

**College of Engineering  
Summer Research Experience for Undergraduates Program**

**Request for an Engineering Student for Summer 2011 Research**

**Faculty Name**    **A. Bajaj, Staff, ECE**  
                          **Brian Brown, Asst. Prof., ISOM**  
                          **D. McLaughlin, Prof., ECE**

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**Brief description of Summer Research Project (please explain the interdisciplinary nature of this project).**

CASA is looking to commercialize a new technology for remote sensing of the atmosphere using networked low power, short-range weather radars. This requires marketing of this new technology to the appropriate set of stakeholders in industry – from end users, such as utilities and the general public, to technology suppliers (radar manufacturers) to providers of value added data services (such as Weather Channel). As technology and thought leaders in this space, CASA seeks to develop a Market Report containing an analysis of the size of the market, prevailing industry and government trends, market segmentation, competitive analysis and opportunity for growth. This project will require the student to work with CASA’s Professors of Practice and CASA Director, and develop an understanding of basic radar technology, meteorology, computer networking and business management.

**Brief description of what the student will be doing:**

1. Learning about CASA technology
2. Data collection: Internet, trade journal and publication searches for related business listings and industry developments
3. Data analysis: Developing quad charts showing industry players, products and positioning; market segmentation
4. Presenting weekly findings to REU cohort
5. Meet with at least one CASA industrial partner

**Is this a CASA-related project?** Yes X No \_\_\_

**Preferred background of student (major(s), class, GPA, pre-requisites, etc.):**

Engineering with Business Management

**Did you mentor a student last summer in the College REU Program?**

Yes \_\_\_ No X

**If yes, please describe the outcomes for that student (i.e. Honor’s thesis, conference presentations, manuscripts, papers, etc. Describe accomplishments to date as well as plans for the spring semester if the work has continued):**

**Please return this form to:**

**Lorraine Robidoux,  
REU Program Coordinator  
129 Marston Hall**

**By Friday, February 5, 2011**