



# Region 8 Update

James Prendergast,  
IEEE Executive Director

Region 8 Meeting  
22 August 2014  
Amsterdam, Netherlands

# Agenda

- ▶ Business Highlights
- ▶ Major Initiatives
- ▶ Operations
- ▶ Products & Services Snapshots
- ▶ Recognition and Impact
- ▶ Concluding Remarks

# Business Highlights

# Membership Stats\*

\*all figures are end of July 2014 and reflect the same time period YoY for 2013 unless otherwise noted

## ▶ **IEEE Total Membership: 382,808**

- Decreased -1.2%: - 4,642 members
- Higher Grade Membership (without GSM)
  - Increased +0.4%: +1,032 members
- Undergraduate
  - Decreased -8.7%: -5,093 members
- Graduate Students
  - Decreased -1.3%: -581 members

# Membership Stats\*

\*all figures are end of July 2014 and reflect the same time period YoY for 2013 unless otherwise noted

- ▶ **Total Society Membership: 320,212**
  - Decreased -1.6%: -5,350 members
  - 11 societies increased by more than 1%
  - 13 societies decreased by more than 1%
  - 14 societies saw increases or decreases of +/- 1%

# Balloting for IEEE Elections Has Begun: Make Your Voice Heard



- ▶ 15 August:  
Balloting opened
- ▶ 37 candidates on this  
year's ballot
  - 35 nominated candidates
  - 2 petition candidates

# Online Access to Membership Cards

Students and eMembers have immediate access to a printable version of their membership cards



- As of 15 May upon joining or renewing, **all members** now have immediate access to a PDF version of their complete acknowledgement pack
  - Also printable from myIEEE
- In first 3 weeks, over **250 people per day** have downloaded an electronic Acknowledgment Pack (and this is the slow season)

# Notable New Corporate Sales



Enterprise Level 3



Enterprise Level 1



Corporate Work Group



IEL Worldwide



Corporate Work Group



**PETRONAS**

Enterprise Level 2



North America  
Enterprise Level 3

# New – Bell Labs Technical Journal

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**IEEE Xplore**  
DIGITAL LIBRARY

**For Institutional Users:**

- ▶ Institutional Sign In
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Browse Journals & Magazines > Bell Labs Technical Journal ... ?

## Bell Labs Technical Journal



Popular

Current Issue

Past Issues

About Journal

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I am proud to announce that Bell Labs, the global research arm of Alcatel-Lucent and the IEEE have joined forces to make a new multimedia version of the famous *Bell Labs Technical Journal* (BLTJ) available to the millions of users of the IEEE Xplore digital library. Bell Labs' scientists have been recognized by many of the world's most prestigious technology organizations for their groundbreaking work in information and communications technology (ICT) and theory; innovations that have profoundly changed the course of society. In addition to hosting the new *Bell Labs Technical Journal* articles that will focus on describing the connections between the past, present and future of all aspects of ICT, the IEEE will also provide access to the entire journal archives including the *Bell System Technical Journal* (1922-1983), *AT&T Bell Labs Technical Journal* (1984), and *AT&T Technical Journal* (1985-1996). These articles represent a historical context for some of the most important achievements in communications in the 20th and 21st centuries. Building on this unique legacy, the

0.69

Impact Factor



.00162

Eigenfactor



0.314

Article Influence Score



# IEEE-SA Continues to Enhance Standards Publishing and Global Collaborative Efforts

- ▶ Standards now published within seven weeks of IEEE-SA Board approval
  - As of 1 June, 46 standards (representing 3,220 pages) have been published
- ▶ Invitation to become full member of the Global Standards Collaboration (GSC) has been accepted
  - GSC is a group of telecom organizations that review current directions in telecom technologies and coordinate the development of global standards

# Standards Updates

- ▶ IEEE SASB has approved two new Industry Connections activities in the areas of Green Power Generation and Surgical Robotics.
- ▶ Completion of testing for first IEEE Certified™ program announced by the IEEE Conformity Assessment Program (ICAP)
  - First IEEE Certified™ program: ICAP IEEE 1588 Conformity Test Suite for Frequency Synchronization in Telecommunications Networks

**Three Seconds Will Change Everything**

No technological advancements from the production.

**01**

**Mind-controlled exoskeleton allows paralyzed person to walk**

The commercial first half of the 2014 FIFA World Cup™ will be made for a simulated broadcast viewing experience.

**02**

**Goal-line technology brings a new level of accuracy**

**03**

**The most connected sporting event in the world**

46.4 million unique smartphone users, 715 million unique smartphone users, 108 million unique smartphone users.

**Connectivity**

30 gigabytes

12.6 terabytes

open stand

IEEE STANDARDS ASSOCIATION

Was it a goal?

**Goal-line technology brings a new level of accuracy**

**02**

**Game changer**

14 high-speed cameras (7 per goal) feed the movement of all objects on the pitch to a powerful image processing computer

**Precision technology**

Image processing removes all objects except the ball, which is tracked in three-dimensional x-, y- and z-position with an accuracy of 5 mm.

**How it works:**

When the ball passes the goal line, a vibration and an optical signal are sent to the officials' watches

**The internet of things**

Goal-line cameras, referee's smartwatch

Solar power generation

Referee's smartwatch

**Technology spaces**

Wired and wireless communications

Smart grid

Cybersecurity

- ▶ IEEE-SA used World Cup in Brazil to illustrate impact of technology in our lives, and how IEEE Standards enable the advancement of technology

### Three Seconds Will Change Everything

The ceremonial first kickoff of the 2014 FIFA World Cup™ will be made by a paralyzed Brazilian wearing an exoskeleton.

01  
Mind-controlled exoskeleton allows paralyzed person to walk

02  
Goal-line technology brings a new level of accuracy

03  
The most connected sporting event in the world

46.4  
715  
108

30 gigabytes  
12.6 terabytes

open stand  
IEEE STANDARDS ASSOCIATION

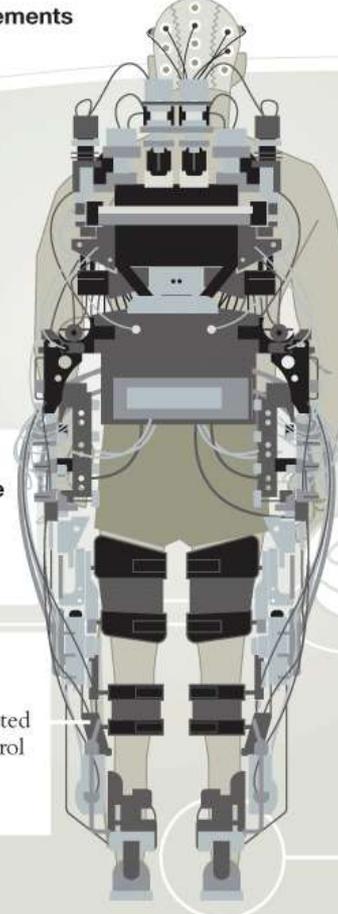
# Three Seconds Will Change Everything

Technological advancements from the global pitch

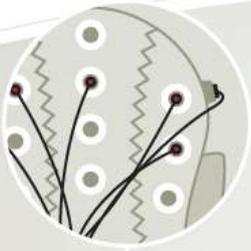
The ceremonial first kickoff of the 2014 FIFA World Cup™ will be made by a paralyzed Brazilian wearing an exoskeleton.



Second  
**01**



Augmented Reality becomes reality  
**Mind-controlled exoskeleton allows paralyzed person to walk**

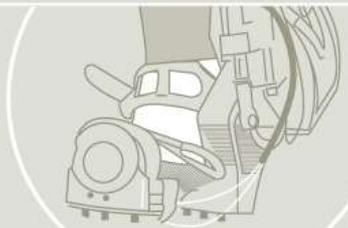


**How it works**  
**3D-printed headpiece**  
Sensors monitor brain activity and provide feedback

**Battery-powered hydraulic suit**  
Brain waves are interpreted by a computer and control movements of the exoskeleton

The Adidas "Brazuca™," the most technologically advanced ball to appear in a FIFA World Cup™

Sensors on the sole provide feedback, allowing the user to keep their head up to look ahead and around



## The connected person

- The exoskeleton
- The exoskeleton's head and feet, goal-line technology
- Connected crowd, referee, stadium, smart devices
- The exoskeleton battery pack, crowd's smartphones
- Almost everywhere a computer program exists

## Technology spaces

- eHealth, robotics
- Sensors
- Wired and wireless communications
- Batteries
- Computer technology

**Arena de Sao Paulo**

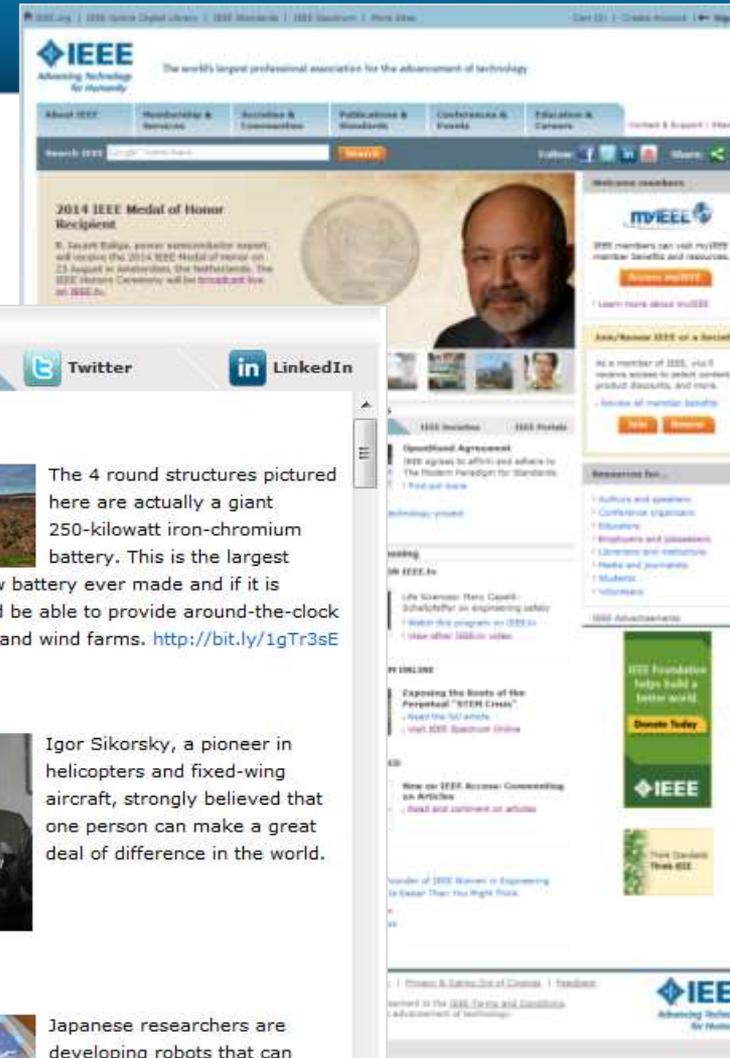
- World's largest stadium LED panel, 170 x 20 meters
- High-tech lighting to improve LED panel lighting

# Pre-University Education

- ▶ EPICS in IEEE now includes 51 approved projects in 17 countries.
  - 24 of these projects have been completed
- ▶ June issue of IEEE SPARK launched on 27 June with the theme: “Engineering Inside.....Music”
- ▶ 110+ IEEE volunteers participated in the 13-14 June Teacher In-Service Program Training Workshop in Dubai

# IEEE.org releases

- ▶ New social media feed is live on IEEE.org home page
  - Connects corporate social presences to IEEE.org
  - Allows visitors to see what's happening on Facebook, Twitter, and LinkedIn



# 2013 Annual Report Available Online

IEEE.org | IEEE Xplore Digital Library | IEEE Standards | IEEE Spectrum | More Sites



**IEEE**

2013 annual report

EMPOWERING THE EVOLUTION  
OF TECHNOLOGY

MESSAGE FROM  
THE IEEE  
PRESIDENT

EMPOWERING  
THE EVOLUTION  
OF TECHNOLOGY

ENGINEERING  
THE WORLD OF  
TOMORROW

GLOBAL  
CONNECTIONS

INNOVATION  
AND OUTREACH

BUILDING  
RELATIONSHIPS

STUDENT  
ENGAGEMENT

AWARDING  
EXCELLENCE

FINANCIALS

# Major Initiatives

**ICP:** Interactive Content Project

**ICX:** Interactive Conference eXchange

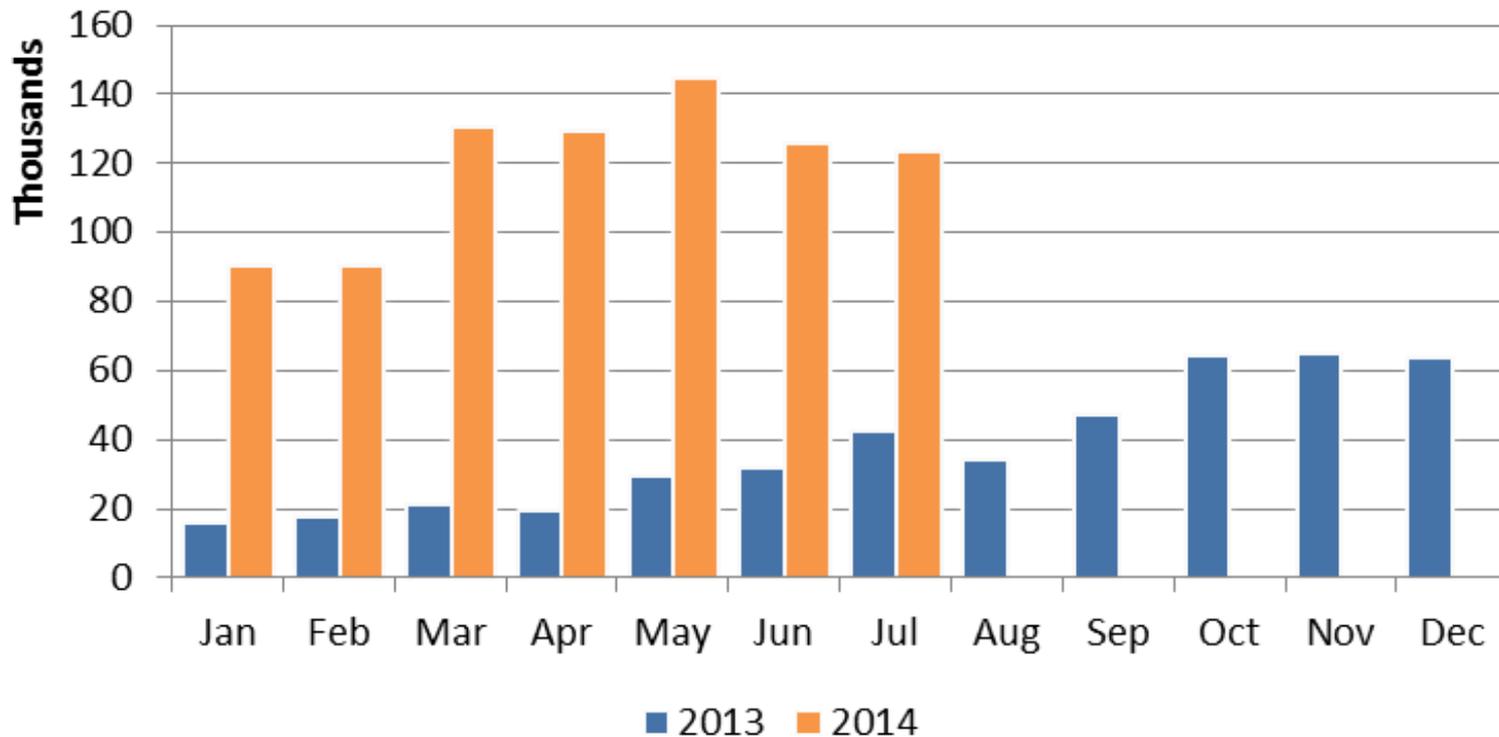
**Open Access**

**PPCT:** Professional Productivity and  
Collaboration Tools

# Interactive Content Project (ICP) Continues Steady Progress

- ▶ 1.6 million documents converted as of July 31
  - 235,900 Journal articles
  - 1,370,400 Conference articles
  - 7,000 magazine articles
  - Goal is to convert 2.2 million backfile articles + all new material going forward
- ▶ Standards to appear in Xplore by end of 2014
- ▶ Use of ICP articles in HTML in Xplore is growing rapidly and is now noticeable in usage statistics
  - So far in 2014 HTML articles were almost 2% of all use

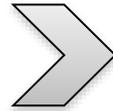
# IEEE Xplore HTML Article Usage 2013 vs 2014



# Recent ICX Release

- ▶ Effective with the May ICX release, a direct link to the "Conference Peer Review Service Network" on [iee.org](http://iee.org) has been added to the ICX conference application.

Five vendors featured  
as preferred partners:  
**EDAS, Ex Ordo, Mira,  
OpenConf, and  
PaperPlaza**



Each offers discounts for  
IEEE-sponsored conferences,  
and integration with IEEE  
conference publishing tools  
such as **eCopyright** and  
**CrossCheck**.

# OA Activity Continues to Grow

(From 29 Dec 2013 through 24 May 2014)

2014	Paid Invoices	In-Progress (Invoiced, Payment Due)	Pending* (Not yet invoiced)	Waived	Total
Hybrids	151	130	62	1	344
IEEE Access	20	10	9	1	40
J-PHOT	53	32	10	14	109
J-EDS	2	3	0	1	6
T-ETC	5	15	0	0	20
J-TEHM	7	7	1	5	20
TOTALS	238	197	82	22	539

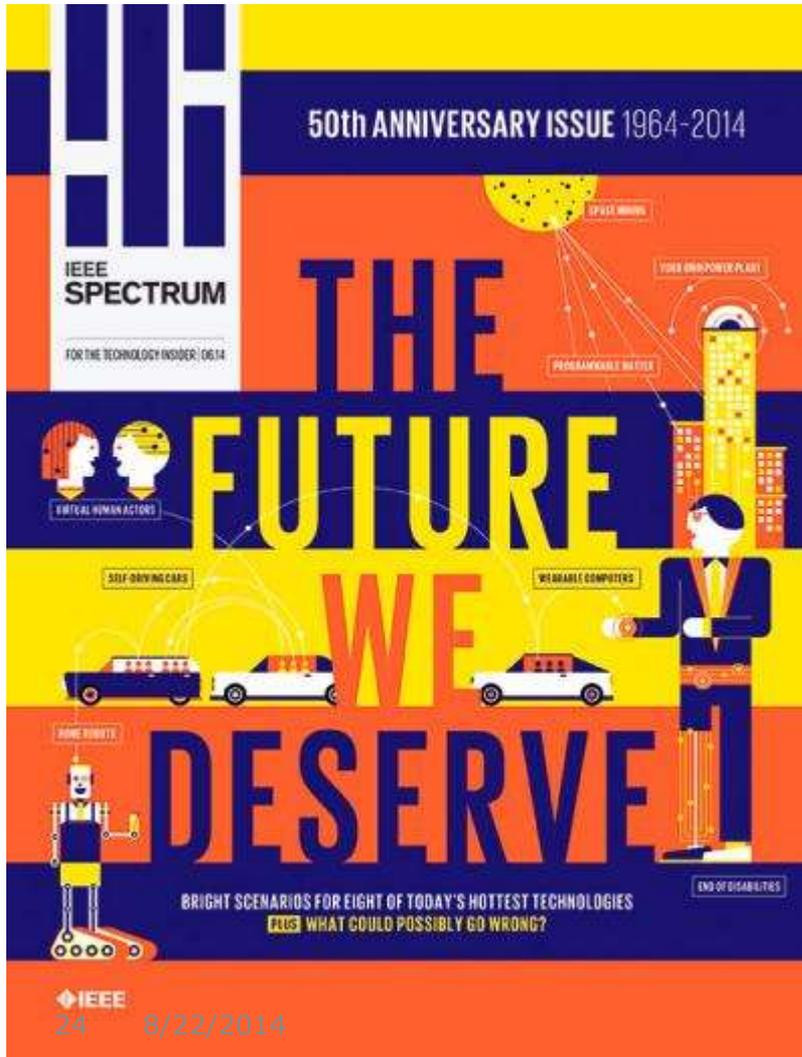
\*Includes articles for which a quote has been created and accounted for in the sales report, but have not yet been invoiced awaiting author confirmation.

# PPCT Demo at Sections Congress

- ▶ PPCT project team delivered planned feature goals for Sections Congress
- ▶ Breakout Session on Saturday, 23 August, will provide a strategic overview of PPCT and a high-level introduction of its capabilities
  - Learning Labs presentations taking place on Sunday, 24 August, offer a walk-through of key networking, community, research, and authoring tools
- ▶ Exhibit Booth will offer personal demonstrations of features developed to date
  - Demonstrations available Saturday and Sunday, 23-24 August, until 17:00

# Products And Services Snapshots

# IEEE Spectrum Celebrates 50 Years; IEEE Fellows Look at Our Future



- ▶ Special June Issue featured forecasts of what the next 50 years will bring
- ▶ Survey of predictions by IEEE Fellows due in September

# Peak Time of Year for IEEE's "Focus 60"

- ▶ More than 1/3 of all of IEEE's "Focus 60" conferences have taken place in the last three months
  - "Focus 60" conferences are the 60 largest conferences that IEEE financially sponsors
- ▶ In all, 22 of the "Focus 60" conferences took place
  - 7 conferences in May; 10 in June; 5 in July
  - Held in diverse locations, among them China, Korea, Italy, France, Australia and Taiwan

# First WiE International Leadership Conference A Success

- Held 1-3 May 2014 in San Francisco, California, USA.
- 300+ registrations and 24 sponsors resulting in \$150,000 in sponsorships.
- Opening reception welcomed 500 planned attendees.



# New Technology Conferences

- ▶ World Forum on Internet of Things Conference a major success (+230 attendees)



- ▶ IEEE International Conference on Cloud Computing in Boston in March (+170 attendees)



- ▶ 2014 IEEE Innovative Smart Grid Technologies Conference – North America & Asia (+700 attendees)



- ▶ 2014 Rebooting Computing Summit held 14-16 May in Santa Cruz, California (+50 participants)



# New IEEE Future Directions Web Portals Launched

- IEEE Smart Cities
- <http://rebootingcomputing.ieee.org>
- IEEE Rebooting Computing
- <http://smartcities.ieee.org/>



# Updates On History Center Move To Stevens Institute of Technology

- ▶ Move occurred 27-30 June with opening 1 July
- ▶ Among early partnership initiatives with Stevens:
  - Develop new history of engineering courses that will transform the way that schools address the ABET requirement about the social context of engineering
  - Participate in public programs and exhibits that will enhance public understanding and appreciation of engineering and engineers



# Ongoing EU Efforts

# EU: Development of Public Policy Working Groups

- ▶ Three groups: Energy, ICT and Standards
  - Each group consists of 10+ people from different European countries, with balanced backgrounds (academics and industry) and with expertise in various sub-sectors of the topic.
  - Develop action plans to increase IEEE impact on some specific topics
  - Production of position papers, white papers, etc.
  - Representing IEEE views to policy makers

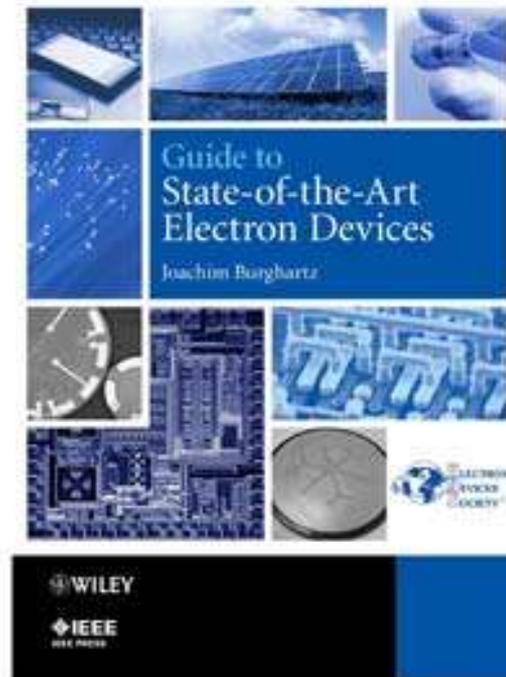
# EU: Public Policy Summit Efforts Underway

- ▶ Targeted date: 2nd or 3rd of December 2014
- ▶ Anticipated Topic: Security and privacy in the context of the Internet Governance
  - Estimated size: Approximately 200 attendees
  - Held in Brussels, Belgium
- ▶ Goal: Bringing the IEEE community closer to policy makers and informing them of the latest research on the consequences on technical choices.

# Recognition and Impact

# IEEE Publications Wins PROSE Award

- ▶ IEEE Electron Devices Society's *Guide to State-of-the-Art Electron Devices* wins PROSE award
  - American Publishers Awards for **Professional** and **Scholarly Excellence**.



# IEEE Marketing Highlights

- ▶ Digital efforts resulted in two more awards
  - 7th award in past two years.
  - Most recent from PR News' Social Media Icon Awards:
    - First Place: Best Facebook Contest & Game – Making Facebook Fun and Building Engagement
    - Honorable Mention: Best Social Media campaign



**First Place: Best Facebook Contest & Game**



# Questions or Comments?