

graphic design print web





Directions to Rinconada Park

From Highway 101

From either North- or Southbound 101, take the Embarcadero Road exit, Westbound. Rinconada Park is on the right side of the street.

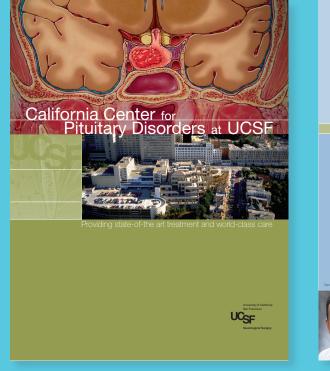
From Interstate 280

From either North- or Southbound 280, take the Pagemill Rd. exit Eastbound to El Camino Real (about 5 miles). Turn left on El Camino and continue to Embarcadero Road. Turn Right on Embarcadero Road. Rinconada Park is on the left side.



client: self description: invitation for my daughter's first birthday party







The University of California San Francisco has been at the forefront of developing treat-ments for pituitary disorders throughout the last century. In 1922, Howard Naffziger, MD, performed the first successful transscheroidal operation for transsphenoidal operation for acromegaly. However, it was not until 1970 that former chairman of neurological surgery, Charles Wilson, MD, refined it as the ranssphenoidal microsurgical rocedure for pituitary adenomas

Level today. During his camer. Dr. Wilson performed over 3.000 transphrovida largerise and orasted what is still one of the largerist angula perpension for planes. Journamin his work of the fast planes is not object of the fast planes of the fast hearts developed in other fast and end perpension. All states is an other planes of the fast weet costs ophthalmologists weet costs ophthalmologists his neurological disease, and his neurological disease, and his neurological disease, and his neurological disease, and his neurological disease on other neurological disease, and his neurological disease on other neurological disease on other neurological disease, and his neurological disease, and his neurological disease, and his neurological disease. The top of the fast neurological disease on other neurological disease on the neurological disease. The top of the fast neurological disease on the neurological disease on the neurological disease on the neurological disease. The top of the fast neurological disease on the neurologi



Mitchel S Rev plogical Surgery LICSE

Neuroendocrinology

Disturbances in the function of the plutary gland, especially in hormone production, are common in patients with plutary disorders. Currently co-directed by Lewis Ellevins, MD, and J. Blake Tyrrell, MD, the neuroen-doorinology service at UCSF has been a major referral center for plutary disorders for over 60 wears. Neuroendoorinoloxids Hormonally active adenomas Acromegaly Cushing's disease Prolactinomas TSH-secreting adenomas dynamic tests of endocrine function to diagnosis disorder resulting from secreting adend Other pituitary tumors Hormonally inactive tum Recurrent tumors Craniopharyngiomas Apoplexy pitutary disorders for over 60 years. Neuroendocrinologists provide clinical evaluations, closely monitor patients through-out diagnosis and treatment, and are committed to working with referring physicians to provide long-term management. Rare pituitary pathologie
Rathke's cleft cysts
Hypothalamic tumors
Inflammatory diseases
(hypophysitis)
Germ cell tumors

Diabetes insipidus (DI)

mas, such tests for diagnosis of acre otential sources of excess ACTH. State-of-the art diagnostic tools are used to evaluate complex pathologie such as hyperprolactinemia and Hypopituitarism (loss of pituitary function)



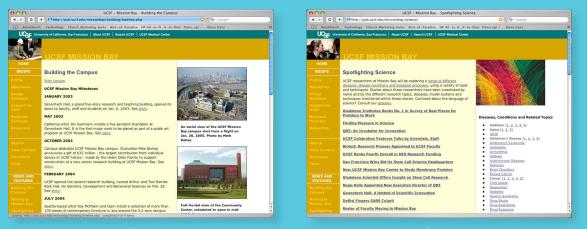
We specialize in diagnosis and treatment for neuroendocrine disorders of all etiologies,

client: university of california, san francisco description: booklet for the california center for pituitary disorders





home



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client: university of california, san francisco description: website for new ucsf mission bay campus





client: rm remodeling, inc. description: identity system aqua



of esture "hot-spots", or hoch, has dramatically changed the outlook for pediatric patients with epilepsy; 50% of patients have their setures controlled and can go on to live with-out medications. Because younger chalters usually have a greater chance of functional recovery, an early referral for surgery is best. To determine if a child is a good surgicity exercision.

candidate, the team at UCSF's

Epilepsy Center uses a variety of tools to help determine the exact

tools to help determine the exact location in the brain where seizure foci are located.¹ These include video electroencephalogram (EEG) recordings and a powerful 3 Tesla (31) MBI scanner to provide exquiste nantomical detail. Physicians may also use recordings from a magnetic encephalogram (MEG), which is similar to EEG, but uses a magnetic field to active brain wance. An MEG

field to study brain waves. An MEG can be done in just 24 hours, which

is a significant advantage over the weeks of hospitalization required for

language and hand movement), more detailed information is obtained by

placing subdural grids directly on the brain surface to map electrical

activity as precisely as possible.

If seizure foci are located in eloc cortex (areas of the brain require

standard EEG.

Comprehensive Care for Children: The Practice of Pediatric Neurological Surgery at UCSF

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Surger approach to patient care, these spe-cialists can bring new therapies into clinical practice. Here are some of the areas of expertise that are growing with a new arsenal of techniques and equipment and the addition of faculty with rare expertise.

Epilepsy Approximately 1.3 million children world-wide have epilepsy and nearly 200,000 of them have symptoms that can not be controlled with medica-tion. "If children do not respond after being treated with two different medications, they should be referred to an epilepsy center to determine if they are surgical candidates," says Joseph Sullivan MD, an expert in treating refractory pediatric epilepsy. Sullivan joined UCSF in

University of California See Economic UCSF Department of Neurological Surgery University of California, San Francisco 400 Parnassus Averuse, 8th Floor Box 0350 San Francisco, CA 94143-0350

Phone: 415/353-7500 Fax: 415/353-2889

Gupta N, Park J, Solomon C, Kratz DA, Witensch M, Wu WL Long derm outcomes in patients with treated childhood hydrocephalus. J Neurosurg 2007;106(5 Suppl):334-9. 2007;10(b):530p1334-9. Llang Y, Bollen AW, Gapta N, CC chemokine receptor-2A is frequently-overopressed in globalatoma J, Naurosnoi 2006;88(2):153-Llang Y, Dichn M, Bollan AW, Israel MA, Gupta M, Tippe I collagen is overoprised in media/balasima as a component of humor microenvironmer. J Neuroencel 2008;96(2):133-41. 2008,98(2):133-41. McBride SM, Dagaroo SM, Banerjoe A, **Gupta N**, Lanchom KR, Prados MD, Berger MS, Wara WM, Haas-Kogan DJ. Radation is an important Component of Multimodily Therapy for Pediatic Non-Pinal Supratenticial Primitive Neuroexchemant Taronos, ist Janatia Orocol Biol Phys 2008; [Epub ahead of print].

> Peter Sun MD is the director of ediatric neurosurgery at Child lospital and Research Center in Oakland (CHRCO) and a staff neurosurgeon at several Bay Area neurosurgeon at several Bay Area hospitals, inclusion Alta Bates Medical Center in Berkeley, Summit Medical Center in Dakhand, and Good Samathan Hospital in San Jose. Sum is also an assistant clinical professor in the Department of Neur-logical Surgery at UCSF and is the residency-training site director for the UCSF residency rotation at CHROC. Residents gain from a unique training environment, as CHRCO is Northern California's only pediatric trauma center and possesses the region's largest pediatric intensive care unit. It is also home to a large craniofacial surgery program, an innovative surgery program, an innovative spinal discorders program, and comprehensive neuro-encology and spaticity programs. Sun received his medical degree from Columbia University, College of Physicians and Surgeons. After com-pleting an internating at the University of California, Davis, Sun went on to become chief resident in neurosur-gery at Nale University and In spine surgery, neurosurgery, and otho-

pedics at New York University. He has also completed a fellowship in pediatric neurosurgery at Children's Hospital of Philadelphia, where he n iren's focused on complex cervical spine disorders, craniosynostosis, and childhood brain tumors. Sun is board certified by the American Board of Neurological Surgery and the American Board of Pediatric Neurosurgery. He specializes in all aspects of pediatric neurosurgery, including brain tumors, hydrocephalus, spina disorders, and spasticity. He is also a member of the Children's Oncology Group neurosurgery committee. He has been involved in several The has been involved in several clinical trials of new treatments for brain tumors and was the study coordinator for a Children's Oncology Group trial evaluating systemic chemotherapy, second-look surgery, and conformal radiation for infants with medulloblastoma. Sun is also a member of several profe organizations including the Congress of Neurological Surgeons, the American Association of Neurological Surgeons, and the International Society of Craniofacial Surgeons.

Nalin Gupta MD, PhD, chief of the Division of Pediatric Neurosurgery.

Division of Pediatric Neurosurgery, has specialty interests in the evalu-ation and surgical management of

ediatric brain tumors, hydro

lus, cranial and spinal congenital anomalies, and epilepsy. After his

residency training in neurological surgery at the University of Toronto in

surgery at the University of Toroto in Orthanic, Canada, the completed fiel-lowahip training in pediatric neurosur-gery at the Nogothi of Scick Children in Toroto. He is currently an associ-ate portessor in the Department of a Neurological Surgery and Pediatrica, a principal investigator of the Brain Tumor Research Clenter, rath ohds the Damis Brace Datmer Endward Chair in Pediatric Neurosurgery. Gapta's reasarch Clenters Include Sundamental mechanisms of brain tumor removing and developming

selected publications



focusing on cell-cell interactions during tumor progression, and the special role of pro-inflammatory cytokines. He is also co-principal

investigator of a project funded by the Pediatric Brain Tumor Institute

of the U.S. that examines convec-

tion-enhanced and intranasal delivery of therapeutic agents to the rodent

brainstem. These new methods of drug delivery have the ability to direct high concentrations of therapeutic agents directly to a tumor site, while sparing the surrounding normal brain tissue from toxic side effects.

Gupta is also a co-investigator in

the NIH-funded Fetal Myelomenin-gocele Trial (see page 2), a national

Hosaikar HS, Pill SG, Sun PP, Drummond DS. Progressive spinal lordosis after laminoplasty in a child with thoracic neuroblastoma. J Spinal Disord Tech 2002;15(1):79-83. Lu DC, Sun PP. Bore morphogenetic protein for salvage fusion in an infant with Down syndrome and craniovertebral instability [case report]. J Neurosurg 2007;106(6 Suppl:480-3. S retenant (2007) Colors supplies of Same (2005) Same (2007) Same von Koch CS, Gupta N, Sutton LN, Sun PP. In utero surgery for hydrocephalus. Childs Nerv Syst [review]. 2003;19(7-8):574-86.



Frank L. Acosta, Jr. MD was born and raised in Los Angeles, California. He balanced his secondary education with interests in basketball, ternis, and cross country unning. He attended Havard College, where he majored in Chemistry. While in selling, demonstry. Francisco to become a resident in the Department of Neurological Surgery. His interest turned from brain tumors His interest turned from brain turnors to spinal discretes, particularly degenerative disc cleases. In 2006, Acosta was awarded a National Research Service Award from the National Institutes of Health under the mentoshib of Jeffrey Lotz PED. With this gard, he studied vertebral endplate permeability and its relation-ship to intervention disc health and degeneration. In addition, Acosta base den ameriting conduction college, Acosta conducted research in stroke at the Brigham & Women's Hospital and in asthma at Massachu-Prospinal and in doublink at wasabability setts General Hospital. He then went on to attend Harvard Medical School. While there, he was awarded a prestigious Howard Hughes Research Scholarship to study blood-brain tumor barine permeability in the laboratory of Keith Black MD at has also spent time conducting biomechanical spine research in the laboratory of Christopher Ames MD. Acosta plans to complete a fellow Cedars-Sinai Medical Center ship in spinal deformity surgery at Northwestern University in 2008 and will then pursue a career in academic neurospinal surgery. Acosta graduated from Harvard Medical School in 2002 and came to the University of California, San

Rene Sanchez-Mejia MD graduated with honors from Harvard Medical School in 2002 and was a student in Harvard-Massachusetts Institute Sanchez-Mejia bac nursen bis Sanchez-Mejia bac nursen bis Sanchez-Mejia has pursued his of Technology Health Sciences and Technology Program. There, he became interested in the function of became interested in the function of inflammation and PLA2-dependent fatty acids in the brain. Working with Robert Friedlander, MD, Sanchez-Mejala found that minocycline could decrease neuroinflammation in a mouse model of traumatic brain injury and improve neurological outcomes. He also described the temporal activation of caspase pro-ellare state retries and found existence research by the San Francisco teins after stroke and found evidence of PLA2 activation in mouse models Neurological Society in 2008. More recently how as wareded a Clinical Research Award from the NH. His work with Michael T. Lawton MD on brain arteriorenous malformations, ameugram, and dual arteriorenous fistulias has been published in Journal of Neuroscapper and Neuroscapper, in 2008, Sanchez-Maja will be return-techniques at Massachustet General Hospital and continue researching cerebrovascut disease and of neurodegeneration: At UCSF, he continued to study the function of PLQ2-dependent fatty acids in the brain. Working at the Gladstone Intuitute for Neurological Disase with Lennart Mucke, MD, Sanchez-Meji found that fatty acid alterations are associated with memory and cognitive dystumction in a mouse model of dementia. His evaniments have shown that mo of neurodegeneration. ants have shown that manipulating fatty acid pathways cerebrovascular disease and cognitive function.



Acosta FL Jr. Arvan HE. Chou D. Ames CP. Improvement After Extended Multilovel Corpectory and Circumforent Beconstruction of the Carrial Spine Lifes (Tastian Mach Lages, J. Spinal Elsori Tech 2008;2(1):165-74. Acesta P. Jr., Bruckley JM, Var. Latz, 22, Arnes Der Biomechanical comparison of three fluction Inderlages Lifes rubble homoculture function Inderlages Laboratory Investigation. J Neurosurg Spina 2006;8(4):341-6. Spine 2008;84(:541-6. Acosta FL Jr, Sanal N, Ohi JH, Dowd CE, Chin C, Than T, Dhau D, Weinstein PR, Ames CP. Comprehensive management of symptomatic and aggressive ventherial hemapiomas. Neurosurg Clin N Am 2008;19(1):17-29.

interest in cerebrovascular disease interest in cerebrovascular disease and cognition with clinical research. His work with Nicholas Barbaro MD, evaluating patients with cerebrovas-cular compression of the trigominal nerve, was awarded with the Road Tasker Young Investigator Award by the American Association of Neurological Surgeons and Congress of Neurological Surgeons in 2005 and the Xistee Award for clinical and the Kaiser Award for clinical Neurological Society in 2006. More



Aryan HE, Sanchez-Mojia RD, Ban Haim S, Ares CP: Successful treatment of cervical mysiopathy with minimal motivity by circum-teential decompression and fusion. Eur Spine J 2007;16(9):1401-9.

2007; Hotji 1:401-0. Lawton MT, Sanchez-Mejia, RD, Pham D, Tan J, Habach W. Tenterial dural arteriovenous fishalae: operative strategies and microsurgical results for oik types. Neurosurgery 2008;62(3 Suppl 1):110-25. Sanchez-Mejia RD, Lawton MT. Distal aneurys of basilar perforating and circumferential afterios. Report of three cases. J Neurosurg 2007;107(3):654-9.

Sanchez-Mejia RD, Limbo M, Cheng JS, Camara Quintana J, Ward MM, Barbaro NM. Ronald Tasker Award: retreatment of medical retractory trigeminal neuralgia. Clin Neurosur



Recently, UCSF has begun using functional MRI (tMRI) techniques to localize language and motor centers in the brain. "fMRI is a noninvasive method of determining whether

epileptic foci reside in the eloque cortex," says Sullivan. "It could

replace Wada testing and determine

early if patients are surgical candi-dates." The pediatric epilepsy center

dates." I ne posistinc epitepay censes is also bringing a neuropsychologist on board in 2008 who will take into account various cognitive factors and how patients function in their daily lives to determine the best treatment plan for each patient.

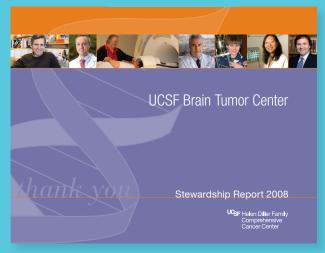
Cerebrovascular Disorders

The most common cause of sponta-neous brain hemorrhage in children is an arteriovenus malformation (AWM) — a tangle of blood vessels and arteries that have the potential

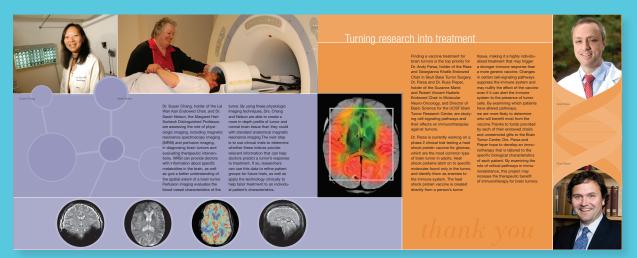
and arteries that have the potential to burst open, often without any warning. AVM rupture can lead to major neurologic problems and death in some cases. A study conducted at







cover



inside spread

client: university of california, san francisco description: stewardship report for the helen diller family comprehensive cancer center



Neurological Surgery



Brain Tumor Research Center

The UCSE Beain Turner Research funding for the study of brain turner Disology and transment. Tarles THE is an argumentation turner Disology and transment. Tarles The UCSE Funders. The Interaction to principal Interligators, princinterlis, and basis, principal Interligators, principal Inter scientists come together under the umbrella of the BTRC to find common ground and to integrate their work into projects that seamlessly move exciting training in brain tumors in 1972. The first of its kind, this award launched a program that has enjoyed 35 years of continuous

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a small group of intestigators has grown to become one of the most established and recog nized translational brain tumor programs in America. Animal Model Core designed to facilitate pre-clinical testing of novel therapeutic strategies and to rapidly move the most promising regimens into clinical

Central Nervous System Development & Tumorigenesis

New insight into human neuro-	for cerebellar granule neuron	of oligodendrocytes. The work of
logical diseases has emerged	precursors (CGNP). Dr. Rowitch's	Dr. Rowitch and his colleagues
from investigation of normal	research has established that	has also shown that activa-
pathways of brain development.	N-myc and D-type cyclins are	tion of Olig genes is a critical
The laboratory of David Rowitch,	amongst the common targets	component of oligodendrocyte
MD, PhD, investigates Sonic	of Shh signaling in CGNP and	specification from neural stem
hedgehog (Shh) signaling in	medulloblastoma, and he has	cells. Interestingly, Olig genes
regulation of neural stem cell pro-	used global measures of gene	show ongoing expression in
liferation and specification and	expression to further validate	glioma and multiple sclerosis
the critical roles played by down-	the relationship between brain	and preliminary evidence sug-
stream transcription factors. Dur-	development and tumorigenesis.	gests diverse functions for Olig
ing postnatal brain development, Shh functions as potent mitogen	In the embryonic neural tube, Shh is essential for development	





Arturo Alvarez-Buvla, PhD			
A LO ANNA ODIR, FD	can be recruited into adult brain circuits and identifies possible	using endogenous progenitor cells for brain repair. Therefore.	group
The laboratory of Arturo Alvarez-	culprits in brain cancer initiation.	researchers have also identified	cells.
Buylla, PhD, has identified the	These studies will also help	a subpopulation of embryonic	an en
neural stem cells that serve as	develop new strategies for	progenitor cells that can migrate	which
primary progenitors of new nerve	brain repair and better treat-	and integrate widely in the adult	matu
and glial cells in the adult brain.	ments for patients with brain	nervous system. In collaboration	mech
Members of this research group	tumors. Recently, investigators	with several laboratories at	with g
investigate the mechanisms	in this laboratory found that	UCSF, they are also studying	and o
through which different types of	activation of specific growth	these progenitors to develop	brain
adult brain cells are produced	factor receptors present in adult	new strategies for brain repair.	In ad-
and the possible connection	neural stem cells can lead to	In another line of research,	brain
between these progenitors and	the abnormal proliferation and	Alvarez-Buylla and his col-	uniqu
brain cancer. They also study	spreading of tumor-like cells	leagues have tested whether	to stu
the cellular interactions and molecules that constitute the	that originate from adult brain	hematopoeitic stem cells in the	ronal
adult germinal niche and the	germinal centers.	blood contributed to some of	differ
mechanisms of migration used	This group has also observed	the new neurons and glial cells observed in the adult brain. Sev-	take a
by young neurons to navigate	that adult neuronal production,		provi
long distances through the adult	migration, and integration benefit only specific regions	eral laboratories have proposed	of ba
brain. This work is helping us to	of the adult mammalian brain	this as a possible method of generation of new brain cells	ment
understand how new neurons	of the adult mammalian brain. This is a serious limitation to	for brain repair. However, this	repair

p found no evidence of d cells that turn into nerve . Instead, they uncovered ntrely new mechanism by th cells in the blood fuse with are neurons. This may be a hanism to rescue nerve cells enetic damage from deat could have applications in repair. addition to its relevance to in repair, the adult brain offers que experimental advantages study the mechanism of neu-al production, migration, and al production, migration, and erentiation. Their goal is to e advantage of this system to wide a better understanding basic steps in the developt of brain cancer and the ir of neural circuits.

PNET Tumors in the Embryonic Environment

The primary goal of this research	out the developing neuroepithe-	retinoblastoma, in an effort to
program, led by Jeanette Hyer,	lium in directed manner that she	determine if the embryonic en-
PhD, is to examine the role of	is currently characterizing with	vironment provides a correction
the embryonic environment on	regard to potential signals. Dr.	of malignant behavior. This nove
the cell biology and behavior	Hyer is working to characterize	xenograft model system may
of primitive neuroectodermal	this cell behavior and correlate it	uniquely allow for characterizing
tumor (PNET) types by using	with known signals that promote	the migration and invasion
medulloblastoma tumor cell lines	migration and invasion in em-	behavior of various turnor types
and introducing them into early	bryonic and tumor-cell biology.	including primary tumor cells.
embryonic chick brain tissue.	Future studies in this research	
Preliminary results indicate that	program will expand these tech-	





description: department overview booklet for the department of neurological surgery

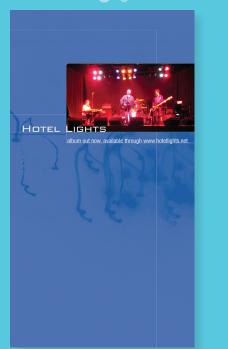


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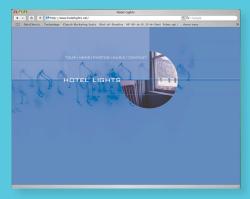
client: hotel lights description: cd cover, website and poster for rock band



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HOTEL LIG

poste



website home

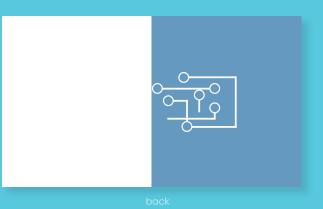




aaron calhoun 415.585.5898 acalhoun@mediumk.com www.aaroncalhoun.net

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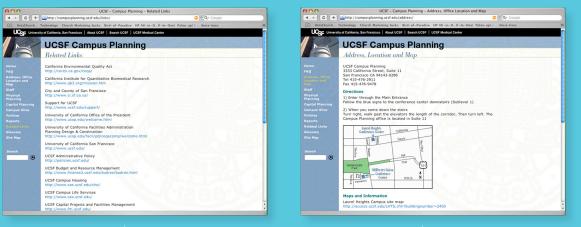


client: aaron calhoun description: business card





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client: university of california, san francisco description: website for ucsf department of campus planning





Welcome to the

Industry Leader Reception

Intel Capital Portfolio Companies

With an overall strategy to enable innovation, Intel Capital seeks out and invests in promising technology companies work/wide. Intel Capital's portiolic companies bring handpickel. Innovative new technologies to your business either as direct solutions for your enterprise operation, or for DENs and Integrators, as your technology partners for the enterprise, small to medium business, and consume markets.

Over 20 Intel Capital portfolio companies and their solutions are present this week at IDF, building business relationships with industry groups and ecosystem members. Here is a small sample of portfolio solutions you might learn about at IDF:

Cablematrix • Clairvoyante • Cloakware • Entropic Communications • Fortemedia • FyreStorm • GigaSpaces • Parallels • Pionics • SkyCross • Smart Technologies • Staccato Communications • SkySoft • Teja Technologies • Virtual Iron Software • Wisair • Zinc Markir Rower, Inc.

MAG Meeting

The purpose of the Military, Aerospace, and Government (MAG) meeting is to give aerospace executives, government contractors, and military system integrators a broad look at the latest developments in Intel's processor-based modular platform architecture.

- Embedded Intel[®] Architecture silicon building blocks, reference designs, and development tools. AdvancedTCA* specifications for carrier-grade wireless and telecom infrastructure applications.



Intel's Digital Enterprise Group Data Center Summit

Top of Mind

Who to Look For

The Data Center Summit welcomes special guest Diane Bryant, vice president of Intel's Digital Enterprise Group and general manager of Intel's Server Platforms Gro who will kick off the Summit activities with an overview of Intel's platform plans.

Intel[®] Storage Community Intel[®] Storage Community Luncheon

At the Intel[®] Storage Community (ISC) Luncheon, ecosystem members will be briefed by top Intel[®] Storage Croup technologiest on Intel[®] storage product and technology condings ICS members attending the Intel® will also be provided with details on advanced storage architectures, standards and research, and lates be able to put that storokedge in contexts by holding conversations with storage developers in the Storage Zone in the IDF Technology Showcase.

Top of Mind

- Conversations among executives attending the luncheon may include these too trends:

- Standards-based storage building blocks that create more flexible, scalable storage platforms.

Who to Look For



Itanium[®] Solutions Alliance Itanium Solutions Summit

The purpose of the Itanium Solutions Summit is to provide a forum for the more than 70 Itanium Solutions Alliance (SA) member companies to learn more about the latest Intel Itanium 2 processor developments. while extending their business relationships with other Itanium 2-based solution providers. Over 8,000 applications have been ported to Itanium 2-based solutions.

- The next-generation, Dual-Core Intel[®] Itanium[®] 2 processor 9000 series.
- Support environment of bodies advantage Developer Days, the Solutions Catalog, and the Solutions Center Network, a collaborative, international network of centers that facilitates remote porting of applications to Itanium 2-based systems.

Who to Look For

Robin Drummond, President of the Itanium Solutions Alliance will be keynote speaker.

Hold Your Next Meeting at IDF

To find out how your industry group can benefit by holding meetings at IDF, please contact Leslie LaHaie, Marketing Mana Industry Leadership Programs, at leslie.lahaie@intel.com.

end client: intel description: brochure for industry leader reception