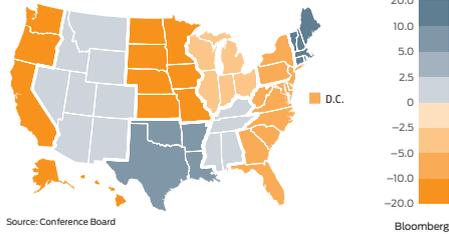


A look at regional consumer confidence in July
 Month-over-month percent change in index values



Source: Conference Board

'Motion Math: Hungry Fish'

In a nutshell: Attention parents: With school starting in just a few weeks, it's time to sharpen the brain. "Motion Math: Hungry Fish" helps young students practice addition and subtraction. A fish swims around in the water, swallowing numbers that float in bubbles. Touch two bubbles to add the numbers together.

Cool factor: Hungry Fish is one of several number games that have been developed by the San Francisco startup Motion Math — and its most popular to date. Students can also practice multiplication, fractions and other math skills with additional apps. A study by a USC professor found that student test scores improved after they practiced fractions



with a Motion Math app.
Note: Though the basic app is free to download, parents will have to pay \$1.99 to \$6.99 to access other parts of game, including subtraction.

Business Report

The Chronicle with Bloomberg

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Monday, August 12, 2013 | Section D

SOCIAL MEDIA

Upworthy curates videos for repackaging to go viral

By Sam Grobart

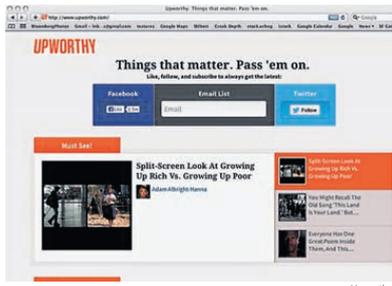
Doctors gave Zach Sobiech bad news just after his 17th birthday last year: His rare bone cancer had progressed so far that he had only a year to live. In December, Sobiech posted a music video of "Clouds," a song he wrote and recorded about struggling with the disease. He became the

subject of a short online video documentary, which garnered tens of thousands of views after being featured on FoxNews.com and People.com. Sobiech died on May 20.

Then the editors at viral-media site Upworthy saw the documentary. They repackaged it with the headline "This Kid Just Died. What He Left Behind Is Wondrous." Since then,

more than 15 million people have watched the documentary on Upworthy, which aggregates and popularizes videos and other online content.

Sobiech's song went to No. 1 on Apple's iTunes Store, and a link Upworthy put next to the video raised more than \$300,000 for cancer research. "The whole Internet heard his. Upworthy continues on D2



Upworthy's website promotes meaningful stories in videos by using social media to reach as many people as possible.

TECHNOLOGY



Photos courtesy Steven Glaser

UC Berkeley Professor Steven Glaser adjusts the solar radiation sensor at a wireless sensor network station.

Sensors so smart they feel, think

Network of iPhone-size devices keeps tabs on state water supply

By Olga Kharif

In February, six students on snowshoes battled as much as 12 feet of snow to penetrate into the heart of the American River basin.

Moving through dense forests and meadows, they mounted 90 iPhone-size machines, designed to measure everything from soil moisture to temperature and relative humidity, onto 16-foot poles that beam data to researchers like Steven Glaser, a professor at UC Berkeley.

With additional trips this summer, Glaser hopes to create the world's largest sensor network, com-

Sensors continues on D4



A member of Glaser's team helps erect a 16-foot pole topped by a small sensor to measure the state's water supply.

TECH CHRONICLES

Bay Area's tech titans dominate young rich

Silicon Valley has no shortage of ultra-wealthy, ultra-young (considering their wealth) individuals. A recent ranking of "technopreneurs" under 30 according to wealth bears that out.

The young billionaires and multimillionaires on the list compiled by Wealth-X, an intelligence provider that tracks the fortunes of the richest of the rich, include some familiar names from Bay Area tech firms.

Spoiler alert: The founders of Facebook took the survey's top slots. And here's another non-surprise: Every person in the top ten is male.

Tech continues on D2

DAVID EINSTEIN

Tech Support

Are low-cost computers worth price?

Q: I was shopping for a laptop computer recently and came across a couple of Chromebooks — a Samsung model for \$249 and an Acer for \$199. Why are they so much less expensive than other laptops? Does that mean they're not as good?

A: Chromebooks are "cloud computers," which means they are geared for working online. Since most software

Einstein continues on D3



Cnet Review

Samsung's Chromebook is a cloud computer and doesn't run Windows.

BUSINESS The Chronicle with Bloomberg

Sensors so smart they feel and think

Sensors from page D1

prised of 7,500 devices that will inform researchers and government agencies for the first time in detail how much water California has in its coffers — critical data for farmers and state planners. The network will be among the largest tests of a new kind of sensor: one that feels as well as thinks, while using very little power — a D-cell battery can last years.

'A world of things'

Glaser's gadgets come equipped with silicon from Linear Technology and Cypress Semiconductor that turns them into minicomputers. They're part of a generation of intelligent sensors whose sales may rise about 10 percent a year to reach \$6.9 billion in 2018, according to Transparency Market Research. Unlike dumb predecessors that gathered data and passed it to a central server to analyze, these devices monitor the information's quality and perform advanced calculations.

"It's smart cities, smart buildings, smart water," said Susan Eustis, president of WinterGreen Research. "It's enabling a world of things. It's going to grow unbelievably fast."

The market for sensors integrated with processors will reach 2.8 trillion devices in 2019, up from 65 million this year, according to WinterGreen. Some of these sensors could be no larger than a pinhead.

Linear went into full production with its new system for smart sensors, complete with a 32-bit processor based on ARM technology, this month. IBM, Freescale Semiconductor, Qualcomm, Silver Spring Networks, Sensus USA and Streeline are designing more powerful and capable processors or sensors as well. Smart-sensor equipment maker Silver Spring held an initial public offering in March, and has seen its shares surge 88 percent since.

One early example of the industry's potential is Nest, the thermostat that can be adjusted with a mobile application and learns your temperature preferences.

"We are swimming in sensors, and drowning in data. Sensory data is growing at such a rate that our ability to make sense of it is highly constrained."

Dharmendra Modha, principal investigator at IBM

Startup Colorado Micro Devices has built a prototype sensor that notifies owners if a door is locked via a messaging service.

"I think it's going to be huge, the way all sensors are going to operate," said Linear Chief Technology Officer Kris Pister. "A good analogy is the phone and apps. Ten years ago, no one knew what an app was."

One reason for the surge is that it's becoming important to have sensors quickly separate important data from the chaff before sending it to a central server.

"We are swimming in sensors, and drowning in data," said Dharmendra Modha, a principal investigator at IBM. "Sensory data is growing at such a rate that our ability to make sense of it is highly constrained."

Sensors' efficiency

One gas turbine, for instance, can have 100 sensors that generate 1,000 pieces of data every second, according to General Electric Co. Smarter sensors may only alert the central computer of something out of the ordinary, indicating overheating or another potential failure.

"The more you can rely on sensor networks to control some aspects, the more efficient it can be," said Jonathan Collins, an analyst at ABI Research.

One drawback of many smart sensors is cost. In Glaser's water project, the sensors may seem pricey at \$500 a pop — yet "if you are talking about the billions of dollars value for water, \$500 per node isn't expensive," Glaser said.

As the number of installed sensors grows, average selling prices will drop to less than \$1



A member of Professor Steven Glaser's team from UC Berkeley makes notes about one of the sensors that will help measure the state's water supply while recording temperature, relative humidity and more.

each from about \$50, Eustis said.

As part of a research collaboration, a year ago IBM announced a special low-power processor for sensors. Its design is more akin to how the brain functions than today's computer processors. Applications could include a grocer's glove that smells produce to find contaminated products, and a tiny, jellyfish-like device that floats on



A Glaser team member checks out the sensor that will be attached to a 16-foot pole to help measure the state's water supply and beam the data to researchers.

the ocean's surface and collects data on oil spills and tsunamis, Modha said. Yet another use: smart glasses that could guide the visually impaired.

Managing parking

Streeline is building smart sensor systems using microcontrollers from Texas Instruments that help manage parking in 35 cities. Related

mobile apps tell drivers where parking spaces come available, and let cities adjust parking fees based on demand.

"We are still at the beginning stages of this," said Geoff Mulligan, chairman of industry group IPSCO Alliance, which focuses on enabling communication among smart objects. Its 60 members include Oracle, Nokia and Cisco

Systems, which is working with Streeline to install a sensor network to monitor parking spaces at its offices.

"We've not even conceived the possibilities of applications for this," Mulligan said. "We are at a tipping point for it to begin to explode."

Olga Kharif is a Bloomberg writer. E-mail: okharif@bloomberg.net.

LEGAL NOTICES legalnotice.org/pl/sfgate

PUBLIC NOTICES (NON-GOVERNMENT)

TO: Preferred Operating Company - A lawsuit has been filed against you by Preferred Communication Systems, Inc. in the Delaware Court of Chancery. The civil action number assigned to this case is 8908186. If you do not send a response to the Verified Complaint filed by Preferred Communication Systems, Inc. on Plaintiff's attorney, Gary W. Upton, Duane Morris LLP, 222 Delaware Avenue, Suite 1600, Wilmington, Delaware 19801, and the Delaware Court of Chancery by September 1, 2013, this lawsuit will proceed in your absence without further notice and judgment by default may be entered against you.

SO ORDERED this 26th day of July, 2013.

Master in Chancery Abigail LeGrow

NOTICES OF PROBATE

NOTICE OF PETITION TO ADMINISTER ESTATE OF Barbara Smith DECEASED

CASE NUMBER: FCS-1296879 To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate of both of Barbara Smith

A Petition for Probate has been filed with Tracy Yardley in the Superior Court of California, County of San Francisco. The Petition for Probate requests that Tracy Yardley be appointed as personal representative to administer the estate of the decedent.

The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

You are a creditor or claimant. If you are a creditor or claimant, you must file your claim with the court and mail a copy to the personal representative

NOTICES OF PROBATE

appointed by the court within the later of either (1) **four months** from the date of first issuance of letters to a personal representative, as defined in section 58(b) of the California Probate Code, or (2) **60 days** from the date of mailing of personal delivery to you of a notice under section 8002 of the California Probate Code. **Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.** If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-54) if the file is of an inventory and appraisal of estate assets of any person or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner given claim form: Hammond Law Group, PC One Embarcadero Center, Suite 2360 San Francisco, CA 94111 (415) 955-1915

Publication dates: August 4, 7, 12, 2013

FICTITIOUS BUSINESS NAMES

The following person is doing business as: IRVING ST, #989 SF, CA 94122. Full name of registrant: IRVING ST, #989 SF, 400 McAllister Street, San Francisco, CA 94102. Civil Case Number: 12-032

The following person is doing business as: IRVING ST, #989 SF, CA 94122. Full name of registrant: IRVING ST, #989 SF, 400 McAllister Street, San Francisco, CA 94116. This business is conducted by an individual.

The registrant commenced to transact business under the above-listed fictitious business name on: Not Applicable.

This statement was filed with the County Clerk of San Francisco on August 8, 2013. Aug. 12, 19, 26, Sept. 2, 2013

FICTITIOUS BUSINESS NAMES

The following person is doing business as: FORTLY Energy Company, 235 Chattanooga Street, San Francisco, CA 94114. Full name of registrant: Inspiration Press LLC (CA), 235 Chattanooga Street, San Francisco, CA 94114. This business is conducted by a Limited Liability Company.

The registrant commenced to transact business under the above-listed fictitious business name on: July 18, 2013.

This statement was filed with the County Clerk of San Francisco on July 18, 2013.

Publication dates: July 22, 29, August 5, 12, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A0352780-00

The following person is doing business as: (1) LAMB Oxford; (2) LAMB Oxford WFC, Inc., 4754 Bonal Ave., 740-414, Pleasanton, CA 94566. Full name of registrant: LAMB's Oxford Management and Technology Company, Inc. (SA), 4754 Bonal Ave., 740-414 Pleasanton, CA 94566. This business is conducted by a corporation.

The registrant commenced to transact business under the above-listed fictitious business name on 08/01/2013.

This statement was filed with the County Clerk of San Francisco on August 1, 2013.

Aug. 12, 19, 26, Sept. 2, 2013

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DILBERT By Scott Adams



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