

## The Futurist: N. Rao Machiraju

Edited by Mark Storer

What does a former principal scientist at Apple, a man who serves on the advisory board to the World Centre for New Thinking in Malta, do when thinking globally? If you're N. Rao Machiraju, the co-founder and CEO of reQall Inc., you act locally.

A Ventura resident for 24 years, Rao sits on the advisory board of Ventura Incubator, which the city established as a way to lure high-

Photo by Gary and Pierre Silva



N. Rao Machiraju, Co-founder and CEO of reQall, Inc.

tech firms to the beach community. Ventura is also partnering with venture capitalists to seek out tech companies that hold promise, something Rao knows a thing or two about.

He is responsible for the overall strategy and direction of a company that developed a tool rooted in MIT research on memory improvement—a voice-enabled memory aid designed to make forgetting a distant memory. And he has accomplished much of this while keeping a home and raising a family in Ventura over the past two decades.

“The incubator has come a long way,” said Rao. “Now there are 18 companies. It has become the place for engaging in technology start-up conversations.” But he gives a nod to the city council for bringing the incubator about. “When I learned of Rao’s background, I thought he needed to be involved on the advisory side,” says Alex Schneider, an associate planner with the city’s economic development division. “From his resume to his ideas to his ties to venture capitalists and entrepreneurs—it was all really impressive. Now he’s becoming instrumental in bringing in people from outside and creating a wider network.”

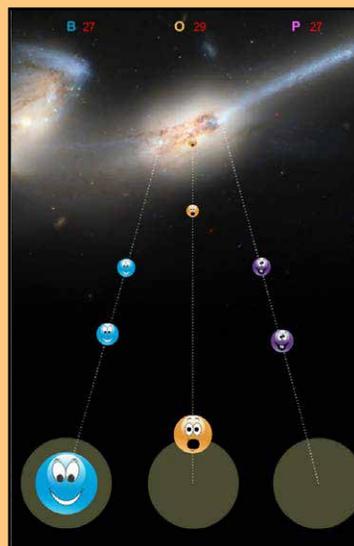
To be certain, the idea of Silicon Valley in Ventura was, and still is, a visionary prospect. But it’s just this sort of leading edge spirit that drives the man. His reQall company has released reQall Rover, a device Rao says will make your cell phone into a truly multi-platform tool. “The idea of the phone always working for you based on your context is a powerful idea,” Rao said. “We are very excited about this. These days I wake up to a reQall Rover summary in the morning, and Rover helps, from surfacing the actions that I need to attend to in my email to all other important things that I would want to know: weather, personalized news, deals, places to eat, Facebook posts, Twitter trends. It all appears on Rover’s ‘Here and Now’ screen.”

The Rover is more than just the latest gadget, too. Rao believes nanotechnology will pave the way for the next generations of digital devices, and while shades of The Terminator are ever-present when he talks about “personal technology,” Rao’s vision of the future isn’t clouded by the nightmares of ‘80s-era filmmakers.

“In the decades ahead, I think self-organizing pervasive systems will be commonplace,” he said. “Our current dependence on things like ‘smart’ cell phones will be completely dwarfed by devices that learn and do a multitude of tasks for us.”

Learn more about reQall online at [reqall.com](http://reqall.com).

Photozig, an NRP partner, is developing a mobile App called “PepBlast Galaxy”, an educational gaming application, featuring videos created by NASA about galaxies and space exploration, a music game, and cool songs. The first title version is expected to be released to the App Store in Winter 2012.



Screenshots from Photozig’s new educational mobile app “PepBlast Galaxy”

*SkyTran cont’d from page 9*

models for Boston and Detroit of costs involved for PRT’ing those cities.”

“The most energy efficient and economical of the numerous PRT systems that have been proposed is called SkyTran. The SkyTran guideway has a cross section of about a square foot. The pods hang beneath the guideway yet are magnetically levitated by the guideway such that during normal operation, the pod does not touch the guideway. Linear electric motors comprised of the bogie that is attached to the top of a pod and the guideway itself propel the pod. The pod contains two seats, one behind the other. The guideway is suspended by utility-like poles 20 feet above the ground. Pole spacing is 30 feet, with each pole having a footprint of about a square foot,” said Fry.