

IEEE COMMUNICATIONS SOCIETY



# *Membership Development Council*

*Alexander D. Gelman,*

*VP-Membership Development*

*AP RCCC, Beijing, August 28, 2004*

<http://www.comsoc.org>



**IEEE Communications Society**  
**Membership Development Council**



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**Trevor Clarkson – Past VP-MD**  
**Steve Weinstein, Director-Marketing**  
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**Rocardo Veiga, Director-LA**

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- Ian Glenn, Ottawa, Canada
- Rulei Ting, New Jersey

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- Hans Loeliger, Switzerland
- Michal Pioro, Poland

**Iwao Sasase, Director-AP**

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- Yumin Lee, Taiwan
- Zhisheng Niu, Beijing

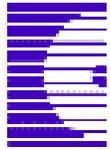
**ComSoc Staff:**

**John Pape –Director of Marketing**

**Carole Swaim – Membership Services**

**Fanny Su – AP Office**

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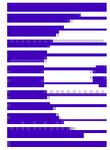
- **Total IEEE membership 339,692, +1.2%**
  - Institute Higher grades **+0.1%**
  - Students **+7.1%**
  - Total membership in **US -1.4% & non-US +5.8% over-all +1.2%**
- **Total societies membership 348,806, -5.0%**
  - Societies' higher grades **-4.8%**
  - Students **-0.6%**
  - Society membership 348,806, **-5.0%**
- **Total ComSoc membership 52,663, +2.1%**
  - Higher grades **-3,114 or -6.8%**
  - Students **+4,242 or +77.5%**
  - Affiliates **-56, or -14.6%**

**Highest growth:**

- Geosciences and Remote Sensing **+8.8%**
- Social Implications of Technology **+3.1%**
- ComSoc **+2.1%**

**Highest loss:**

- CAS **-18.0%**
- Reliability **- 15.5%**
- Information Theory **-11.5%**



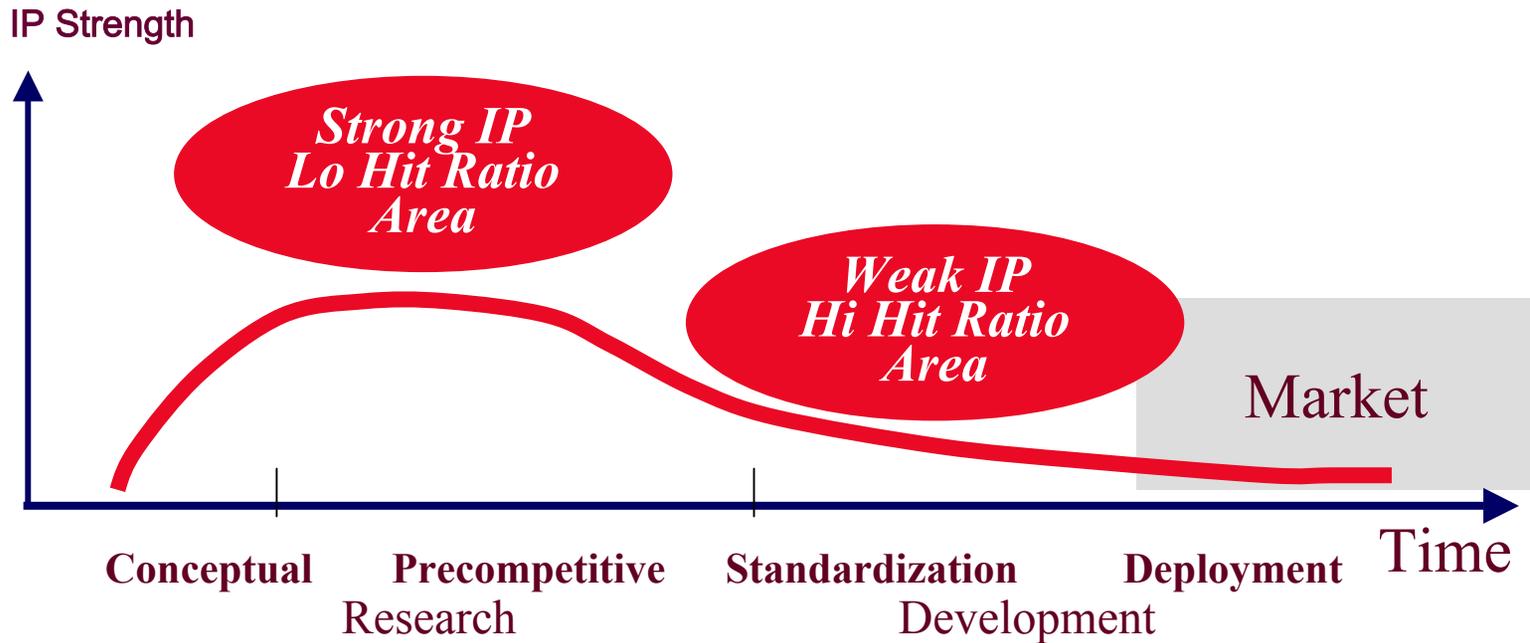
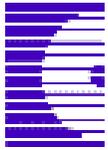
Evolution of ComSoc constituency is due to **proliferation of Communications and networking technologies** and applications in new areas and also due to **changes in Industry's R&D culture**.

Among positive factors for our industry are **deregulation of spectrum** and **ubiquitous broadband** government initiatives that lead to increase in funding of R&D in industry and academia. (5 GHz release, TV-band NPRM, BoPL FTTH unbundling relief, etc.)

*Emerging Wireless and Wireline communications technologies  
Bring new players into the supplier and service communities:*

**Examples of technologies that expand the industry boundaries:**

- **Mesh Networks,**
- **Sensor networks**
- **UWB**
- **TV Band Networking**
- **BoPL**
- **High Mobility Air I/F**



Conceptual

Precompetitive  
Research

Standardization  
Development

Deployment

Time

WCNC/ICC/GL - 300

Workshops      Transactions  
JSAC

ICC/GL-200/SUPERCOM

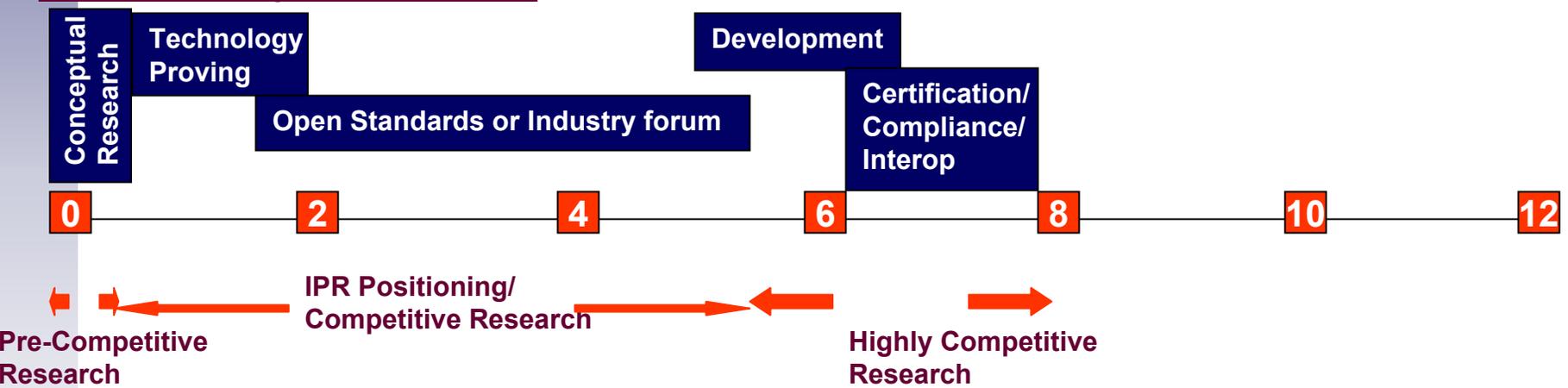
Ind. Forums: IETF/OSGi/SDRF  
OMA/ATSC/DSLIF/ATMF/etc.



**1984 R&D Cycle Scenario**



**2004 R&D Cycle Scenario**



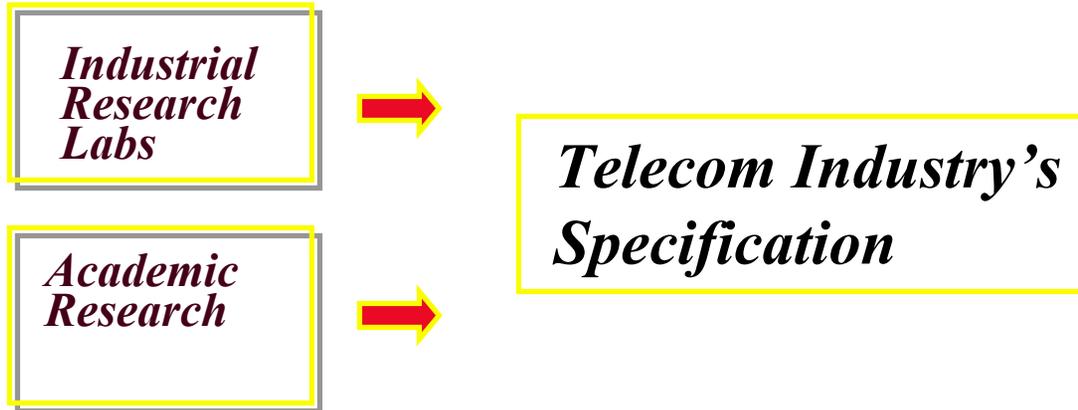
*ComSoc's service to the industry is to facilitate creation of the Intellectual property in relevant areas*



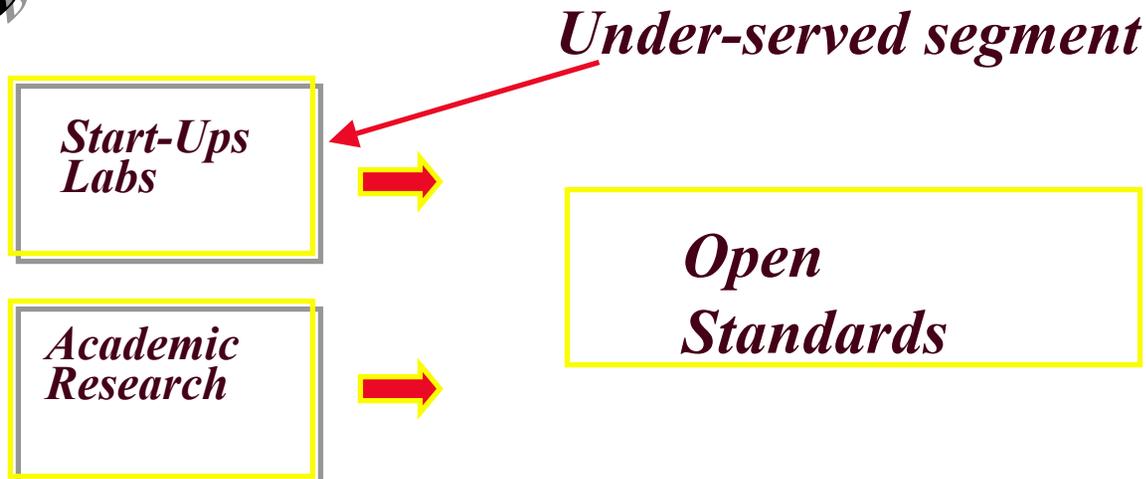
# Intellectual Property Value Chain Evolution

## *Root of the IPR*

*Before*



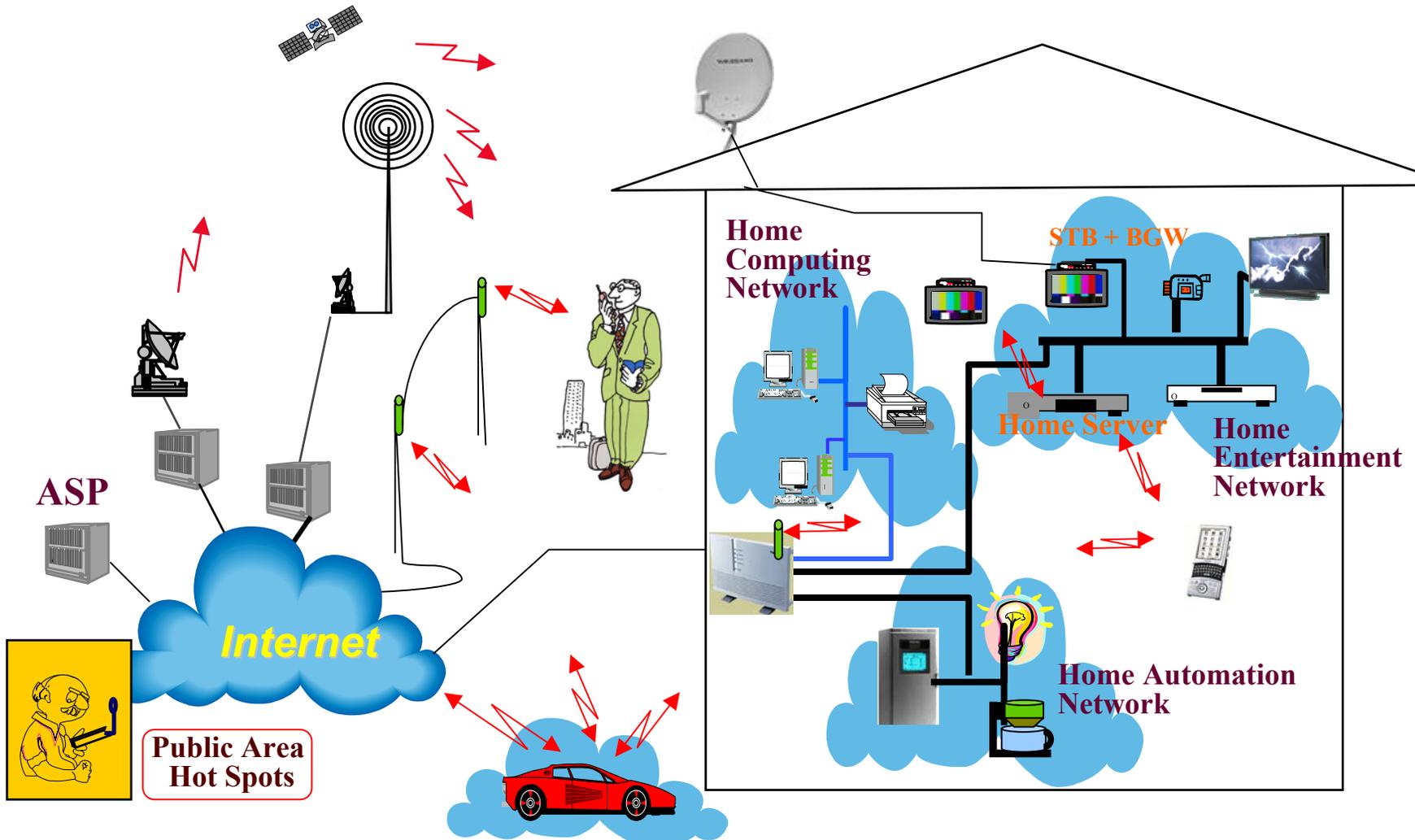
*Now*





# Consumer Communications and Networking

## The Communications Scenario



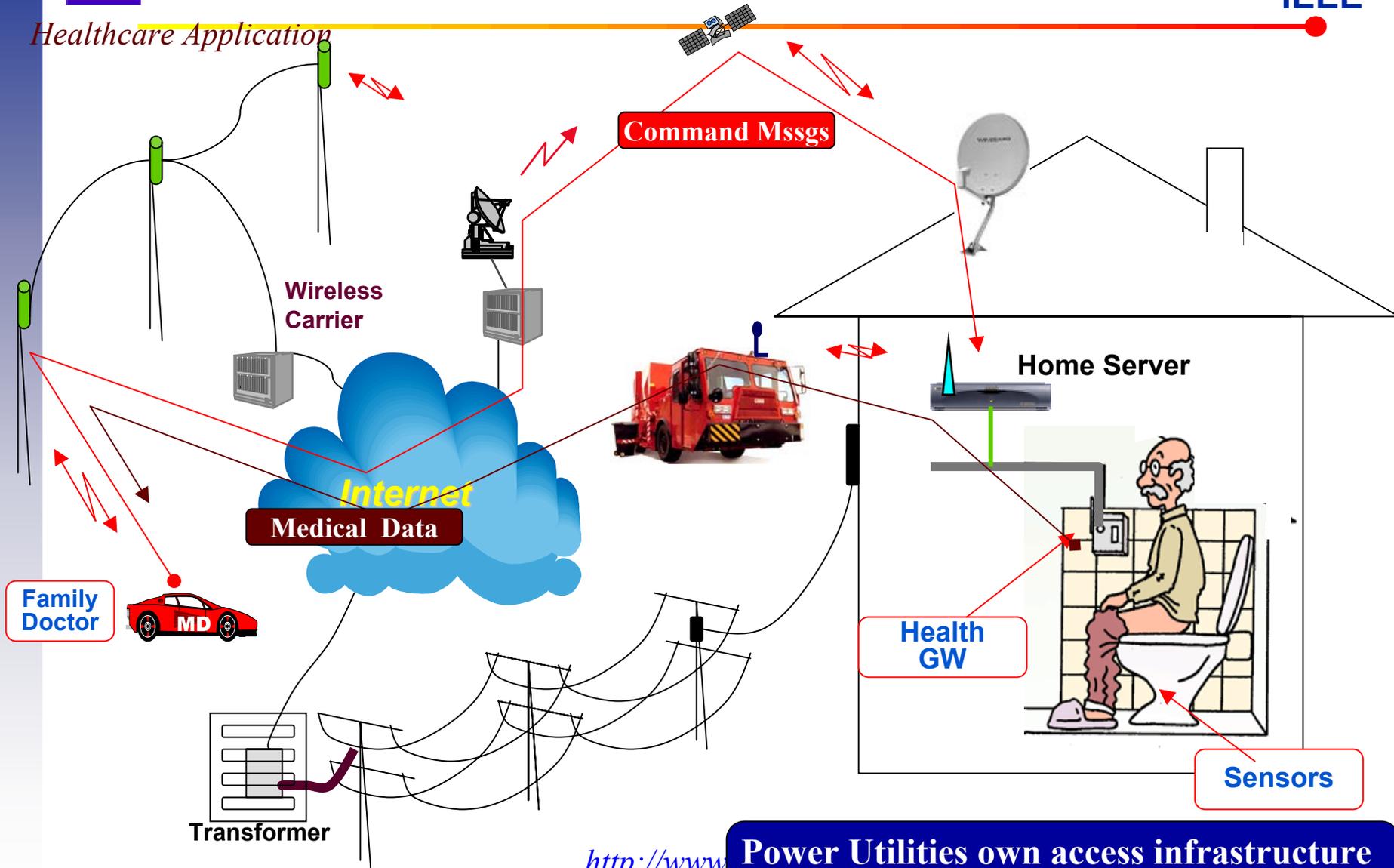


# Ubiquitous Broadband



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Healthcare Application



<http://www>

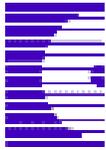
**Power Utilities own access infrastructure to the mass consumer market.**



# *Power Line Based Residential Networking*

## *PLC-based Home Network: HomePlug*





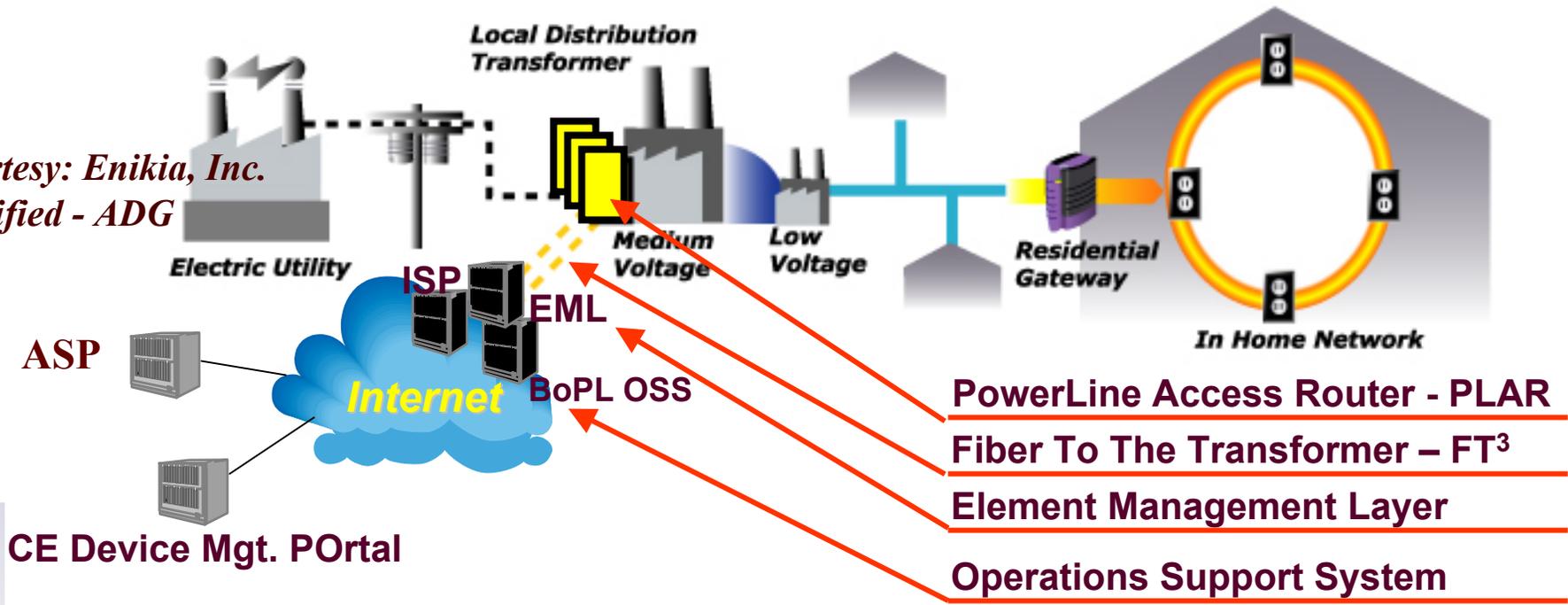
# Powerline Broadband Access Scenario



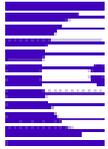
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**New Mass-Market Communications Industry segment is being born**

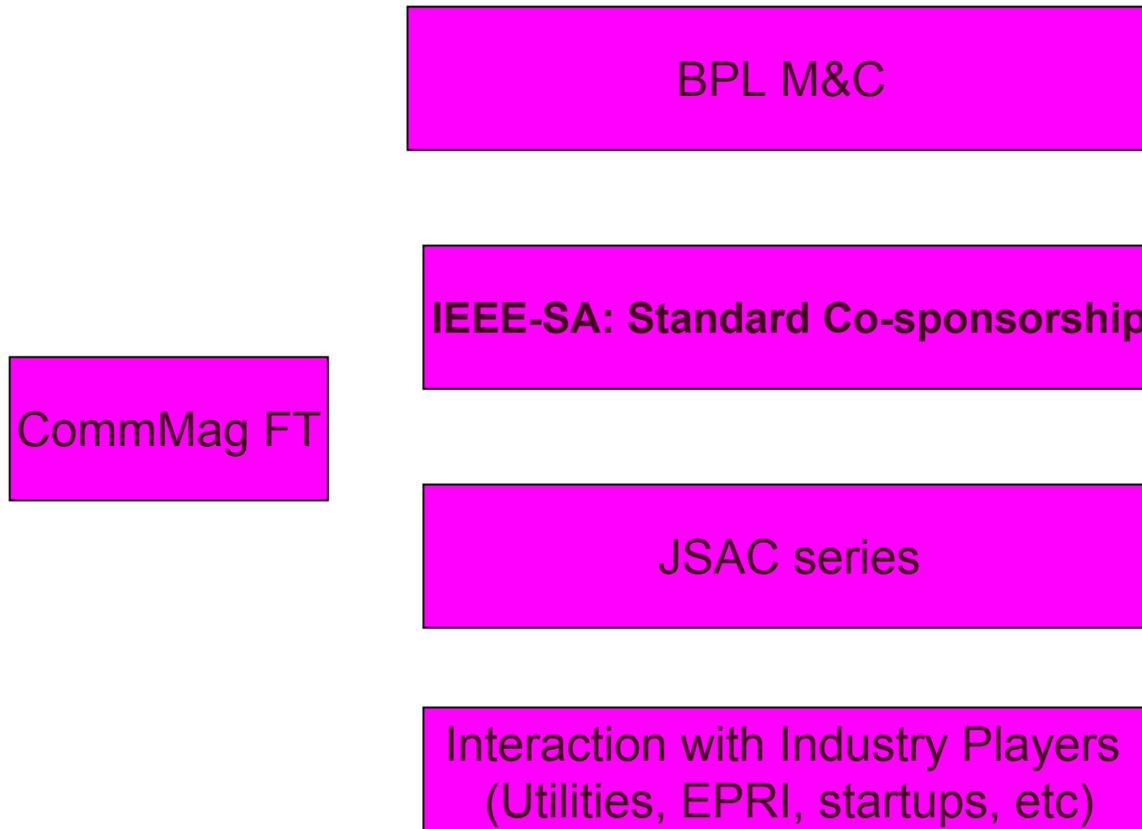
*Courtesy: Enikia, Inc.  
Modified - ADG*

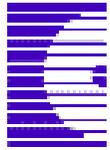


**BoPL Technology is in the stage of “competitive research” and exploratory development**



# Facilitating Creation of a New BoPL Industry Segment





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## *Value Proposition examples to Industry Segments*



### **PLC**

ComMag FT on Power Line Communications has been produced

JSAC Special Issue is in progress

PLC Subcommittee is being formed (Stefano Galli)

### **Consumer Communications and Networking**

Inaugural conference CCNC'2004 took place in Las

Vegas on January 5-8 in Conjunction with Consumer

Electronics Show (CES), which draws 100,000 attendees

Next is CCNC'2005, General Chair - Nohisa Ohta. Please spread the word !!!!

<http://www.ccnc.org>

### **Standards**

We are in discussion with IEEE-SA on BoPL standardization sponsorship

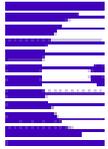
Sponsorship of standardization of next generation wireless, e.g. 802.20/22

### **Pre-standardization Industry Forums**

ComSoc – WWRF cooperation wireless workshop, 10/2003, Technical

co-sponsorship of WWRF meeting in Toronto

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## Some Items to address

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- *Global nature of ComSoc and Industry and Regional Segregation:*
  - *Approach: Practice only GCCC*
- *Globalization of Society and US-centric services*
  - *Approach: Outsource support, proliferate benefits*
- *MD Programs and dealing with next year's budgetary problems*
  - *GCCC'2005 has been cancelled due to budgetary problems*
- *New initiatives, e.g. certification (Pierre)*



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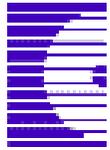
## *Membership Development*



*Global cooperation is the key but we need to understand each other.....*



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**Thank You, participants of  
The AP RCCC'2004**

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