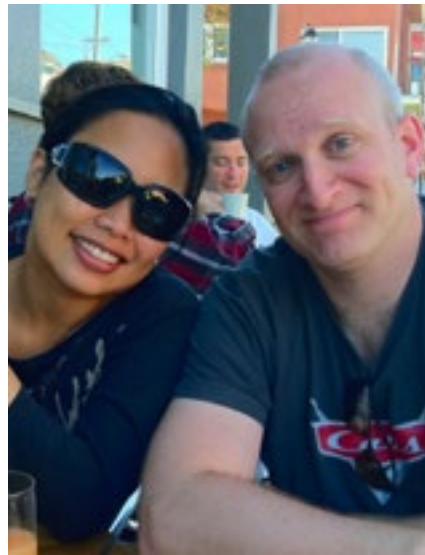


APRIL 2014

# HELLO WORLD



Once a member, always a member!

Martin Reddy, who worked on distributed 3D terrain visualization technologies in the Artificial Intelligence Center with SRI International, has remained a long-time member of SRI Federal Credit Union. After five years at SRI, he spent six years at Pixar working on films like *Finding Nemo*, *The Incredibles*, *Cars*, *WALL-E* and *Ratatouille*. As CEO of Code Reddy Inc., Martin managed various projects including improvements to the Second Life client for Linden Lab, an online 3D virtual world that has been used by over 20 million users around the world. Now the co-founder and CTO (Chief Technology Officer) of a startup called ToyTalk, he is bringing two worlds together: using artificial intelligence and speech recognition to entertain kids. ToyTalk is creating conversant characters that engage the imagination of kids and their parents!

The Winston Show is an iPad® application where kids (6-8 age group) and characters have real conversations. ToyTalk created Winston using an in-house software suite called PullString, the first platform for building interactive characters. Artists can animate and write dialogue within the suite, while an artificial intelligence engine builds a personality. The two main characters are Winston and Ellington. Winston is the big, yellow guy and Ellington is the short, round, orange guy. Bubble and Squeak are a couple of trolls in the Enchanted Forest. Martin, shown with his wife Genevieve above, was also the hair model for Mr. Incredible.

If you have ever met Martin Reddy, you know him as a fun guy with a great personality. In addition to being the CTO of ToyTalk, he is their Chief Scotsman. If you see him around, let him know what superpower you would choose if you could choose a superpower!

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