

# IEEE-ISTO

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## IEEE Industry Standards and Technology Organization

*affiliated with the IEEE and the  
IEEE Standards Association*

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Printer Working Group

3/1/99

Miami, FL



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# Principals

Andrew Salem, President and CEO

Peter Lefkin, Secretary/Treasurer and CFO

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# IEEE-ISTO: What IEEE Has Done

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- **Jan 1 1998: The IEEE Standards Association**
  - Established a Board of Governors over the entire IEEE Standards and Certification Programs and a constituency of IEEE standards participants to manage and direct its programs.
  
- **Jan 1 1999: The IEEE Industry Standards and Technology Organization**
  - Established a complementary standards organization that can do what IEEE can not or should not do under its present tax classification.

# IEEE-ISTO: Structure

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- Independent Organization
- Affiliated with the IEEE
- Not-for-profit corporation
- Tax exempt under section 501(c)(6) of the US tax code
- Licensed to use the IEEE logo
- Contracted to use the full facilities staff (600) and services of IEEE
- Small staff

# IEEE-ISTO: Structure

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- An umbrella organization under which industry groups can organize without the need to:
  - form a new legal entity
  - provide facilities and services
  - hire staff
- Or; without the need to form a do-it-yourself organization where technical staff do clerical functions
- And; without the risk associated with participating in an unincorporated association

# IEEE-ISTO: Purpose

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- To provide industry groups with a stable platform from which standards and related activities can be developed to meet product schedules
- To provide to such standards and related activities, the instant global recognition that is associated with the IEEE
- To establish a cost effective standards development program

# IEEE-ISTO: Scope

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- Standards and Specifications
- Certification and Accreditation
- Conformity Assessment
- Branding
- Marketing the acceptance of the standard
- Registration

# IEEE-ISTO: Programs

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- Telecommunications
- Information Technology
- Medical Devices
- Power Generation and Distribution
- Any new or emerging technologies that need the rapid development of standards and specifications to attain market acceptance



# IEEE-ISTO: Process and Procedures

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- Tailored to the:
  - technology
  - product
  - participants
  - market
  - required time-frame
  - available financial and human resources
- Each group to define their unique rules and procedures

# IEEE-ISTO: Services

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- All administrative, clerical, and program management services necessary for a cost effective operation, and timely completion of the program.
- All publishing, distribution and marketing services necessary for the optimum availability, market acceptance, and archiving of the standards, specifications or technologies that the programs produce.

# IEEE-ISTO: Facilities

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- Access to the full facilities and staff of the IEEE
- No need to duplicate
- No need to rent, purchase or hire anything

# IEEE-ISTO: Financial Model

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- Self-supporting, based on fees for services
  - Dependent upon group's priorities, requirements, and funding
- Each industry group establishes and approves its program budget
- Standards and specifications to be distributed as freely as the individual industry groups require and fund
- Any sale of standards to represent cost recovery rather than a stable or predictable revenue stream

# IEEE-ISTO: Membership

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- Not required in IEEE, its entities, or its affiliate
- Each industry group sets its own membership requirements, fees and voting privileges

# IEEE-ISTO: Board of Directors

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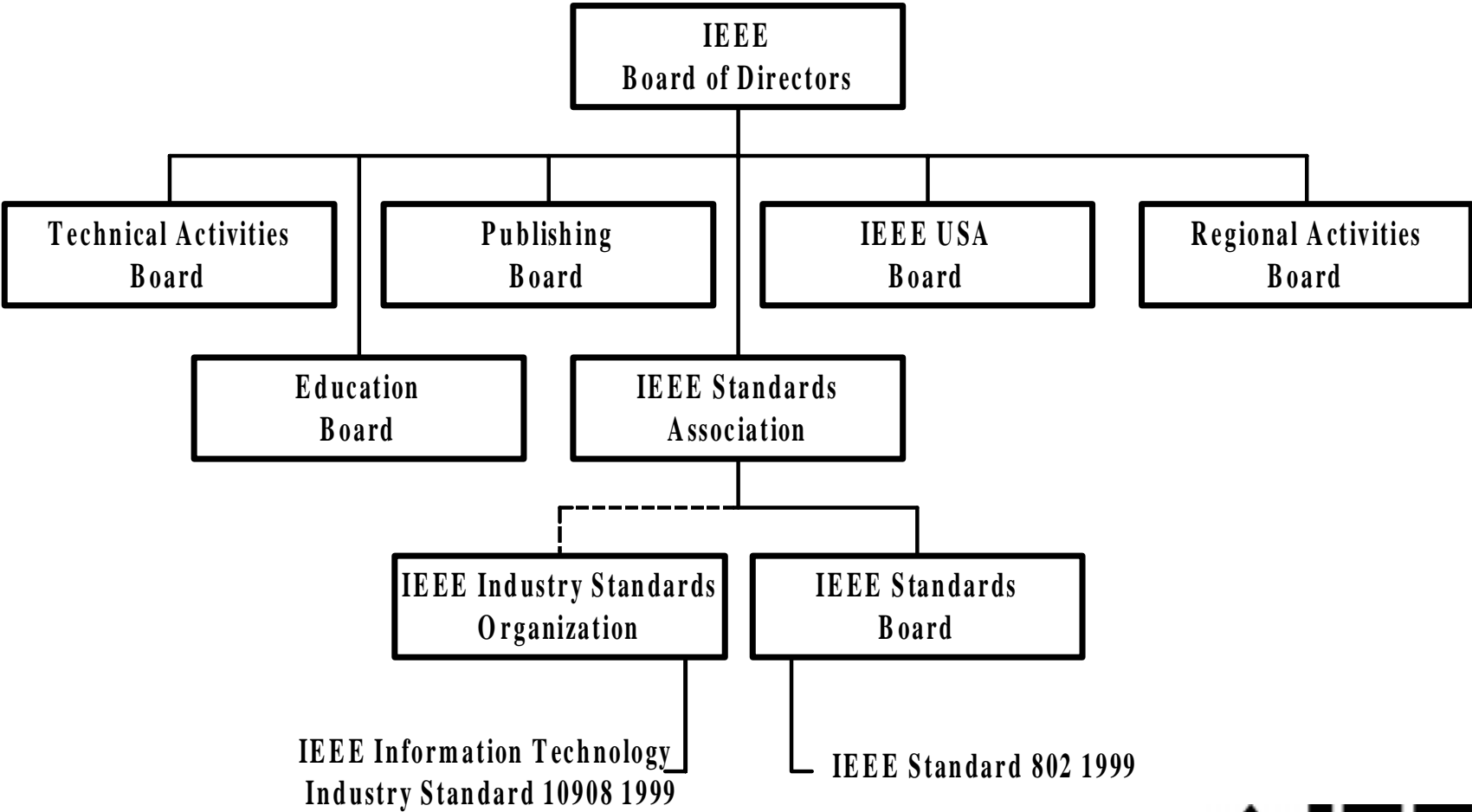
- Small, no less than four, no more than eight
- One member from each major industry sector
- Selected from corporate management positions that have standards management responsibilities (human, financial and policy)
- Can conduct most of its business by email, post-mail and telephone

# IEEE-ISTO: Intellectual Property

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- Can be assigned to IEEE, IEEE-ISTO or the industry group as part of the financial model

# IEEE Industry Standards and Technology Organization





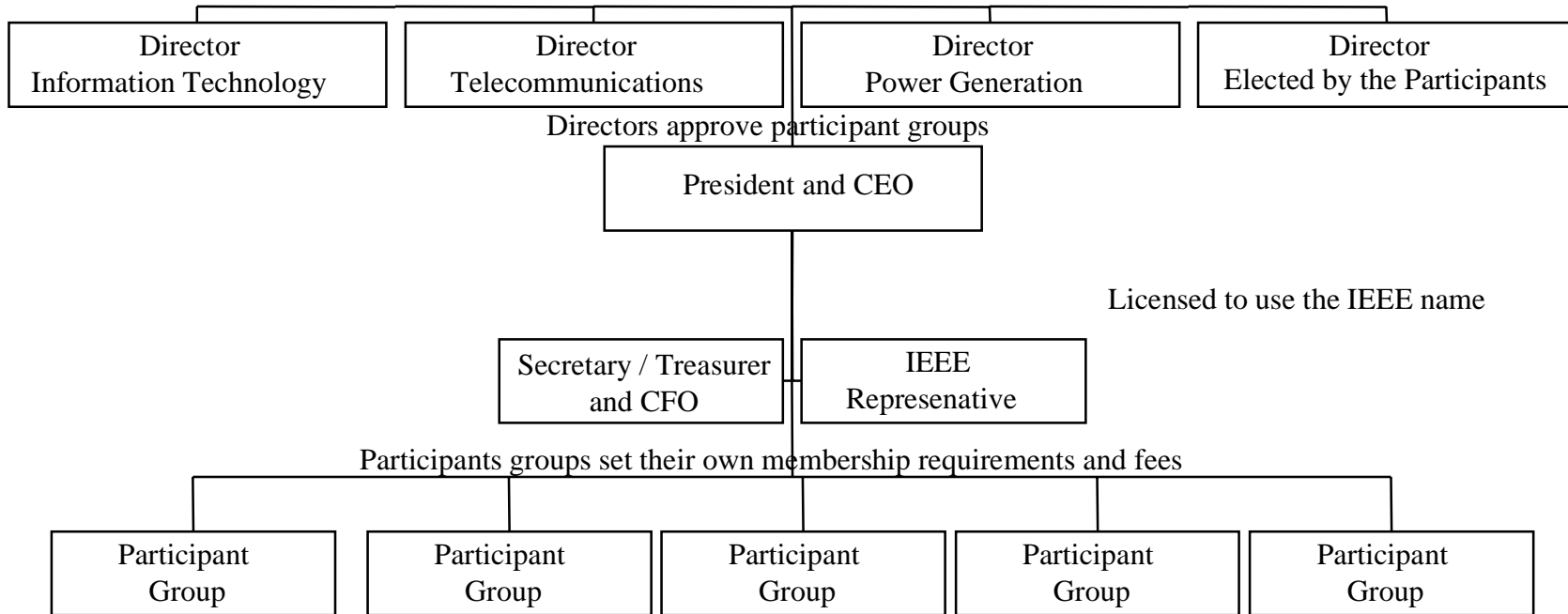
# IEEE Industry Standards and Technology Organization

A membership organization in which IEEE is the only member

Incorporated in the state of Delaware

A not for profit Corporation IRS Tax classification 501(c)(6)

Directors approved by the IEEE Board of Directors



Participant groups develop IEEE Industry Standards and Specifications

Example: **IEEE Telecommunication Industry Standard 10301 1999**



# IEEE-ISTO and the MDCIG

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MEDICAL DEVICE  
COMMUNICATIONS  
INDUSTRY GROUP  
A PROGRAM OF THE IEEE  
INDUSTRY STANDARDS AND  
TECHNOLOGY ORGANIZATION

- 1st industry group organized within IEEE-ISTO
- Formed to accelerate, promote, and support the activities of the IEEE 1073 (Medical Information Bus) Standards Committee, and market and position the capabilities of standardized data communications.
- ALARIS Medical Systems, GE Marquette Medical Systems, Siemens Medical Systems, and Hewlett-Packard
- 2 Press Releases (Business Wire) - 2/12/99



# IEEE-ISTO and the PWG

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- IEEE-ISTO is a viable alternative to incorporating the PWG
  - Umbrella organization to provide legal forum
    - liability protections
  - Maintain unique identity without need to incorporate
  - The PWG Standards Process can be utilized
  - Services provided dependent upon group's needs
    - Forum only (“volunteer driven”) vs. Managed process
    - Services could be purchased on an as needed basis (ie: legal, administrative, technical editing, membership development, license administration, etc.)
    - Volunteer focus on technical vs. administrative aspects

# IEEE-ISTO and the PWG (cont'd)

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- Intellectual property generated by PWG
  - Unique IP Procedures could be adopted as agreed upon by participants.
- PWG's efforts toward developing IEEE Std. (ie: IEEE 1284R) and IETF Standards would remain unchanged

Questions?? Next Steps??

# IEEE-ISTO: Additional Information

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