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## IEEE LAUNCHES INTERNET TELEVISION

*Members of the World's Largest Technical Professional Society Produce Technology Programs for Member and Public Viewing*

**PISCATAWAY, NJ, September 27, 2007** – IEEE is announcing the launch of IEEE.tv – an Internet-based television network that features targeted programming on technology and engineering produced by IEEE members. Featuring a variety of programming options including hot topics in technology, conference highlights and interviews with industry experts, IEEE.tv can be viewed at [www.ieee.org/ieeetv](http://www.ieee.org/ieeetv). IEEE is the world's leading professional association for the advancement of technology.

First launched as a Beta site in August 2006, IEEE.tv is a collaborative effort of IEEE volunteers, members and staff. Improved features include “flash” video format, a list of “most viewed” and “recently added” videos and different options for RSS feeds, enabling Internet syndication. Additional features available only to IEEE members include downloadable videos and personalization options.

Currently 30 programs are available for viewing, including videos on wind power, biomedical engineering, and recycling computer and electronic products. New programs, recorded in high-definition, will be added monthly.

“IEEE.tv is truly a collaborative, IEEE member-produced initiative that is strongly in accordance with IEEE’s mission of educating the public on important technology and engineering issues,” said Pedro Ray, vice president, IEEE Regional Activities. “The IEEE.tv viewer can also be launched from any Web site, allowing us a greater opportunity to syndicate the network.”

IEEE.tv includes programs available to the general public, and others that can only be viewed by IEEE members. Programs are categorized into six different series:

- Conference Highlights – Highlights of IEEE conferences, including interviews with major presenters on the “hot topics” and excerpts from seminal presentations
- Meet the Authors – One-on-one interviews with leading experts in the field
- Careers & Technology – Current events including technology careers, profiles of interesting jobs and new developments in technical disciplines
- IEEE.tv Specials – Featured events, profiles of significant figures in technology and engineering, and chronicles of historical developments

- IEEE Products – Brief introductions to IEEE products and initiatives
- History – New to the IEEE.tv lineup, these programs highlight landmark technology and engineering events from the past

In 2007, IEEE appointed the IEEE.tv Advisory Group to provide strategic oversight and guidance for product development. The Group includes:

- Charles Dages, executive vice president, emerging technology, Warner Bros.
- David Green, associate professor, electrical and computer engineering, UAB (University of Alabama at Birmingham); IEEE Treasurer
- Tom Gurley, independent broadcasting consultant; past-President IEEE Broadcast Technology Society
- William Hayes, director of engineering and technology, Iowa Public Television; president, IEEE Broadcast Technology Society
- Cecelia Jankowski, managing director, IEEE Regional Activities
- Lisa Lazarek, Ph.D. Candidate, University of Oxford, United Kingdom; IEEE GOLD (Graduates of the Last Decade) volunteer, co-host of Discovery Channel program *Zapped*

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### **About the IEEE**

The IEEE (Institute of Electrical and Electronics Engineers, Inc.) is the world's largest technical professional society. Through its more than 370,000 members in 160 countries, the organization is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, the IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed nearly 900 active industry standards. The organization also sponsors or co-sponsors over 450 international technical conferences each year. Additional information about the IEEE can be found at <http://www.ieee.org>.