full suite of digital signal processing techniques available to electronic musicians. One goal of these explorations is to develop a minimal electronic interface for new musical instruments which are customizable and scalable to allow easy collaboration.

## Science Launch! *
*Bridger Maxwell '13 (Course 6-3), Hanne Paine (Stony Brook University '14, Comp. Sci. & Physics)*
Our interactive simulations provide students opportunities to learn about STEM fields, social sciences, and collaboration using their natural spirit of inquiry. We present prototype crew stations for a simulated spacecraft, integrating real-world science models into a media rich, game-like environment where students embark on open-ended missions as a team. Drawing inspiration from improv theater and science fiction, we hope to embody a 21st-century approach to fostering collaboration and intellectual curiosity.

## Servo Subwoofer *
*Benjamin Shaya '14 (Course 6-2)*
Traditional subwoofers suffer from mechanical limits and imperfections. The solution? Electronic feedback. By monitoring velocity, precise control over the subwoofer is attained. Combining this with a custom, high efficiency amplifier results in a top-notch subwoofer, comparable to much more expensive speakers.

## MIT Student Projects

### Stark Industries
*Brian Chan Ph.D '09 (Course 2)*
Once a successful weapons manufacturer, Stark Industries now primarily focuses on green energy and high-tech prostheses. Come see parts of the now-famous Iron Man exoskeleton and its power source, the ARC reactor.

### Takachar *
*Kevin Kung (Grad, Course 20), Jacob Young '13 (Course 10), Marie Burkland '13 (Course 10), Sisi Ni (Grad, Course 3), D-Lab, University of Nairobi*
Charcoal remains a major fuel source in the developing world, but its production can aggravate deforestation. The Takachar team proposes an improved charcoal production method, inspired by an industrial process, but redesigned to be low-cost and scalable from community to household levels. Its high-quality charcoal can generate income, conserve the environment, and help reduce respiratory illnesses, which account for about 10% of deaths in the developing world.

### WiiBook
*Charles Franklin '14 (Course 6-2), MITERs*
The WiiBook is an old Apple iBook that has been converted into a fully functional Nintendo Wii. All of the original computer parts were removed, and replaced with parts from a Wii that was taken apart, effectively making a portable Wii.

### Wimshurst Machine
*Timothy Yang '15, MITERs*
A Wimshurst machine uses electrostatic induction to separate electric charges, which can then be stored and released as sparks or electricity. I have built a 7 foot tall Wimshurst machine, named Monshurst, consisting of 64 fiberglass spokes and metal sectors spinning in opposite directions while charges are amplified, collected, and discharged. The spokes and insulating plastic sheets in Monshurst act as and substitute for the two 6 feet diameter plastic or glass disks typically used. A twelve volt motor turns the two disks using pulleys and polyurethane cord. The whole machine is supported by wood and PVC, altogether creating a spark from the past.

## Bustle **

*Ian Cinnamon '14, Gordon Wintrob '12*
getbustle.com

Bustle is developing a platform for any community to create an online marketplace. These marketplaces replace the pain of traditional online classifieds and generate revenue for the community.

## ForgePond

*Eric Marion '11*

ForgePond Inc is a startup in the Boston area that enables companies to securely enable the use of personal mobile devices for work. Our product called the GreenZone creates a secure region on a personal device that can be owned and administered by the enterprise. Access to applications in the GreenZone is password protected and all data is encrypted.

## HelmetHub (2.009 Blue)

*Breanna Berry '12, Arni Lehto '12, Danielle Hicks '12, Chris Mills '12*

We offer a solution to the lack of availability of helmets for bikeshare users.  In Boston, only 30% of Hubway users use a helmet, which is less than half of the citywide average. Our machine integrates the purchase, rental and return of proper cycling safety equipment with bikeshare stations in an easy and convenient way.

## KangaCruise **

*Colin Sidoti '14, Max Kanter'15, Louis Sobel '14*
kangacruise.com

KangaCruise is modernizing the cruise industry, from discovery, to booking, to the cruise itself. We're developing a suite of web and mobile applications to make finding and booking a cruise more user friendly and transparent for the consumer.  For onboard, we will release a mobile app that features unbiased reviews of shipboard activities from past consumers.

# MIT Startups

## Metrify **
*Nancy Ouyang '13, Mark Spatz '14, Diyang Tang '13, Cathy Wu '12*

Metrify allows you capture and visualize the data in your everyday life. By integrating inexpensive and long-lasting open source hardware sensors into everyday objects and seamlessly combining them with the power of our online data engine, we are creating products and a platform that helps you understand your everyday behavior.

## Ministry of Supply, Inc.
*Kevin Rustagi '11, Eric Khatchadourian '07, Eddie Obropta '13, Gihan Amarasiriwardena '11,
Kit Hickey '13, Aman Advani '13*
ministryofsupply.com

The Ministry of Supply: fashion meets technology. Ministry of Supply launched its first two rounds of men's dress shirts to tremendous customer acclaim by using fabric which is: odor absorbent, moisture wicking, super stain resistant, and wrinkle free. Technical analysis such as thermal imaging and photogrammetric strain analysis help them design truly novel apparel, which is sold online.

## MUSE Analytical **
*Cristina Fernandez, Stephen Guerrera, Ph.D. '14*

MUSE Analytical is working on exciting new technology that facilitates portable chemical analysis with a hand-held tool. Who would want this? Why is smaller and portable better?
Companies focusing on environmental cleanup and explosives identification would benefit from a hand-held chemical analysis tool. This allows companies to perform immediate analysis of chemicals, contaminants, and explosives. Speed and flexibility make the job faster and easier saving companies time and money.

## Phil (2.009 Orange) **
*Brent Boswell, Richard Dahan, Jared Darby, Nick Dou, Danny Gullien, Jess Iacobucci,
Bryan Macomber, David Parell, Nydia Ruleman, Bennett Wilson*
phil-labs.com

Phil is a sophisticated faucet attachment that automatically fills sinks to a customizable, pre-set level. This device both saves time and reduces water waste in high-output commercial kitchens, residential settings, and other applications.

** Part of the Startlabs Concept to Company (C2C) program

## StartLabs

startlabs.org

StartLabs was established by MIT engineering students in the summer of 2011 in order to catalyze student engineers to bring technical innovations to society through entrepreneurship, specifically by having students:

1. Start their own companies — transforming ideas and class projects into seed-stage ventures.
2. Work in rapidly expanding companies — place students in internships and full-time positions at promising startups.

We are creating the next generation of technical entrepreneurs.

## Supermechanical

*John Kestner '10 (Media Lab), David Carr '11 (Media Lab)*
supermechanical.com

Supermechanical is building objects that connect us. We design and build consumer hardware, software and sensors that add up to networked physical computing that humans can use. We give soul to electronics, and make connections between people.

Our first commercial product is Twine, a WiFi-connected sensor square that's the simplest possible way to get the objects in your life texting, tweeting or emailing. Twine is being launched this spring after one of the most successful Kickstarter campaigns ever.

## Swÿp – MIT Media Lab

*Alexander List '15, Natan Linder (Media Lab Fluid Interfaces Group), Ethan Sherbondy '14*
swyp.us

Transferring a file to the person standing next to you can be agonizing.

Now there's a solution: with Swÿp you can transfer any file from any app to any app on any device: 'simply with a swÿp.' Using Swÿp, people see their content, and can physically drag it across screens onto another app. Now anyone can immediately grasp the concepts behind device-to-device digital content transfer. Move your content: no file-type-wise exporting, no pairing, and no emailing. Just a swÿp.

## The Thingdom **

*Aseem Kishore '08*
thethingdom.com

"The Thingdom is a website that lets people share the things they have and want with their friends. We connect people around things, like Foursquare connects people around places.
We think the things around us -- things we have, want, love and collect -- are as significant a part of our lives as anything else. They represent our tastes and style, and they often correlate directly to our passions and interests.
We want to bring this part of our lives online. What's in your Thingdom?"

| | |
|---|---|
| Hackathon | 2/4, 8 PM - 2/5, 5 PM<br>26-152 |
| Techfair | 2/6, 9 AM - 3 PM<br>Rockwell Cage |
| Banquet | 2/6, 6 - 8:30 PM<br>Cambridge Hyatt |
| Afterparty | 2/6, 9 - 11 PM<br>Media Lab 6th floor |
| Techtalks | 2/11, 11 AM - 5 PM<br>10-250 |

# facebook

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