

IEEE-SA Corporate Program

Choice Control Speed Influence

About IEEE

Extraordinary depth of resources

1. 41 Technical Societies and Councils Broad market presence global outreach
2. > 360,000 members
3. 30% of world's literature in electro- and info-technology
4. Over 325 technical conferences per year

Broad market presence & global reach

1. Respected and valued brand name
2. Technology leader, notably in
 - Information technology
 - Telecommunications
 - Power and energy
3. Members in 150 countries

About IEEE

Premier Standards Developer

1. Recognized developer of international standards
 - > 800 standards, used across industry
 - > 400 standards projects in progress
 - > 15000 standards participants worldwide

Standards Development Options

1. Individual consensus
2. Consortia-like (IEEE-ISTO)
3. Corporate consensus in the IEEE-SA Corporate Program

IEEE-SA Corporate Program

Providing an environment where corporations come together to develop standards, specifications and guides they need to open markets, strengthen existing ones and enhance their competitiveness on a global scale.

Why Do Corporate Standards at IEEE?

Platform & protections create productive corporate standards environment

1. 501(c)(3) nonprofit corporation
2. Proven policies and procedures

Quick start-up

1. No agreements among participants
2. No infrastructure to form

Modest development costs

Well-defined rules and framework

1. Transparent process
2. Legal structure in place
3. Clear intellectual property policy (RAND)

Why Do Corporate Standards at IEEE?

Route to global standards

1. Liaison to international SDOs (ISO, IEC, ITU)
 - Streamlined adoption of IEEE standards
 - Joint copyright agreements
2. ANSI accredited

Worldwide distribution

Dedicated IEEE-SA professional support staff

Purchased support services

1. Speeds development
2. Promotes optimal working environment
 - Given priority for balloting, printing, etc.
 - Avoid pitfalls that can slow process

Why Do Corporate Standards at IEEE?

Services include:

1. Project management services
 - Planning and scheduling
 - Financial management
 - Record keeping
2. Writing & editing
3. Legal services
4. Meeting planning & management
5. Publication & distribution
6. Marketing & communications
7. Conformance & interoperability testing

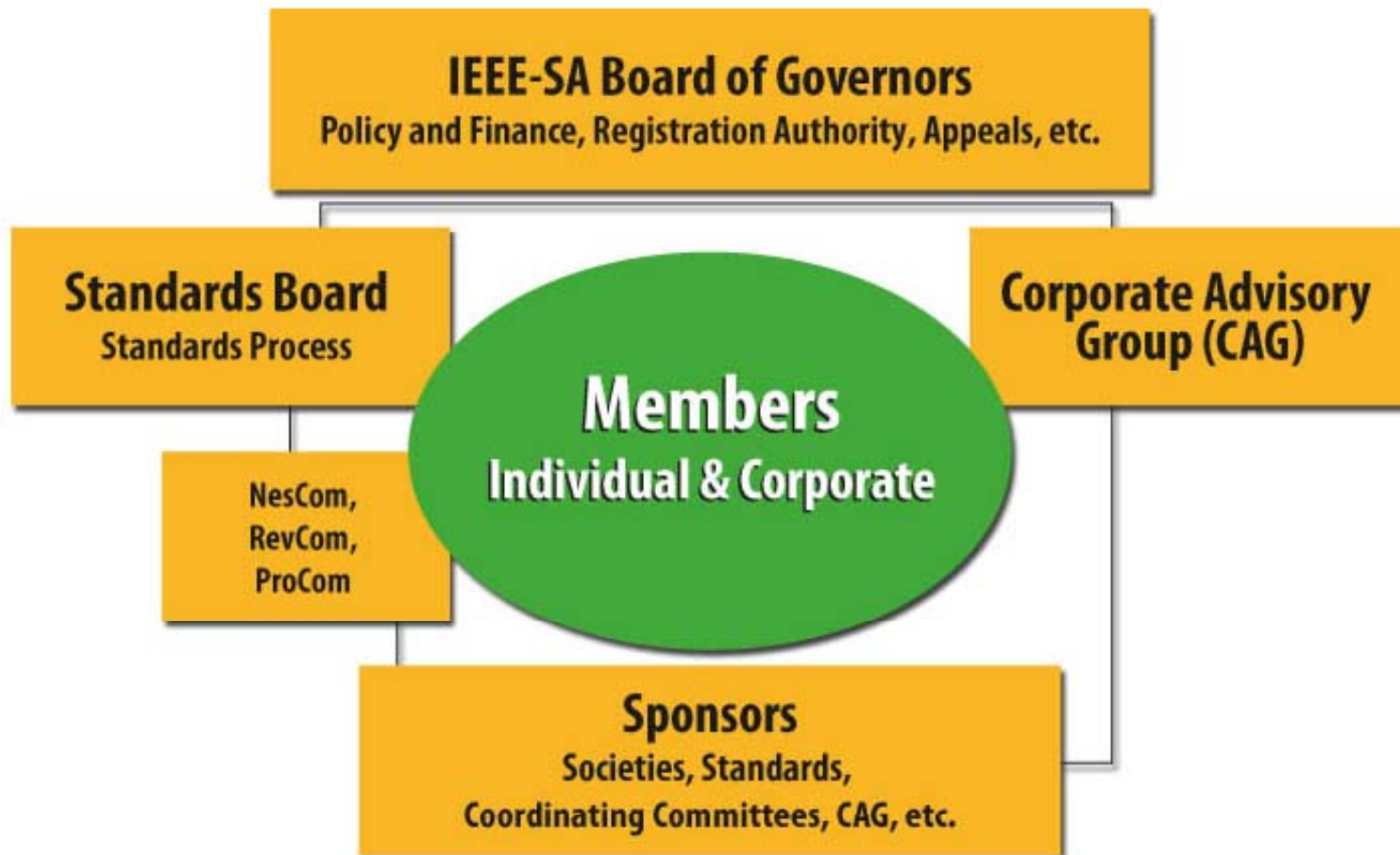
IEEE-SA Corporate Program

Value

1. Provides an alternative to traditional consortia
 - Cost effective standards development
 - Broad acceptance for standard
2. Complements your involvement in the individual IEEE process
3. Helps your industry accomplish its business objectives
4. Fosters company-based standardization
 - Open, consensus process
 - Levels playing field -- one company/one vote
 - Unlimited balloting
5. Multi-industry/multi-national participation
6. Lets you set a corporate standards agenda within IEEE
7. Lets you network within an IEEE-SA corporate constituency
8. Provides a venue where you can nurture existing and emerging technologies

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Structure



IEEE-SA Corporate Program

Corporate Advisory Group (CAG)

1. Sets environment for corporate standards development
2. Helps initiate standards
 - Can be a sponsor
 - Supports start-up work
3. Supports working groups during standards process

2010 CAG Members

Dennis Brophy, Chair
Karen Bartleson
Mark Epstein
Jeff Green
Jim Hughes
Steven Klass
Rob Oshana
Shinji Tanabe
Phil Wennblom

Mentor Graphic
Synopsys, Inc.
Qualcomm
McAfee Avert Labs
Microsoft
SMSC
Freescale Semiconductors
Mitsubishi Electric Corporation
Intel

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Corporate Membership

1. Multi-Industry
 - Telecommunications
 - Computer hardware/software
 - Electronics and more
2. Multi-national
3. Multi-structural
 - Corporations -- large and small
 - Government agencies
 - Industry groups -- trade association, consortia, etc.
 - Academia

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Corporate Membership Benefits — Basic

1. Corporate working group attendance (observer only)
2. Sponsor balloting of corporate standards projects
3. Complimentary individual memberships
 - number of memberships based on tier membership level
4. Ability to determine and serve in the governance of IEEE-SA
5. Access to news and information on IEEE-SA standards activities

Corporate Membership Benefits — Advanced

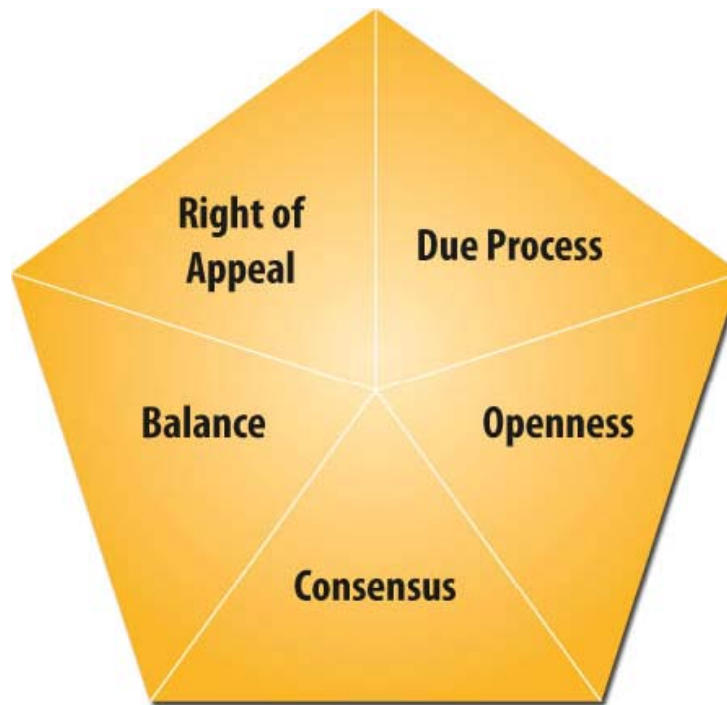
Includes all benefits of Basic Membership plus:

1. Participate in any corporate working group meeting
2. Gain voting rights in the working group and:
 1. Make motions and vote in any working group meeting
 2. Serve or nominate and elect working group officers
 3. Project support to bring corporate standards conclusion
3. Vote in an unlimited number of corporate working groups

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Standards Development

Five principles guide standards development



Ensuring integrity and wide acceptance for IEEE standards

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Standards Development

1. Prepare a Project Authorization Request
2. Find a sponsor
3. Form the working group
4. Ballot draft standard
 - In working group
 - To an industry pool
 - Employ IEEE-SA Balloting Center
 - Members: no additional cost to ballot

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A Case in Point: IEEE 1625 - Mobile Battery Standard

1. For global lithium-ion battery production
2. 19 battery & laptop computer makers
3. A unique systems standard for cells, packs and computers
4. Created in 17 months
5. Relied on IEEE-SA support services

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Conclusion

1. Organization-only consensus standards
2. One company. One vote.
3. Alternative to consortia
4. Rapid development
5. Relatively low cost
6. Full range of support services
7. IEEE name behind a standard

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IEEE STANDARDS ASSOCIATION