SEMINAR ANNOUNCEMENT

Mr. Jack Little, Co-Founder and President of MathWorks, will present the inaugural MARC-Tennenbaum Institute Lecture on Systems and Engineering, February 18 at 11 am in the MARC Auditorium.

Seminar Title: Innovation and System Perspectives via Model-Based Design

Abstract: Model-Based Design is changing how technology products like automobiles, mobile phones, and wind turbines are developed. Mathematical models, formerly the province of research, are now used to design, implement, and test these increasingly complex systems, addressing the competitive need to innovate while at the same time reducing cost and time to market. Not only are the models used throughout all phases of development, but they also serve to bind those phases and teams together. This talk describes Model-Based Design and its role in research and product development.

About Jack Little: Jack Little is president and a co-founder of The MathWorks. He was a co-author and principal architect of early versions of the company's flagship MATLAB product as well as the Signal Processing Toolbox and the Control System Toolbox.

Jack holds a B.S. degree in electrical engineering and computer science from MIT (1978) and an M.S.E.E. degree from Stanford University (1980).

A Fellow of the IEEE and Trustee of the Massachusetts Technology Leadership Council, he writes and speaks about technical computing, Model-Based Design, entrepreneurship, and software industry issues.

About MathWorks: The MathWorks is the leading developer and supplier of software for technical computing and Model-Based Design. Employing more than 2,000 people, The MathWorks was founded in 1984 and is headquartered in Natick, Massachusetts, with offices and representatives throughout the world. The company has been profitable every year since its inception and is privately held.

Over 1,000,000 engineers and scientists in more than 100 countries, on all seven continents, use MATLAB® and Simulink®. These products have become fundamental tools for work at the world's most innovative technology companies, government research labs, financial institutions, and at more than 3,500 universities.

MATLAB and Simulink users are making better and faster progress in vital areas; they are advancing our knowledge of the earth, the environment, and the universe; they are making our cars safer and more fuel efficient, and improving air travel safety; they are making our phone calls clearer and measurement devices more accurate; they are making advances in medical research and diagnostic techniques; they are searching for new sources of energy; and they are educating the next generation of scientists.