

SC10

In mid-November, SuperComputing 2010 took place in New Orleans, Louisiana. The location offered mild weather, hot music, fabulous food, and Southern hospitality, which created a particularly upbeat atmosphere for the annual event. SC10 also drew record attendance, with about 4,400 attendees, and student volunteers stood out at the 2010 event thanks to new education, diversity, and volunteer programs announced in June 2010 [1].

At the event, Intel created a buzz with their announcement of collaboration with universities and industry experts to work on the problem of football-related head injuries. In fact, Drew Brees even showed up at the SC10 Intel booth to talk about the effort. The November 15, 2010, Intel announcement says, "Using supercomputers and workstations based on present and future Intel processor technology, researchers are simulating collisions to study the impact on the brain, and use that information to design new football helmets that reduce the risk of short- and long-term injuries" [2].

Despite the vast expo floor, I still saw plenty of familiar faces and companies at SC10. Kansas City's Advanced Clustering had a booth again this year, as did Linux Fund, Microway, and SuperMicro.

I also met dozens of people for the first time, including Numascale's Einar Rustad (VP Business Development) and Jon Snilsberg (VP Sales and Marketing), who were showcasing the company's newly launched NumaConnect SMP adapters [3]. Their announcement says, "This represents the beginning of a new era for HPC users, allowing high-performance SMP systems to be built using standard servers and hardware adapters at cluster prices."

Although Linux New Media has been a media sponsor and attended Super-

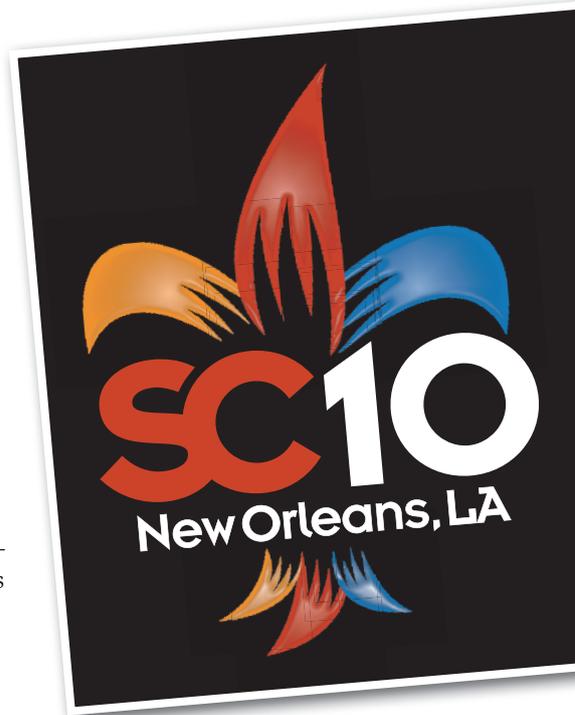
Computing in the past, we had a booth for the first time at this event. Besides talking with readers, advertisers, and authors, we handed out stickers and copies of *Linux Pro Magazine*, *Ubuntu User*, and our new *ADMIN* magazine, which was a huge hit at the event. We also had the chance to tell visitors about our new *Smart Developer* magazine.

SC10 attendees and exhibitors also enjoyed an abundance of impressive after-hours parties. Platform Computing attracted a large crowd to its House of Blues bash, and Utah-based Fusion-io created and set the world record for largest voodoo doll at their party [4].

If you missed SC10 this year, or if you just couldn't catch everything you wanted to see, check out the SC Conference Series on YouTube [5], which includes interviews and daily event recaps. Then mark your calendar for SC11, scheduled for November 12-18, 2011, in Seattle, Washington. ■■■

INFO

- [1] SC10 Broader Engagement program: <http://sc10.supercomputing.org/?pg=broadeng.html>
- [2] Intel Teams Up with Leading Researchers to Make Football Helmets Safer: http://newsroom.intel.com/community/intel_newsroom/blog/2010/11/15/intel-teams-up-with-leading-researchers-to-make-football-helmets-safer
- [3] Numascale Introduces NumaConnect SMP Adapters: <http://www.numascale.com/New20101115.html>
- [4] Largest Voodoo Doll: http://community.guinnessworldrecords.com/_Largest-voodoo-doll/BLOG/3001576/7691.html
- [5] SC Conference Series: <http://www.youtube.com/user/SC10neworleans>



Developers, admins, educators, scientists, engineers, and students met in New Orleans for the annual SuperComputing conference.

By Rikki Kite