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SOUTHEAST TECH WIRE -- July 11, 2008
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Ad Descriptions Below Briefly Noted Section

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o Miami-based H.I.G. Capital Sells Source Electronics Corp.

Miami -- **H.I.G. Capital**, a Miami-based private equity firm, announced on Friday that it has sold **Source Electronics Corp.**, a New Hampshire-based provider of outsourced custom programming services for integrated circuits, to Avnet, a distributor of electronic components, computer products and technology services. Source Electronics offers technical expertise and programming processes for equipment manufacturers, contract manufacturers and component manufacturers. Terms of the deal were not disclosed.

<http://www.higcapital.com>

o SC Launch! Gets \$2 Million in Funding from BlueCross and BlueShield

Columbia, S.C. -- **SC Launch!**, an organization that supports the development of new technology businesses in South Carolina, has announced that **BlueCross and BlueShield of South Carolina** is providing \$2 million of its state income tax to the SC Launch! Industry Partnership Fund, according to published reports. The funding was made under a state law that allows donors to direct a portion of their tax payments to the SC Launch! fund. SC Launch! offers loan or equity investments of up to \$200,000.

<http://www.independentmail.com/news/2008/jul/10/sc-bluecross-directs-2-million-sc-launch/>

o Wellington-based BAE Aerospace Awarded \$200 Million Contract

Wellington, Fla. -- **B/E Aerospace**, a Wellington-based manufacturer of aircraft cabin interior products and aerospace fasteners, has been awarded a \$200 million contract by **Embraer** for executive passenger seating products in its new Legacy 450 and Legacy 500 aircraft. Embraer's new Legacy 450 and Legacy 500 aircraft are expected to enter service in the second half of 2012 and 2013, respectively. The new jets will be equipped with B/E Aerospace's ergonomic executive seats and divans.

<http://www.beaerospace.com>

o Report: Americans Watching More TV, Web and Mobile Videos

New York -- Americans are watching more television than ever before, as well as spending more time online and on mobile devices watching videos, according to a new report from audience measurement firm **Nielsen**. Average home TV watching in May was up 4% from a year ago, to 127 hours a month, while Internet use was up 9%, to 26 hours a month. In addition, two-thirds of U.S. Internet users watched video online, and another 4.4 million subscribed to a mobile video service. "Commercial television is alive and well -- growing 1% year over year -- despite the rapid adoption of other platforms," said John Burbank, Nielsen's CMO.

<http://www.nielsen.com>

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/07-08-2008/0004844888&EDATE>

o Survey: Venture Capital Industry Becoming More Diverse

Arlington, Va. -- Though still dominated by white males, the venture capital industry is slowly shifting toward more diversity, according to a new survey by the Arlington-based **National Venture Capital Association (NVCA)** and **Dow Jones VentureWire**. Of the 500 VC professionals responding to the survey, 75% were men and 88% were white. Those numbers, however, appear to be on a downward trend, with a growing number of women, minorities and foreign-born nationals choosing venture capital as a career. "We believe the face of venture capital in 2020 will be much different than it is today," said Mark Heesen, president of the NVCA. "While historically the U.S. venture capital industry has been comprised of a relatively homogeneous group, we see a growing diversity beginning to emerge within the asset class." The complete survey is available at the link below.

<http://www.nvca.org/pdf/VentureCensus2008prFINAL.pdf> (PDF)

o Briefly Noted:

(Duluth, Ga.) **Wegener Corp.**, a Duluth-based provider of equipment for television, audio and data distribution networks worldwide, today announced that it has completed the sale of selected patents and patent applications to EPAX Consulting for about \$1 million. The patents and patent applications sold relate to the areas of product distinction, system architecture and IP networking.

<http://www.wegener.com>

(Deerfield Beach, Fla.) **Myxer**, a distributor of ad-supported mobile content, announced on Thursday a deal with digital music distributor **The Orchard** that will add over 1 million new ringtones to its mobile content library. Myxer will convert the tracks from The Orchard's catalog of independent label songs into premium ringtones, which will then be made available to Myxer's community of over 11 million users.

<http://www.theorchard.com>

<http://www.myxer.com>

(Miami) **GoTrusted.com**, a Miami-based provider of encryption methods, has launched a new web-based application that streamlines the process of adding WiFi

data security to any **Apple iPhone** or iTouch device. The new web app allows users to access or create a subscription to GoTrusted's Internet security service.

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

Job/Event/Marketplace Listings:

To Post in Job/Event/Marketplace: <http://www.southeasttechwire.com>

7,000 subscribers: 3 day ad: \$120--5 day ad: \$175--10 day ad: \$300

> AeA Green Tech at Sea Tech, July 31, 2008

Featuring speakers from the Federal Aviation Administration, Intel, Citrix, Siemens, Progress Energy, Florida Atlantic University, Center for Applied Space Technology and DayJet, this event will explore business opportunities for companies interested in green technology and green IT initiatives. Companies will learn how they can capitalize and grow in the green tech market and hear about the FAA's NextGen project which will revolutionize air traffic control. The event is held at FAU's Sea Tech facility and will run from 8:30 a.m. - 1:30 p.m. on July 31. Cost is \$95 for AeA Members and \$195 for non members. For more information, visit: www.aeanet.org/FLGreen or call Jennifer Gabriel at 407-882-2447. Send inquiries to Jennifer_Gabriel@aeenet.org

> Free Webinar: Create a Competitive Advantage with Market Research

Guessing – rather than knowing – what your customers are thinking and what your competitors are doing can result in costly, preventable mistakes. On Monday, July 21 from 2-3pm EDT, join Market Connections' Lisa Dezzutti and ImmixGroup's Steve Charles as they present a free webinar highlighting how market research can help you create a competitive advantage. Understand your current and prospective customers' needs and buying habits, define and leverage your strengths against your competitors' weaknesses, predict reactions to your new product and service ideas, and improve your marketing ROI through messages that truly resonate. For more details and to register visit <http://www.techwiremedia.com/immixgroup.htm> Send inquiries to daveg@marketconnectionsinc.com

> Director of Online Content Acquisition

The Director of Online Content Acquisition is responsible for all aspects of the organization's business development, partnership and sales initiatives. Education/Experience: Bachelor's Degree in Business Administration, Sales or related field required, MBA preferred. Minimum of 7 years of relevant work experience in Internet-focused business development and sales. Working knowledge of financial modeling. Must possess excellent intellectual and analytical problem solving and decision making skills to identify effective long-term strategies, make appropriate adjustments as necessary, develop compensation plans, sales goals, and conduct business development analysis. Must possess excellent interpersonal and leadership skills, be capable of working as part of an executive team, effectively; and work in a cross-functional environment. Excellent interpersonal and communication skills including presentation skills. High performance teams and a strong team player. Commitment to company values. This position is located in Buffalo, NY. We will provide relocation. Please apply at <http://www.synacor.com/jobs>

> Manager of Online Content Acquisition

The Manager of Online Content Acquisition will be responsible for assisting with the development and execution of business strategies in key consumer-facing portal and premium services content categories that achieve the business goals of Synacor and its Clients. This position will support the VP Content and Director of Business

Development, the product development, and client services teams. Metrics for success will be developing clear added value content partnering strategies and securing relationships with leading content providers in select categories. Require: A minimum of 5-7 years online services industry experience required; Good working knowledge of leading online consumer categories. Experience in a multi-product, highly complex, technology-based environment and an understanding of the full product life-cycle is desired. Strong business sense; Basic financial modeling. Must possess excellent intellectual and analytical problem solving and decision making skills to identify effective long-term strategies, make appropriate adjustments as necessary. Deal structure and negotiation; Solutions oriented; direct content licensing experience. Understanding of product lifecycle from inception through delivery and post-delivery support. Experience writing basic business requirements and communicating contract details to all stakeholders, both internal and external; Ability to work with resources throughout the organization with minimum guidance. Must possess excellent interpersonal skills, be capable of working as part of a team effectively; and work in a cross-functional environment. Must display valued work behaviors and be able to effectively represent the company to outside vendors. Excellent communication skills, including presentation skills. Commitment to company values. B.A./B.S. required, MBA a plus. This position is located in Buffalo, NY. We will provide relocation. Please apply at <http://www.synacor.com/jobs>

> **The Enterprise Cloud, from Terremark**

Terremark's Enterprise Cloud brings the agility of and flexibility of cloud computing to an enterprise-class, internet-optimized managed computing platform and gives you the power to provision computing resources for mission-critical applications in minutes. Instead of buying costly, cumbersome servers, you'll manage a dedicated resource pool of processing, storage and memory through an easy to use web portal, with the ability to create, organize and configure resources at the click of a button. The Enterprise Cloud leverages Terremark's top-tier, carrier neutral data centers and Infinistructure™ utility computing platform to provide secure, dependable connectivity, highly secure and available infrastructure and a full suite of managed services. [Learn more at theenterprisecloud.com](#)

> **Account Manager Southeast - eStara**

eStara's Account Manager will be responsible for ongoing contact between eStara's customers. This person will drive frequent performance reviews in an effort to establish that customers are best deploying eStara solutions. Qualifications: Bachelors Degree. Minimum of three to five years experience in account management, sales or other related role in a business to business sales environment. Experience in related industry (software, interactive company; ad agency; online media/marketing; database analyses; online analytics). Ability to effectively work in a fast-paced, entrepreneurial environment teamed with a Regional Manager and Inside Sales Person. Demonstrated success in building long-term relationship with clients. Excellent business writing, communication, and presentation skills. Demonstrated analytical and problem solving skills. Ability to use tools such as a customer portal to evaluate client usage and opportunity. The ideal candidate will have experience in online advertising/marketing and have success working with large accounts to maximize ROI. eStara is a wholly owned subsidiary of ATG the leading e-commerce platform on the market. Send resumes to elessard@atg.com

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<http://www.southeasttechwire.com>

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