Industry: Theory Matters
ALEXANDER BRATKOVSKY, Hewlett-Packard Laboratories, Palo Alto, CA 94304

This talk will try to illustrate on a few examples a significant role that theory and modeling plays in an industrial environment of a diversified company. It is especially clear in case of novel materials and processes that may bring big benefits down the road to those with sufficient time horizon. Relevant global trends will be analyzed in this regards.