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NEW ENGLAND TECH WIRE -- April 8, 2011

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- o **Blinkx to Acquire Burlington-based Burst Media for \$30 Million**
- o **Justice Department Approves Google's Deal for ITA, with Conditions**
- o **Tufts Professor Wins \$400,000 NSF Award for Thermophotovoltaic Research**
- o **Cambridge-based Zipcar Expected to Price IPO Next Week**
- o **Worcester-based Tarpon Biosystems Raises \$786,000 in Debt Securities**
- o **Briefly Noted: **Coghlin Companies**, Spin Transfer Technologies**

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**JOB LISTINGS** (full listings at bottom of newsletter):

- Life Sciences Venture Deal Professional
- Marketing Manager - Nashua, NH
- Director of Product Marketing, Corporate Solutions - Nashua, NH
- COO - Funded Early Stage Healthcare IT/Social Media Company
- Product Support Engineer
- Senior Electrical Engineer
- Database Administrator - Massachusetts Convention Center Authority
- Web Manager
- Software Engineer - Tools/Engine
- Firmware Engineer
- Associate
- IT Services Engineer
- Senior Account Executive - NYC - Public Relations
- Join an Award Winning Firm in DC - Senior Java/BI Professionals

**EVENT AND TECH MARKETPLACE LISTINGS** (full listings at bottom):

- Enterprise 2.0 Boston, June 20-23, 2011
- Free Expo Pass Extras to IT's Leading Event - Interop Las Vegas, May 8-12, 2011
- SmartStart UNYTECH Venture Forum- Call for Entrepreneurs
- Northrop Grumman - 'Cync' Cybersecurity Technology Incubation Program
- Advance Your Future: Carrier Ethernet Certification
- Advertise on New England Tech Wire and Reach More than 9,000 Subscribers

Ad Descriptions Below Briefly Noted Section

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**o Blinkx to Acquire Burlington-based Burst Media for \$30 Million**

Burlington, Mass. -- **Blinkx**, a U.K.-based video search engine, said on Friday it will pay \$30 million to acquire **Burst Media**, the Burlington-based operator of an online ad network. Blinkx said the deal will bring its 35 million hours of indexed video to Burst's audience of over 130 million unique users. The company will create contextually relevant video channels for Burst's network of publishers. "Up until now, the primary barrier to further television advertising budgets moving online has been online video's inability

to match the sheer scale of audience that television can deliver," said Blinkx CEO Suranga Chandratillake. "We are extremely excited about the acquisition as it will allow us to overcome that challenge."

<http://www.blinkx.com>

<http://www.burstmedia.com>

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#### **o Justice Department Approves Google's Deal for ITA, with Conditions**

Cambridge, Mass. -- The **Department of Justice** on Friday cleared **Google's** \$700 million acquisition of Cambridge-based **ITA Software**, but also added several caveats aimed at protecting competitors in the airfare comparison and booking space. Under the agreement, the DOJ will require Google to license its travel software, provide mandatory arbitration under certain circumstances and establish a reporting mechanism for competitors to make formal complaints. "The acquisition, as originally proposed, would have substantially lessened competition among providers of comparative flight search websites in the United States, resulting in reduced choice and less innovation for consumers," the Justice Department said in a statement. Since Google first announced the deal in July, the online travel industry has sought to block the acquisition, alleging the company's dominance in search would give it an unfair advantage. ITA's software is used by most major airlines and travel distributors to organize flight information. Clients include American, Continental, Southwest, United, US Airways and Virgin Atlantic, as well as online travel sites including Hotwire, Kayak, Orbitz and TripAdvisor.

<http://www.justice.gov/opa/pr/2011/April/11-at-445.html>

<http://www.itasoftware.com/news-events/press-release.html?id=501&rand=1804530811>

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#### **o Tufts Professor Wins \$400,000 NSF Award for Thermophotovoltaic Research**

Medford, Mass. -- **Tom Vandervelde**, an assistant professor of electrical and computer engineering at **Tufts University**, has been awarded an early-career award from the National Science Foundation for promising research on the conversion of heat to electricity. Vandervelde, the John A. and Dorothy Adams Faculty Development Professor at Tufts, will use the \$400,000, five year award to continue his studies in thermophotovoltaics -- cells that convert thermal energy, or heat, into electricity. His research has implications for a new class of green technologies, according to an announcement from the university.

<http://www.ece.tufts.edu/people/faculty/bio/vandervelde.php>

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#### **o Cambridge-based Zipcar Expected to Price IPO Next Week**

Cambridge, Mass. -- **Zipcar**, the Cambridge-based provider of a car sharing service that it the company says significantly reduces the number of autos on the roads and saves fuel, is expected to price its initial public offering of stock next week to raise an estimated \$125 million. The company is expected to sell an initial 8.3 million shares priced between \$14 and \$16 in the deal. Zipcar was founded in 2000. Each of its vehicles has a home location, which is a reserved parking space located on a street, driveway, or neighborhood parking lot. Zipcars have RFID transponders that communicate with the cars to lock and unlock their doors. The vehicles record hours of usage and mileage driven, which is uploaded to a central computer over a wireless data link. The company operates in several major cities and on well over 150 college campuses.

<http://www.zipcar.com/>

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#### **o Worcester-based Tarpon Biosystems Raises \$786,000 in Debt Securities**

Worcester, Mass. – **Tarpon Biosystems**, a Worcester-based developer of purification technologies for the biopharmaceutical industry, has raised \$786,000 in debt, according to a new filing by the company with the **Securities and Exchange Commission**. Tarpon has developed disposable purification products that ensure the sanitary operation necessary in biopharmaceutical manufacturing while offering

decreased suite time and reduced contamination risk. The company was founded in 2006.  
[http://sec.gov/Archives/edgar/data/1411180/000141118011000002/xslFormDX01/primary\\_doc.xml](http://sec.gov/Archives/edgar/data/1411180/000141118011000002/xslFormDX01/primary_doc.xml)  
<http://www.tarponbiosystems.com/>

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**o Briefly Noted:**

(Worcester, Mass.) **Coghlin Companies**, a privately held company specializing in helping companies improve their time-to-market, has formed a partnership with iWalk to commercially manufacture its PowerFoot BiOM, the first bionic lower leg system to replicate lost muscle function and allow amputees to walk with reduced stress to the rest of the body.  
<http://www.coghlincompanies.com>

(Boston) **Spin Transfer Technologies**, a developer of magnetoresistive random access memory technology, has named **Steven H. Cliadakis** as its general manager. Cliadakis previously served as managing director at Silicon Impact, a consultancy in business development, sales, marketing, and strategy services for semiconductor, memory, and software clients.  
<http://www.spintransfer.com>

(Correction) A brief item in New England Tech Wire on April 7 should have stated that **Lionbridge Technologies** is based in Waltham.  
<http://en-us.lionbridge.com/Default.aspx?LangType=1033>

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**Job Listings:**  
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9,000 subscribers: 5 day ad: \$120--10 day ad: \$175--20 day - \$300

**> Life Sciences Venture Deal Professional - Rockville, MD**

H.I.G. Capital is the one of the largest and most active private equity firms in the U.S. investing in small and middle market companies. The firm is currently investing through five open funds focusing on U.S. buyouts, European buyouts, venture capital, distressed debt, and public securities (hedge). Founded in 1993, For a detailed overview of H.I.G. Capital, including information on its funds, principals, portfolio companies, and operating philosophies, please refer the firm's website at [www.higcapital.com](http://www.higcapital.com) The successful candidate has a scientific background and may have worked within a biopharmaceutical or medical device company, with exposure to both the technical and business aspects of the company. Specifically, he/she may have experience with scientific, clinical and business due diligence as well as M&A, licensing and/or business development partnerships. The ideal candidate will have a Master's degree or Ph.D. in the biosciences or a related field and/or an M.D. Outstanding interpersonal, leadership, and analytical capabilities are required. The position may be located in Miami, FL or Rockville, MD. Please send your cover letter and resume to Joy D'Amore, Director Global Recruiting, H.I.G. Capital, [recruiting@higcapital.com](mailto:recruiting@higcapital.com)

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**> Marketing Manager - Nashua, NH**

Join HiSoftware's growing team of results-driven marketers in one of the hottest sectors for enterprise software: content privacy and security. As our new Marketing Manager you will be responsible for supporting all programs, campaigns and operations of the marketing department at HiSoftware. Responsibilities will include event and trade show management; email marketing coordination; lead management and list maintenance; marketing campaign execution; collateral and promotional item management, social media coordination and more. You will serve as the key process manager within HiSoftware's marketing and sales team to drive effectiveness, consistency, and quality across multiple channels. Minimum 2 years marketing experience, preferably in a B2B software environment. Excellent

project management skills, coupled with a relentless attention to detail required. Send resumes to [jobs@hisoftware.com](mailto:jobs@hisoftware.com)

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#### **> Director of Product Marketing, Corporate Solutions - Nashua, NH**

Join one of the fastest-growing companies in Southern NE, in the equally hot content privacy and security market! As Director of Product Marketing you'll be responsible for the launch, adoption and market penetration of HiSoftware's flagship solution for automated content compliance in key corporate markets. You will be an externally-focused marketing and solutions expert for the financial services and healthcare markets, developing strategies and plans to ensure achievement of our goals, including vision, sales-ready messaging and positioning, and delivery and alignment of the product roadmap. This position has both upstream and downstream marketing responsibilities, including engagement with customers, industry thought leaders, and analysts. Send resumes to [jobs@hisoftware.com](mailto:jobs@hisoftware.com)

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#### **> COO - Funded Early Stage Healthcare IT/Social Media Company**

Equity Corps is working with the Founder/CEO of an early stage Healthcare IT/Social Media Start-Up. The company has completed two Angel rounds and has an institutional raise underway. The company's young, dynamic founder has assembled an exceptional advisory board, visionary technology team, and experienced leadership team, and has built a strong new business pipeline. The founder is seeking a President & Chief Operating Officer to help mold the company's collection of bright energetic innovators into a high performing team. The COO will operationalize and execute the company's business strategy, efficiently scale the business, and will have full P&L responsibility. Preferred candidates will have experience in consumer facing businesses and a strong understanding of Healthcare IT and social media. Please find the particulars at [http://equitycorps.com/COO-HealthcareIT\\_Social-Media.htm](http://equitycorps.com/COO-HealthcareIT_Social-Media.htm) and submit resumes to [StartUp@equitycorps.com](mailto:StartUp@equitycorps.com)

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#### **> Product Support Engineer**

As a Product Support Engineer, you will be part of a small, interdisciplinary team of engineers who are smart, driven, enjoy getting stuff done and are committed to customer satisfaction. This will be a multi-function position with primary responsibilities in Customer Support and ancillary responsibilities in Corporate IT and QA. Provide best-in-class support to customers and partners on all Digital Lumens offerings including intelligent luminaires, commissioning applications and web-based reporting and management applications. Establishing and documenting support procedures and service level agreements. Manage the RMA process by setting up processes and procedures to handle everything from return requests to complete diagnosis and tracking of the failures. Establish efficient and effective processes for Technical Support and also develop systems to track and monitor partner and customer issues. Work closely with our customers and partners as well as all internal groups, particularly Applications Engineering, QA, Product Development and Sales. This position will stay current with upcoming technologies by assisting the QA efforts on new products and releases and assisting with the definition and planning of beta tests. Requirements: 3+ years of experience in a customer support role. BS degree or equivalent work experience. Local Boston candidates only. This role does not offer relocation assistance. Send resumes to [pcrivello@digitallumens.com](mailto:pcrivello@digitallumens.com)

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#### **> Senior Electrical Engineer**

The Senior Electrical Engineer will be a key contributor on our interdisciplinary product development team, and will design and implement products. Successful candidates will demonstrate a very high level of technical competence, hands-on design, and the ability to produce in a start-up and fast-growth technology environment. Responsibilities: Ownership of electrical design and implementation for a family of next-generation solid-state lighting systems. Design, schematic-capture, layout, testing, and debugging

of complex electrical designs. Demonstrated digital design skills and design of analog power circuits  
Requirements: BS Electrical Engineering; advanced education desired, 6+ years of designing and  
transitioning high-reliability electrical designs to volume manufacturing. Experience with PCB design,  
preferably using Altium. Knowledge of UL, CSA, FCC, and CE safety and EMC requirements. Familiarity  
with U.S. electric code requirements and wiring practices. Experience with microcontroller and firmware  
development tasks (8-bit or 16-bit platforms). Experience with switching power supplies. Ability to  
successfully work with internal and external customers to define product requirements and resolve  
challenging issues. Excellent quantitative, analytical, problem solving, communication, creative, and  
interpersonal skills. Comfortable working closely with mechanical designers to achieve electromechanical  
and thermal goals. Effective multitasking and ability to deliver on time and with quality. An advocate for  
efficiency and sustainability. Candidates will be required to walk through the details of a previous  
development project in some detail to demonstrate circuit design skills and circuit architecture insights.  
Send resume to [pcrivello@digitallumens.com](mailto:pcrivello@digitallumens.com)

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#### > Database Administrator - Massachusetts Convention Center Authority

Production and development of database administration, architecture and design; triggers and functions;  
monitor performance; console access control and planning; create/deploy backup and disaster recovery  
plans. Database scoping, profiling, scaling, and fault tolerant operation; enterprise scale servers; DBA  
methodologies including development and operations; MS Active Directory; MS server environments; MS  
SQL Server; MS Office 2010; MS Windows Clustering; VMWare; Virtual Desktop environments; Crystal  
Reports; Mac OS and mobile devices a plus. BS in Computer Sciences, 3-5 years exp. or equivalent  
Technical Computer Training, capable of MS Exchange administration, Windows NOS and Linux,  
VMWARE and SAN. This position is not available for telecommuting. Candidates must be eligible to work  
in the United States. Submit resume and cover letter to: [March11jobs@massconvention.com](mailto:March11jobs@massconvention.com)

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#### > Web Manager

The Web manager will lead the development and management of Mars Botanical's Ecommerce and  
business web sites. This role will be responsible for managing, supporting and optimizing existing  
systems as well as building out new systems utilizing leading edge technology and online business  
practices. Require: 7+ years leading/managing web development projects including ecommerce. 7+ years  
experience with web business systems development & Support. 3-7 years in web development /  
programming. 3-7 years working with offshore/remote development teams. 3-7 years Project  
management experience managing ecommerce implementations. Working knowledge of PCI  
requirements. Bachelors degree in Information Systems, Computer Science, Engineering, or related field.  
Proven ability to self-manage projects through the complete software lifecycle. In-depth experience in  
development and administration on the Microsoft platform (MOSS 2007, SQL, IIS, .NET). Experience in  
developing /supporting PHP coded sites. Experience with Flash, AS3, ActionScript, Flex, AJAX is a plus.  
Architect and implement metrics systems used to track site traffic, developing web site maps outlining  
traffic patterns, traffic from search engines, trends in search terms, conversion, and other key traffic  
metrics. Analyze web statistics, user paths, user feedback/surveys, and usability test results to create and  
refine user interface requirements that represent strategic site features and improvements. Manage all  
DNS, registrar info, Email, web site administration for Botanical sites. Microsoft Dynamics NAV  
experience is a plus. Send resume to: [lindsay.danylak@mss.affem.com](mailto:lindsay.danylak@mss.affem.com)

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#### > Software Engineer - Tools/Engine

As a Software Engineer, you will be part of a small, interdisciplinary team of engineers who are smart,  
driven, and enjoy getting stuff done. Key requirements of the position include: Experienced 3+ years real-  
world C++ experience/Unix software engineer, Articulate clean, working code in C++ on Linux and Mac.  
Knowledge of database I/O, various networking stacks, XML, high-performance coding. Ruby experience  
preferred. Must thrive in a fast paced, emerging technology company. Responsibilities: Developing,

documenting, and maintaining library interfaces and APIs to interact with networks of Digital Lumens lighting equipment and associated products. Developing embedded Linux-based server tools to query and control Digital Lumens equipment over a variety of networks, communicating to the external world via databases and other mechanisms. Send resumes to [pcrivello@digitallumens.com](mailto:pcrivello@digitallumens.com)

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### > Firmware Engineer

The Firmware Engineer will be a key contributor in our interdisciplinary product development team, and will design and implement products. Successful candidates will demonstrate a very high level of technical competence, hands-on design, and the ability to produce in a startup environment. Ownership of firmware design and implementation for a family of next-generation intelligent solid-state lighting systems. Design and implementation of complex networked systems running on a variety of platforms. Design and development process ownership in all product development phases including: specification, simulation, testing, documentation, and support. BS or greater in Electrical Engineering. Send resume to [pcrivello@digitallumens.com](mailto:pcrivello@digitallumens.com)

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### > Associate

The Associate will play a crucial role in executing our investment strategy by researching promising technology market segments and proactively calling leading private companies and entrepreneurs within those identified market segments. He or she will also participate in all phases of the investment process including: due diligence, meetings with management, focused company and industry research, financial modeling and writing investment recommendations. Requirements: The ideal candidate will have two to four years of work experience, particularly in investment banking, management consulting, market research or strategic business development. Experience with technology companies (software, internet, media, etc.) is a plus. He or she will have an exceptional educational background. The successful candidate will possess outstanding communication skills, both written and verbal, and have the ability to perform, or the aptitude to learn, complex financial modeling. The candidate must be self-confident, as he or she will be interacting with senior executives on a daily basis, and be a proven self-starter. The position is intended to be a two- to three-year assignment before the Associate returns to business school or other career opportunities. Excellent benefits that include medical, dental, free parking. Qualified candidates are welcome to send a cover letter and resume to [careers@northatlanticcapital.com](mailto:careers@northatlanticcapital.com)

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### > IT Services Engineer

AgaMatrix invents, manufactures, and markets blood glucose monitoring (BGM) and diabetes management products. As the IT Services Engineer you will be responsible for the uptime of IT services and community hardware, deployment of key business support technologies and implementation of business critical technologies. 100 plus users. Candidates should possess the following qualifications: Assoc or BA/BS deg. in IT related field or equivalent work exp., customer service IT support, passion for problem solving and troubleshooting. Exp and knowledge of Mac OSX, Cisco, HPProcurve, Wireless, Unix or derivative, VOIP, mobile device, datacenter cabling, A+, MCSA, MCSE, ISCA. For more detailed information please visit our website [www.wavesense.info](http://www.wavesense.info) Send resumes to [a-team@agamatrix.com](mailto:a-team@agamatrix.com)

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### > Senior Account Executive - NYC - Public Relations

Breakaway Communications is a fast-growing tech PR agency that embraces today's rapidly changing PR and media environment, benefitting both clients and employees alike. With offices in New York City, San Francisco, and London, we represent a variety of leading companies in cutting-edge technology areas: [www.breakawaycom.com](http://www.breakawaycom.com) You have a minimum of three to five years PR experience with proven media, analyst, and blogger relations skills. You have strong writing, communication and pitching skills along with proven leadership skills, initiative, and poise. You're able to set clear priorities with colleagues

and clients, manage projects independently, and work with clients, partners and customers. And you love technology! Send resumes to [greatjob@breakawaycom.com](mailto:greatjob@breakawaycom.com)

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**> Join an Award Winning Firm in DC - Senior Java/BI Professionals**

Join a fast growing reputable Healthcare company in DC. High-caliber Dev Team, Great Quality Software, Excellent Compensation Package. Several openings. Write commercial BI software to aid hospitals in analyzing their most important data. Be a critical team member working with multiple applications and the supporting data architecture. UNIX, Oracle Data Warehouse environment. About you: 8+yrs IT experience, BS Degree, experience in Agile environment, 5+ yrs of J2EE work, 3+ yrs of db or etl dev., object-relational mapping (hibernate, JPA, iBatis) and presentation tools ( Spring MVC, Struts and JSF). Expertise with production code, multiple development teams & concurrent projects. We welcome referrals. Send resumes to [Trudy@Achieve-it.net](mailto:Trudy@Achieve-it.net)

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**Event and Tech Marketplace Listings:**  
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To Post in Job/Event/Marketplace: <http://www.newenglandtechwire.com>  
9,000 subscribers: 5 day ad: \$120--10 day ad: \$175--20 day - \$300

**> Enterprise 2.0 Boston, June 20-23, 2011**

Don't miss collaboration's defining event, Enterprise 2.0 Boston, June 20-23, 2011. Learn how to leverage social business and web 2.0 based technologies, focused on how real customers use the latest technologies. See 40+ leading exhibitors such as Avaya, Cisco, IBM, Intrepid, Jive, Microsoft, Moxie Software, Saba, Spigit, Yammer and more. Learn about key collaboration topics including unified communications, social tools and technology, people, culture and internal communications (IC), mobile, community management, analytics and more. Register Today with Code CPBDEB18 and Save \$100 Off Conference Passes or for a Free Expo Pass. [www.e2conf.com/boston](http://www.e2conf.com/boston)

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**> Free Expo Pass Extras to IT's Leading Event - Interop Las Vegas, May 8-12, 2011**

Attend Interop Las Vegas, May 8-12, 2011 to learn about the most important technologies—including cloud, mobility and virtualization—that drive business value. See all the latest IT solutions from 350+ technology companies, attend 50+ free sessions covering the full range of IT issues and hear keynotes from industry leaders. Tour the event network, built by volunteers with hand selected vendors and attend free engineer-led classes. Register with code CNYGNL21 for a free expo pass or save up to \$500 at [www.interop.com/lasvegas/?\\_mc=CNYGNL21](http://www.interop.com/lasvegas/?_mc=CNYGNL21)

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**> SmartStart UNYTECH Venture Forum- Call for Entrepreneurs**

Venture ready companies and early stage university start-ups are encouraged to participate and have the opportunity to exhibit and present their business plan to the investment community May 17 through 18 in Albany, NY. Now in its eleventh year, SmartStart UNYTECH has to date highlighted 220 high-quality companies from throughout the state and beyond to the VC community, and their success speaks the quality of deal flow we select. Of these companies, 62 have raised over \$500 M in equity financing, including over \$72 M directly attributable to their participation in the forum. Presenting companies will have the opportunity to pitch their business plans to a diverse cross section of the investment community, spanning venture capital funds, seed investment funds, angel groups and other public and private investors. Application materials are available at [www.smartstartvf.com](http://www.smartstartvf.com) Deadline to apply is March 1, 2011. Send inquiries to [elenad@ceg.org](mailto:elenad@ceg.org)

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**> Northrop Grumman - 'Cync' Cybersecurity Technology Incubation Program**

The Northrop Grumman Cync Program is a unique partnership between Northrop Grumman and the Advantage Incubator@bwtech, with an eye towards commercializing technology to protect the nation from a growing range of cyber threats. This competitive program will identify high-potential, early stage companies developing innovative solutions that address critical market needs. Selected participants receive free office space, business mentoring, as well as exclusive access to both UMBC and Northrop Grumman technical and business resources. More information is available at [www.advantageincubator.com/cync.html](http://www.advantageincubator.com/cync.html) Send Inquiries to [alex.euler@umbc.edu](mailto:alex.euler@umbc.edu)

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**> Advance Your Future: Carrier Ethernet Certification**

If you're charged with designing and implementing faster, better, more cost-efficient network solutions, Ciena offers the world's first vendor-neutral Carrier Ethernet certification program. Whether you're looking to elevate your contribution at work or stand apart from the crowd in your search for a new career, being certified in the critical network capabilities of today - and the emerging technologies of tomorrow - is a significant step in your professional development. Please contact Paul Walton at [pwalton@ciena.com](mailto:pwalton@ciena.com)

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