



Reach the
brightest tech
minds to build
your business

COMMUNITY

IEEE Spectrum — growing circulation to grow your business

IEEE SPECTRUM continues proving its success as the ideal print and online advertising partner to realize your business goals through:

- A growing circulation of over **400,000** IEEE Members
- Industry recognition as the leading print and online technology information provider, with an average of **550,000** unique visitors per month
- Award-winning exclusive and authoritative editorial that connects your brand with the brightest tech minds in your business
- Peer-reviewed, 'heads up' content approach to a 'heads up' audience
- Powerful, fully integrated channel advertising solutions
- Reaching key IEEE members — major players and key decision-makers in the development of the latest technology, engineering and science advances

WHAT OUR READERS SAY ABOUT IEEE SPECTRUM:

- 89%** Regularly read IEEE Spectrum cover stories
- 82%** Provides important, timely information on emerging technologies
- 81%** Delivers content that is superior in terms of presenting scientific and technical stories relative to other scientific-related publications in the field
- 74%** Regularly read IEEE Spectrum feature stories
- 60%** Offers intellectually enriching content

For more information, call +1 212 705 8939 or visit <http://advertise.ieee.org/contact/product>.

www.spectrum.ieee.org

69%
of IEEE Members read
3 out of 4 issues of
IEEE Spectrum regularly.

IEEE MEMBERS PERFORM MANY FUNCTIONS

Design Engineering	51%
Software Engineering	30%
Test Engineering	27%
Education	23%
Telecommunications	21%
Management	18%
Networking	16%
Purchasing/Procurement	15%
IT Services	13%
Security/Privacy	12%
Manufacturing/Production	11%
Marketing/Sales	8%
Supply Chain	5%
Other	11%

C-LEVEL EXECUTIVE PROFILE

Active corporate board members for technology companies — **31%**

Active board members in education and government organizations — **15%**

TYPE OF ORGANIZATIONS

Large — Greater than 10,000 Employees — **33%**

Medium — From 1,000 to 10,000 Employees — **19%**

Small — Less than 1,000 Employees — **26%**

2011 IEEE Spectrum Signet Ad Impact Study
2011 IEEE Spectrum Signet Subscriber Study
2010 IEEE Spectrum Subscriber Study
2005 Erdos and Morgan Subscriber Study

AWARDS

Award-winning editorial = a winning advertising environment

IEEE SPECTRUM PRINT AND ONLINE feature content consistently wins awards every year in the engineering media category. Three out of four issues of IEEE Spectrum are actively sought out and read for their engaging, authoritative and exclusive content. Written and reviewed by industry leaders and peers, our award-winning content highlights current and next generation technologies, communicating them to the target audience you want to capture.

American Society of Business Publications Editors Merit Awards

- Gold – Opening Page/Spread, Computer-Generated Imagery: “The Greening of the Supercar” (October)
- Gold – Podcast: “The Liberal Arts Goes Data Mining”
- Gold – Web Microsite: “Telepresence Special Report”
- Silver – Blogs – Automaton
- Bronze – Individual Profile: “The Man Who Made a Copy of Himself” (April)
- Runner Up – Magazine of the Year

Association and Media Publishing (formerly SNAP)

- Gold EXCEL Award – Antarctica: Life on the Ice (2010)
- Gold EXCEL Award – Best Single Issue – Water vs. Energy (June 2010)
- Silver EXCEL Award – Media Innovation – Automaton Blog
- Bronze EXCEL Award – Cover Photography – Water vs. Energy (June 2010)
- Bronze EXCEL Award – General Excellence – (September, October, November 2010)
- EXCEL EXTRA! Award, Magazines: Cover Photography (June 2010)

American Business Media

- Neal Award – Antarctica: Life on the Ice (2010)
- Neal Award – Best Web Site
- Neal Award – Best Blog – Automaton

min’s (Media Industry Newsletter) Best of the Web Awards

- Best Newsletter – Robotics News

The Society of Publication Designers (SPD)

- The Trouble With Multicore – Illustration (July 2010)
- The Long and Windy Road – The Data Infographic (October 2010)
- Water vs. Energy – Cover Photography (June 2010)

Utne Independent Press Awards

- Finalist – Spectrum – Best Science/Technology Coverage

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On average,
IEEE Spectrum
subscribers spend

62 minutes
reading each issue.



INFLUENCE

Don't count who you reach — reach who counts

HOW CAN YOU SUCCESSFULLY MARKET TO IEEE MEMBERS?

IEEE Spectrum helps you directly influence and engage the creative community developing the technologies of today and tomorrow by delivering what EEs look for in your marketing:

- Communicate your available technical solutions **97%**
- Describe how your products will help them resolve technology obstacles unique to the industry **95%**
- Define the scope and progress of your developmental technology work **93%**
- Provide direct engineer access **82%**
- Describe how you engage in collaboration with the engineering community **72%**
- Deliver more information about technology solutions and collaboration in your advertising and promotion rather than branding your company or featuring specific products **70%**

THE IEEE COMMUNITY

IEEE comprises a global community of leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- They are focused and working on the next “Big Thing”
- They are constantly driving change
- They are actively looking for solutions to complex problems
- They are driven by success, to drive yours

82%

of subscribers agree that IEEE Spectrum keeps them well-informed on emerging technologies.



IEEE Member Loredana Bessone prepares explorers for the rigors of space at the European Space Agency. Photo: Andreas Teichmann

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www.spectrum.ieee.org

2008 IEEE Subscriber Study, Mark Rothman and Assoc., Inc.
2011 IEEE Spectrum Signet Subscriber Study

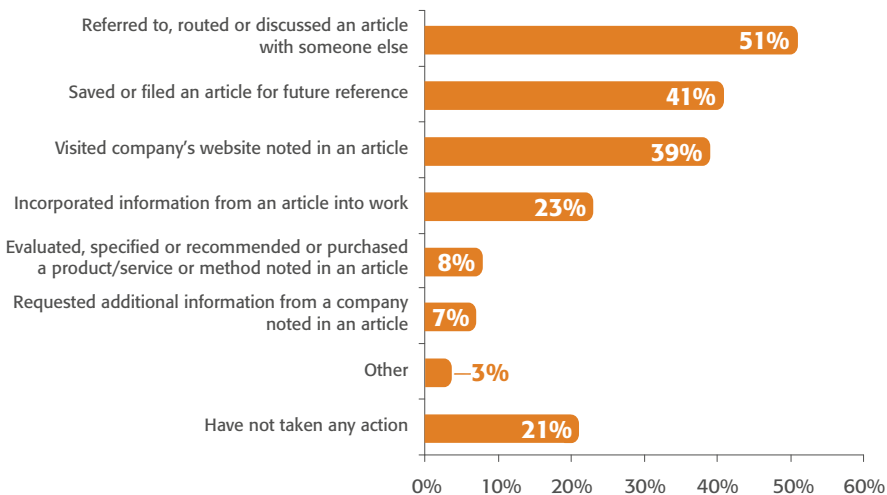
ENGAGED

Access the highly-engaged IEEE member community

IEEE MEMBERS DON'T JUST READ IEEE SPECTRUM, they devour it. They pass it on to their colleagues. They refer to it in their patents.

They pay attention to the advertising. They purchase the products that are advertised and use them in their designs.

ACTIONS TAKEN DURING THE PAST YEAR AS A RESULT OF READING ARTICLES IN IEEE SPECTRUM



IEEE MEMBERS

- Think that the advertising in IEEE Spectrum educates and is an important part of the publication **35%**
- Believe that companies that advertise build trust and are seen as a reliable source **29%**

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www.spectrum.ieee.org

79%
of subscribers
have taken action
as a result of
reading articles in
IEEE Spectrum.



IEEE Member Jordin Kare aims to propel rockets and helicopters with light.
Photo: Brian Smale

ADVERTISING

Integrated solutions = maximum ROI

IEEE MEMBERS VISIT THE IEEE SPECTRUM WEB SITE to interact with the rest of the engaged IEEE audience, and stay current on emerging technologies in a variety of ways:

Banners – our news articles receive 78% of total visits/week

Webinars – attendance that beats industry averages by 134%, and receive 25.5% of total visits/week

12 Broad and targeted Newsletters, including our Tech Alert, which broadcasts highlights of IEEE Spectrum Online content to nearly 400,000 readers/week

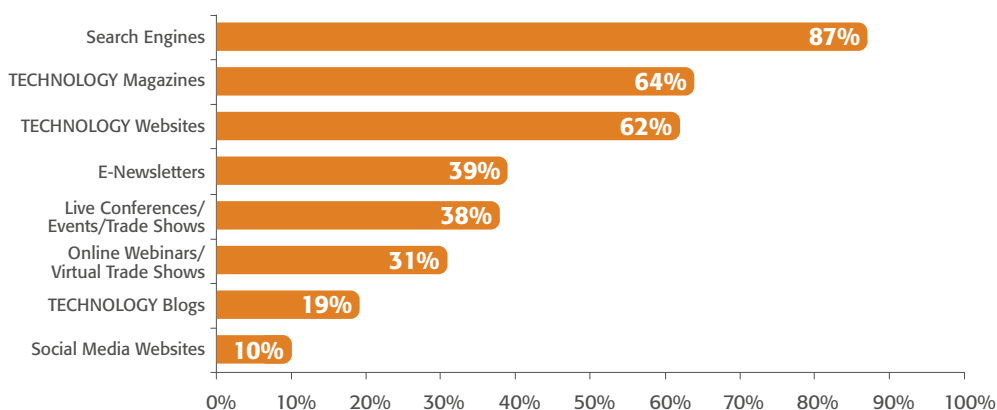
Multimedia – videos, slideshows, podcasts – receive 41.8% of total visits/week

Whitepapers – receive 38.1% of total visits/week

Blogs – receive 24% of total visits/week

Microsites – deliver topic-focused content to an engaged audience who want and need your technology

MEDIA SOURCES USED TO GET TECHNOLOGY NEWS AND INFORMATION



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71%
of IEEE Spectrum
Web site visitors rate
it above average
compared to similar
technology sites.



MONTHLY STATISTICS

Unique Visitors – **550,000**

Returning Visitors – **203,500**

New Visitors – **346,500**

Page Views – **1.4 million**

Total Impressions – **6.3 million**

Avg. Page Visit Duration – **2 minutes**

Avg. Visits per Visitor – **1.5**

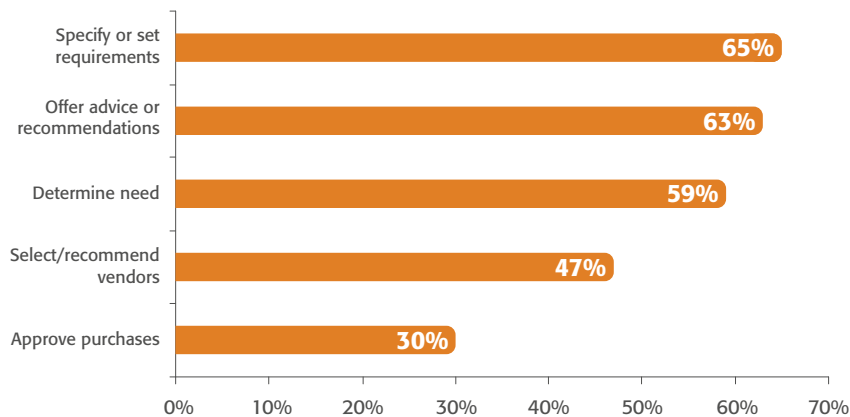
Avg. Page Views per Visit – **1.9**

POWER

Customized channel marketing solutions = success for you

OUR INTEGRATED TECHNOLOGY CHANNEL MARKETING APPROACH enables you to leverage the purchasing power of IEEE members with customized packages to effectively target our audience.

LEVEL OF PRODUCT/SERVICE PURCHASE INVOLVEMENT ACROSS THE IEEE MEMBERSHIP



IEEE MEMBERS WHO APPROVE, AUTHORIZE, RECOMMEND, SELECT OR SPECIFY PRODUCTS OR SERVICES

Test and Measurement	79%
Power and Energy	65%
Semiconductors	55%
Robotics	43%
Telecommunications	32%

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www.spectrum.ieee.org

92%

of site visitors follow-up, including asking for additional information from advertisers.



IEEE member Ricky Langer designs and maintains technical systems for the world's leading sports network. Photo: David Yellen

CHANNEL OPTIONS

- Aerospace
- Biomedical
- Computing
- Consumer Electronics
- Energy
- Green Tech
- Robotics
- Semiconductors
- Telecom
- Geek Life
- At Work

2012 Media Planner

Winner of 20 editorial awards in 2010

Month	Close	Materials	Editorial Features	2012 Bonus Distribution
Jan	1 Dec	8 Dec	<ul style="list-style-type: none"> > Annual Technology Analysis issue 	<ul style="list-style-type: none"> > Consumer: CES, Las Vegas, NV > Telecommunications: IEEE CCNC, Las Vegas, NV
Feb	3 Jan	9 Jan	<ul style="list-style-type: none"> > Aerospace: 6 Day Satellites > Aerospace: Laser IED Detection > GreenTech: Solar Maximum > Semiconductors: Reconfigurable Graphene Logic > Geek Life: Dream Jobs 	<ul style="list-style-type: none"> > Semiconductors: Solid State Circuits, San Francisco, CA > Telecommunications: IWCE, Las Vegas, NV
Mar	1 Feb	8 Feb	<ul style="list-style-type: none"> > Aerospace: Deflecting Asteroids > Biomedical: Interface to the Brain > Biomedical: Single Molecule DNA Sequencing > Computing: The Haiku OS > Geek Life: Marissa Meyer 	<ul style="list-style-type: none"> > Telecommunications: Optical Fiber Communications Conference, Los Angeles, CA > Telecommunications: INFOCOM, Orlando, FL > Telecommunications: ICASSP, Kyoto, Japan > Semiconductors/Computer: 2012 US Multicore Expo, San Jose, CA > Computer: Embedded Systems Conference, San Jose, CA
Apr	1 Mar	8 Mar	<ul style="list-style-type: none"> > Aerospace: Amateur Extrasolar Planet Hunt > Computing: Apes & Computers > Energy: Impact of Consumer Behavior on the Smart Grid > Green Tech: Top 10 Tech Cars > Semiconductors: Nanorelays 	<ul style="list-style-type: none"> > Telecommunications: Sarnoff Symposium, Princeton, NJ > Telecommunications: NAB, Las Vegas, NV > Computer/Telecommunications/Semiconductors: IEEE RFID 2012, Orlando, FL > SHRM Talent and Staffing Management Conference & Expo, Washington, DC
May	2 Apr	9 Apr	<ul style="list-style-type: none"> > Energy: Alt. Energy is Bunk > Energy: Thermopower waves > Geek Life: Profile — IEEE Medal of Honor Winner 	
Jun	1 May	8 May	<ul style="list-style-type: none"> > Special Issue: The Future of Money 	<ul style="list-style-type: none"> > Telecommunications: IEEE ICC, Ottawa, ON, Canada > Telecommunications: MTT, Montreal, QC, DA > Computer/Semiconductors: Design Automation Conference, San Francisco, CA > Telecommunications: IEEE SECON, Seoul, Korea
Jul	1 Jun	8 Jun	<ul style="list-style-type: none"> > Computing: Recommender Systems at amazon.com > Semiconductors: Semiconductor Variability > At Work: Coevolving with Tech 	<ul style="list-style-type: none"> > Telecommunications: Antennas and Propagation, Chicago, IL > Energy: IEEE Power & Energy Society Meeting, San Diego, CA > Semiconductors: SEMICON West, San Francisco, CA
Aug	2 Jul	9 Jul	<ul style="list-style-type: none"> > Consumer Electronics: The iPhone in 20 years > Energy: Internet Power > Energy: Nuclear Reactor Life Extension > Semiconductors: Programmable Nanowire Processors 	<ul style="list-style-type: none"> > Energy: EMC, Pittsburgh, PA
Sep	1 Aug	8 Aug	<ul style="list-style-type: none"> > Computing: Truth about THz Waves > Energy: Magnetic monopoles > Robotics: Bacteria Bots > Semiconductors: 3D Packaging 	<ul style="list-style-type: none"> > Computer: Embedded Systems Conference, Boston, MA > Telecommunications: IEEE PIMRC, Sydney, Australia
Oct	31 Aug	7 Sep	<ul style="list-style-type: none"> > Aerospace: EM Attacks > Computing: Chinese Supercomputer > Consumer Electronics: 3-D TV Sports > Semiconductors: Nonvolatile Logic 	<ul style="list-style-type: none"> > HR Southwest Conference, Fort Worth, TX
Nov	1 Oct	9 Oct	<ul style="list-style-type: none"> > Aerospace: UAV Networks > Computing: Paper Electronics 	<ul style="list-style-type: none"> > Telecommunications: IEEE MILCOM, Orlando, FL
Dec	1 Nov	8 Nov	<ul style="list-style-type: none"> > Aerospace: Repurposing SLAC 	<ul style="list-style-type: none"> > Telecommunications: IEEE GLOBECOM, Anaheim, CA > Semiconductors: IEDM, San Francisco, CA

Editorial calendar is subject to change.
Real-time Editorial Calendar can be found at <http://advertise.ieee.org/print/spectrum..>

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Full circulation advertising rates

Online advertising

Banners/Impressions

	Size	CPM	50,000	75,000	100,000	150,000	200,000
LEADERBOARD	728 X 90	\$80	\$4,000	\$6,000	\$7,500	\$11,500	\$15,000
MEDIUM RECTANGLE	300 X 250	80	4,000	6,000	7,500	11,500	15,000
VERTICAL RECTANGLE	240 X 400	70	3,500	5,250	6,500	10,000	13,000
SQUARE	250 X 250	70	3,500	5,250	6,500	10,000	13,000
WIDE SKYSCRAPER	160 X 600	70	3,500	5,250	6,500	10,000	13,000
SKYSCRAPER	120 X 600	70	3,500	5,250	6,500	10,000	13,000
BUTTON	120 X 90	45	2,250	3,375	4,000	6,250	8,000
	Size	Per week	Per month				
PEEL/TEAR BACK	800 X 600	10,000	35,000				
INTERSTITIALS	640 X 480	10,000	35,000				

Content Sponsorships

	Type	Frequency	50,000
BANNER ROADBLOCKS	Home page	per day	\$3000
	Channels	per month	6000
	Video	per month	3000
	Podcasts	per month	1000
MICROSITES	Please contact sales person.		

Lead Guarantee Programs

	Rate	Leads
SINGLE SPONSORED WEBCASTS	\$13,000 per sponsor	300
MULTISPONSORED WEBINARS	7,000 per sponsor	300
WHITE PAPERS	4,000 per sponsor	150

For more detailed information, please contact sales person.

Alerts and Newsletters

IEEE Spectrum Tech Alert
IEEE Spectrum Computerwise Alert
IEEE Spectrum Energy Wise Newsletter
IEEE Spectrum Robotics Newsletter
Institute Online Alert
IEEE—USA Today's Engineer Update

For more options, rates and availability, please contact sales person.

Print advertising

North American Edition • 250,000 Circulation

	1X	6X	12X	18X	24X	36X
1 PAGE	\$18,900	\$17,850	\$17,075	\$16,275	\$15,375	\$14,700
2/3 PAGE	16,050	15,250	15,000	14,750	14,000	12,450
1/2 ISLAND	13,675	13,000	12,350	11,700	11,130	10,550
1/2 PAGE	11,600	11,025	10,475	9,950	9,450	9,000
1/3 ISLAND HORIZONTAL	9,870	9,375	9,000	8,450	8,050	7,650
1/3 PAGE	8,870	8,425	8,050	7,625	7,225	6,875
1/4 PAGE	8,050	7,575	7,225	6,850	6,525	6,300

North American Edition • Special Positions

	1X	6X	12X	18X	24X	36X
COVER 4	\$23,625	\$22,500	\$21,525	\$21,000	\$19,250	\$18,500
COVER 2 & 3 & CONTENTS	22,050	21,000	20,000	19,000	18,250	16,800

International Edition • 135,000 Circulation

	1X	6X	12X	18X	24X	36X
1 PAGE	\$10,500	\$9,975	\$9,475	\$9,000	\$8,550	\$8,125
2/3 PAGE	8,925	8,475	8,050	7,650	7,275	6,900
1/2 ISLAND	7,575	7,200	6,850	6,500	6,175	5,875
1/2 PAGE	6,450	6,125	5,825	5,525	5,250	4,975
1/3 ISLAND HORIZONTAL	5,500	5,225	4,950	4,700	4,475	4,250
1/3 PAGE	4,950	4,675	4,450	4,225	4,025	3,825
1/4 PAGE	4,100	3,900	3,700	3,525	3,350	3,175

All rates are for 4-color, 2-color and black & white ads.

Channel package rates available on request. Your local sales representative can create a custom Technology Channel Marketing Package for you that combines online content sponsorships, lead generation programs, newsletters and print.

Production contact

Felicia Spagnoli
+1 732 562 6334

Online mechanical specs

<http://advertise.ieee.org/product/online/banners>

Print mechanical specs

<http://advertise.ieee.org/product/print/spectrum>

Advertising Media Center

<http://advertise.ieee.org>

Circulation

- North American 250,000
- International 135,000

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2011 Mechanical Specifications

Supplied Advertising Material

Electronic Advertising Files:

- Press-ready Adobe PDF files (preferred)
- EPS Files (Note: When saving as EPS file, be sure to include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.)

Proofing: For color ads, 1 SWOP press proof with color bars or off-press proof.

Maximum Screen: 133 lines

Maximum Tonal Density:

- Black & White 85% for areas not intended to print solid.
- Black & 1 Color 160%
- 4 Color 300% with only one solid.

Trim Size: 7⁷/₈" x 10¹/₂". The live copy area for bleed is 7" x 10".

Live Material for Bleed Units: For bleed pages, columns, and halves, keep essential matter ³/₈" from top and bottom and ¹/₂" from left and right side of all pages, and at least ⁵/₈" from bleed edge on both pages of facing page spread.

Live material in facing pages should not be closer than ¹/₈" on each page to center fold. Publisher reserves right to crop ³/₁₆" from either side of full pages and two-column units and ¹/₄" from either side of one-column units to compensate for variation in trim page size. Engraver's mark must be etched in bearer top and bottom at center of each page for guide in cutting apart.

Mailing Instructions

Send all orders, contracts, proofs, and films to IEEE Spectrum Magazine, Advertising Production Department, 445 Hoes Lane, Piscataway, NJ 08855. Telephone +1 732 562 6334, Fax +1 732 562 1745, E-mail: fs.ieeemedia@ieee.org.

Issuance And Closing Dates

Published monthly: Issued last week of month preceding issue date.

Closing dates: Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue. Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

General Information

Printing material will be destroyed 12 months after issue date unless otherwise instructed in writing. Inquiries concerning printed reproduction should be submitted within 3 weeks of issue date.

Production Charge: There will be a minimum charge of \$50.00 non-commissionable for any changes to any ad.

Contract And Copy Regulations

For Contract and Copy Regulations, please visit <http://advertise.ieee.org/product/print/spectrum>.

Commission

15% of gross billing allowed to recognized agencies on space, color, and position, provided account is paid within 30 days from invoice date.

Frequency Rates

Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Space run in any advertising edition counts toward frequency. All positions are R.O.P. or Publisher's Choice.

Unit Sizes Available		
Inches	Non-Bleed	Bleed
1 Page	7" x 10"	8 ¹ / ₈ " x 10 ³ / ₄ "
2 Facing Pages	15 ¹ / ₈ " x 10" (Gutter Bleed)	16 ¹ / ₄ " x 10 ³ / ₄ "
² / ₃ Page Vertical	4 ⁹ / ₁₆ " x 10"	5 ⁵ / ₁₆ " x 10 ³ / ₄ "
¹ / ₂ Page Island	4 ⁹ / ₁₆ " x 7 ³ / ₈ "	5 ⁵ / ₁₆ " x 8"
¹ / ₂ Page Vertical	3 ¹ / ₄ " x 10"	4 ¹ / ₁₆ " x 10 ³ / ₄ "
¹ / ₂ Page Horizontal	7" x 4 ³ / ₄ "	8 ¹ / ₈ " x 5 ¹ / ₄ "
¹ / ₃ Page Vertical	2 ³ / ₁₆ " x 10"	3 ¹ / ₁₆ " x 10 ³ / ₄ "
¹ / ₃ Page Square	4 ⁹ / ₁₆ " x 4 ³ / ₄ "	5 ⁵ / ₁₆ " x 5 ¹ / ₄ "
¹ / ₄ Page Square	3 ¹ / ₄ " x 4 ³ / ₄ "	—
¹ / ₆ Page Vertical	2 ³ / ₁₆ " x 4 ³ / ₄ "	—
¹ / ₁₂ Page Vertical	2 ³ / ₁₆ " x 2 ³ / ₈ "	—
Millimeters	Non-Bleed	Bleed
1 Page	178mm x 254mm	206mm x 273mm
2 Facing Pages	384mm x 254mm (Gutter Bleed)	413mm x 273mm
² / ₃ Page Vertical	116mm x 254mm	135mm x 273mm
¹ / ₂ Page Island	116mm x 188mm	135mm x 204mm
¹ / ₂ Page Vertical	83mm x 254mm	104mm x 273mm
¹ / ₂ Page Horizontal	178mm x 121mm	206mm x 133mm
¹ / ₃ Page Vertical	56mm x 254mm	81mm x 273mm
¹ / ₃ Page Square	116mm x 121mm	135mm x 133mm
¹ / ₄ Page Square	83mm x 121mm	—
¹ / ₆ Page Vertical	56mm x 121mm	—
¹ / ₁₂ Page Vertical	56mm x 60mm	—

NOTE: millimeters are only used whole

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IEEE Spectrum and IEEE Spectrum Online content drives the response and results you need to help build a lasting relationship between the brightest minds and your brand.

OUR 2011 ADVISORY BOARD READS LIKE A WHO'S WHO OF TECHNOLOGY INNOVATION:

Gerard A. Alphonse IEEE Life Fellow, GAA Associates
Marc T. Apter IEEE Life Senior Member (URS Corp. through 6/30/11)
Francine D. Berman IEEE Fellow, Rensselaer Polytechnic Institute
Jan Brown IEEE Senior Member, Jan Brown Consulting
Raffaello D'Andrea IEEE Fellow, ETH Zurich
Roberto de Marca IEEE Fellow, Pont. Catholic University--PUC Rio
Hiromichi Fujisawa IEEE Fellow, Hitachi, Ltd.
Kenneth Y. Goldberg IEEE Fellow, University of California, Berkeley
Susan Hackwood IEEE Fellow, California Council on Science and Technology
Bin He IEEE Fellow, University of Minnesota
Erik Heijne IEEE Fellow, CERN
Charles H. House IEEE Fellow, Stanford University
Christopher J. James IEEE Senior Member, University of Warwick
Ruby B. Lee IEEE Fellow, Princeton University
John P. Lewis IEEE Member, Weta Digital, Ltd.
T. M. Mak IEEE Senior Member, Intel Corp.
Carmen S. Menoni IEEE Fellow, Colorado State University
David A. Mindell IEEE Member, Massachusetts Institute of Technology
C. Mohan IEEE Fellow, IBM Almaden Research Center
Fritz Morgan IEEE Member, Philips Solid-State Lighting
Andrew M. Odlyzko IEEE Member, University of Minnesota
Larry Smarr IEEE Member, University of California, San Diego
Harry L. Tredennick III IEEE Fellow, Gilder Technology Report
Sergio Verdu IEEE Fellow, Princeton University
Jeffrey M. Voas IEEE Fellow, NIST
William E. Wehl IEEE Senior Member, Google
Kazuo Yano IEEE Fellow, Hitachi, Ltd.



Don't count
who you
reach,
reach who
counts!



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