

**who** PARC, a Xerox company, is in The Business of Breakthroughs.®

**what** Practicing open innovation, PARC provides custom R&D services, technology, expertise, best practices, and intellectual property to Fortune 500 and Global 1000 companies, startups, and government agencies and partners.

**when** Founded in 1970 as Xerox PARC, Palo Alto Research Center was incorporated in 2002 as an independent, wholly owned subsidiary of Xerox Corporation (XRX) – today known as “PARC, a Xerox company” or just “PARC”.

**where** PARC is located in the heart of Silicon Valley, California – near global enterprises, startups, universities, research and industrial design centers, and the Sand Hill Road corridor with its high concentration of venture capital firms.

**why** PARC creates new business options, accelerates time to market, and reduces risk for clients. PARC also augments internal capabilities and helps clients overcome the barriers between ideation and implementation.

**how** Co-developing and customizing technology  
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 Creating or discovering offerings from the ground up  
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Enabling access to missing or specialized expertise, intellectual property and know-how, or capital-intensive infrastructure (e.g., MOVCD reactor, prototyping and processing lines, clean rooms, materials characterization, microscopy and spectroscopy, eye trackers, machine shop)  
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PARC is comprised of ~180 physical, computer, and social scientists and engineers and ~80 business and operational staff from approximately 35 countries. 80% of PARC researchers hold doctoral degrees. PARC is organized into 4 research organizations: 2 software and 2 hardware. However, PARC forms multidisciplinary teams customized for every client engagement.

## clients

*A partial public list – many client relationships and work remain highly confidential*

BASF	P&G
The Boeing Company	Panasonic Corporation
Dai Nippon Printing Co., Ltd.	Power Assure, Inc.
Dentsu, Inc.	PowerCloud Systems
Dowa Electronics Materials Co., Ltd.	Powerset, Inc. (now part of Microsoft)
Fujitsu Limited	Samsung
GLO-USA, Inc.	SolFocus, Inc.
HexaTech, Inc.	Sony Corporation
Honda Motor Co., Ltd.	Sun Microsystems (now part of Oracle)
IHI Corporation	Thin Film Electronics ASA
Intelligent Product Solutions	U.S. DARPA
KDDI R&D Laboratories	U.S. Department of Defense
LG Innotek Co., Ltd.	U.S. IARPA
Motorola, Inc.	U.S. National Institutes of Health
NEC Corporation	U.S. National Science Foundation
Nomura Research Institute	Xerox Corporation

## IP & leadership

PARC holds total ~2500 patents total, filing on average 150 per year

PARC authors have published more than 4000 papers and 100 industry-defining books, and serve on numerous journal advisory boards

PARC researchers and executives present at ~100-150 industry conferences per year, co-chair or organize many of them, and deliver 20-30 keynotes per year

### industry contributions

30+ startup ventures including:

Powerset	acquired by Microsoft
dpiX	acquired by Siemens Medical, Philips Medical, others
Inxight	acquired by SAP
Kirtas	exclusive license
ContentGuard	acquired by Microsoft, Time Warner, Thomson
GroupFire	acquired by Google
PlaceWare	acquired by Microsoft
Documentum	acquired by EMC
SynOptics	acquired by Nortel
Spectra Diode Labs	acquired by JDS Uniphase
ScanSoft	part of Nuance Communications

### current focus areas

Big Data  
Biomedical Devices  
Clean Water  
Cleantech & Energy  
Content-Centric Networking  
Health & Wellness  
Innovation Services  
Intelligent Automation  
Intelligent Software Systems  
Optics & Optoelectronics  
Printed & Flexible Electronics  
**competencies**  
Bioinformatics  
Ethnography  
Large-Area Electronics  
Fluid Dynamics  
Microelectronics  
Model-Based Reasoning  
Networking & Distributed Systems  
Optics & Optical Systems  
Optoelectronic Detectors  
Optoelectronic Emitters  
Security & Privacy  
Semiconductors  
Socio-Cognitive Computing  
Socio-Psychological Modeling  
Thin Films  
Ubiquitous Computing

### accolades

PARC employees have been named "Fellows" by professional societies such as:

American Association for the Advancement of Science (AAAS)  
American Physical Society (APS)  
American Psychological Association (APA)  
Association for the Advancement of Artificial Intelligence (AAAI)  
Association for Computing Machinery (ACM)  
CHI Academy  
Institute of Electrical and Electronics Engineers (IEEE)  
Materials Research Society (MRS)  
National Academy of Engineering (NAE)

PARC employees have earned these prestigious awards:

Academy Award (technical)  
ACM SIGCOMM Award  
ACM Turing Award  
AIP Industrial Physics Prize  
Charles Stark Draper Prize  
Emmy Award  
The Franklin Institute Bower Award for Achievement in Science  
IEEE Computer Pioneer Award  
IEEE John von Neumann Medal  
IEEE Koji Kobayashi Computers and Communications Award  
IEEE Medal of Honor  
John Tyndall Award, IEEE Photonics Society  
Margaret Mead Award, Society for Applied Anthropology  
National Medal of Science and Technology

### technology contributions

a-Si & large-area electronics | collaborative filtering | context-aware services  
corporate ethnography | digital rights management | digital x-ray imaging  
electronic reusable paper | embedded data glyphs | encryption systems  
Ethernet & distributed computing | fiber optics | graphical user interface (GUI)  
information scent | Mbone, PUP, IPv6 | laser printing & multi-beam laser diodes  
MUDs | natural language processing | object-oriented programming  
PC workstation | solid-state lasers | ubiquitous computing  
Unicode/multilingual computing | Unistrokes PDA input technology  
UVLEDs | VLSI circuit design | WYSIWYG editing & formatting