

# Intelligent Micro Patterning, LLC in the News The Maddux Report

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**Tampa Bay's Call Centers Grow Up**

Tampa Bay's call center industry is attracting high caliber companies that offer higher wages and boast better reputations than their predecessors.

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- Black Republicans and the GOP
- Homicides, Suicides and Cleanups
- St. Pete's Mean Streets
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The Maddux Report provides coverage of technology business, manufacturing and services in the 21 counties along Florida's High Tech Corridor, from Tampa Bay in the west to the Space Coast in the east.

## Technology Files Along The Corridor

### Around the World in a Nanosecond

Providing its voice and data network for this year's Federation Internationale de Football Association (FIFA) World Cup was a proving ground for Basking Ridge, N.J.-based Avaya Inc. (NYSE:AVY), including its network operation center in St. Petersburg. Touted by the firm as the world's largest converged voice and data network, it linked 20 sports stadiums in Korea and Japan to provide "mission-critical" functions such as stadium operations, management of logistics for 32 teams, match statistics and player information and materials inventory. The network provided viewers - along with athletes, coaches, officials and the press - the latest news, real-time scores, statistics and video coverage from the matches.

In two weeks of soccer matches alone, from May 31 to June 14, the network carried nearly four terabytes of data. A terabyte is equivalent to a thousand billion bytes (1,000 gigabytes). The 10 terabytes of data the network carried for the duration of the matches translates to six years and seven months of continuous MP3 download-and-play music or half of the 24-million volumes of material stored in the U.S. Library of Congress, the largest library in the world.

This year's World Cup was the first time a network for the event supported simultaneous matches in two countries. Avaya's network included 40,000 connections among 20 stadiums, two international media centers and two remote FIFA headquarters locations. Statistics on the network's performance during the games include "virtually zero downtime" and a packet loss of less than 0.0001 percent. The Avaya Web site ([www.avaya.com](http://www.avaya.com)) says that "is about the same as reading today's editions of the Financial Times and perhaps finding a missing period at the end of one sentence." The network speed was 70 milliseconds or 7/100 of a second, roughly the blink of an eye, between the Korea international media center and the Japan center. "We monitored the entire World Cup network," says Joan Grohe, data services staff director for Avaya in St. Petersburg. "We had a team of 12 people from St. Petersburg in Korea and Japan. They helped manage the international media centers.

We had another 20 folks here who worked around the clock to support those in-country folks." Avaya will provide these network services for FIFA's 2003 Women's World Cup in China and the 2006 Men's World Cup in Germany.

**More Tech Transfer**  
Intelligent Micro Patterning LLC, a St. Petersburg technology company, has come up with a way to circumvent an old process for developing high-tech products such as micro chips.

Its technology allows manufacturers to design products and then transfer the designs from a computer directly to the final manufacturing process. Intelligent's technology essentially replaces the photo mask process for development of new products such as microchips. A photo mask is akin to a stencil, where paint is sprayed on the stencil, leaving the design behind. The photo mask process works. But it can take up to a month or more to get a design finished. In comparison, Intelligent's process, which uses optical lithography, sends designs directly to the building stage. Intelligent's technology is one more example of how technology developed at the University of South Florida has been "transferred" into an enterprise. "It allows a faster time to market for products," says Jay Sasserath, chief executive officer of Intelligent Micro Patterning. Sasserath is joined in the business by David Frise, his partner and fellow founder. The company is a startup. However, Sasserath says the potential market for the technology "is huge." The name for its most recent technology is the SP-100 maskless photolithography system, which uses Smart Fiber technology.



More than 10 terabytes of data - the equivalent of half the written material stored in the Library of Congress - crossed Avaya's network center in St. Petersburg during the World Cup soccer games.

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**Help For Small Businesses**  
The University of South Florida's Small Business Development Center (SBDC) wants you to know that it provides some inexpensive, sometimes free, methods for entrepreneurs to start a business and keep it going. To learn more