



Butterworth competition winner, Ferdinand Lucero, and his business partner Tony Crisp, meet with the Research Librarian for Business, Annette Buckley, to discuss using databases for competitive intelligence information for their startup venture, Portfelo.com.

professionals who can fund and market those new technologies.

Successful innovation in business goes beyond simply designing a new product, and successful entrepreneurship goes beyond simply selling that new product. Transferrable skills for success in business are taught across the academic spectrum at UC Irvine. No matter their major, students at UC Irvine graduate with a custom blend of talents and knowledge.

For the full exhibit checklist with annotations, online exhibits, and past exhibits, please see:

[exhibits.lib.uci.edu](http://exhibits.lib.uci.edu).

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IGNITING INNOVATION  
UCI knowledge at work

MAY 2013 - OCTOBER 2013  
MURIEL ANSLEY REYNOLDS EXHIBIT GALLERY

Welcome to the UC Irvine Libraries' spring exhibit, *Igniting Innovation: UCI Knowledge at Work*. *Igniting Innovation* highlights many of the pioneering ideas developed at UC Irvine that were or currently are being turned into commercial products, particularly in the areas of education, medicine, applied information technology, and environmental technologies. The exhibit showcases the research process that leads to ground-breaking ideas and the Libraries' role in nurturing new knowledge,



John Hemminger

while also exploring the university-industry partnerships that facilitate technology transfer, patent licensing, and entrepreneurial relationships. Finally, we provide examples of how UCI educates and leads on the newest approaches to strategic innovation and entrepreneurship. We are delighted to have John Hemminger, UCI Vice Chancellor for Research, as the featured speaker for our exhibit opening event on May 21, 2013. I hope you enjoy the exhibit and return to view others in the future.

Lorelei Tanji  
University Librarian

with this process by providing materials and databases to conduct world-class research and to help researchers find guidance in understanding the playing field of their competition. The UCI Libraries business collection plays a crucial role in providing competitive intelligence to potential entrepreneurs and investors.



ROBOCAM at Ingenuity 13: UCI Student Technology Showcase. Presenters Jainam Shah, Tom Huang, Raisa Cuevas, and Nicholas Ma.

Innovation is the conversion of knowledge into new products and processes which, when commercialized, generate wealth. For faculty at UCI one of the rewards of research can be seeing your ideas have a direct impact on people and the economy.



Prof. Soroosh Sorooshian purchased a Hiperwall for his office in the Center for Hydrometeorology.

Innovative ideas developed at UCI are now being turned into or already are commercial products. UCI has a network of educational resources, University resources, and ways of interacting with Orange County businesses that allow the protection, evaluation, and nurture of promising ideas.

The exhibit highlights five areas of innovation at UCI: Biomedical, Power Engineering, Computer Engineering, Computer-based Learning, and Software. It also describes the University Technology Alliances Office that guides and facilitates licensing of patents, technology transfer, and helping UCI entrepreneurs meet interested business partners.

One mission of the UCI Libraries is helping faculty to have an increased chance of seeing their new knowledge turned into realworld products. The UCI Libraries assist



Serenade Device from SoundCure.

The exhibit also highlights ways students and researchers in the UCI community challenge themselves in exploring innovative technologies and ideas through competitions hosted by departments on campus.

UC Irvine has many strong ties to the surrounding business community in Orange County and greater Southern California, and these ties are the key to nurturing local entrepreneurship and regional development. Organizations such as the UC Irvine Chief Executive Roundtable,



OCTANe: Networking for Orange County's IT and biomed industries.

CALIT2 and OCTANe facilitate the process of technology commercialization by forging productive links between the academic community who research and build new technologies, and the experienced business