Developing a Mobile Strategy at IEEE

Gerry Grenier
Director, Publishing Technologies
IEEE, Inc.
STM Innovations Seminar,
London
4 December 2009
Strategic issues

IEEE Xplore

National Electric Safety Code
Start connecting with mobile customers

- Examine your core service web logs
  - Mobile web browser trends rising?
- Support current users who embrace the mobile web
- Does your main web site have a landing page that details your mobile offerings?
Learn the technologies that you will need to support mobile apps

- Programming for various platforms
  - JavaME, Android, Symbian, Blackberry, Objective C for iPhone apps
- Develop your app for target device is almost a given
- Send developers to mobile conferences
  - Mobile World Congress, Barcelona, 15-18 February 2010
    - http://www.mobileworldcongress.com
    - 2009 -- 47,000 attendees from 172 countries!
- Follow the telecom industry trends
  - $800B global industry
  - $20B investment in U.S. wireless infrastructure in 2008
Simplify

- Your mobile offering does not need to be a clone of your non-mobile site
- Understand the top 3-5 activities that users might want to do on their mobile device
- Develop new imaginative apps around your core offering
U.S. National Electric Safety Code

- Manual describing safety procedures for field power engineers
- Sells in paper for $143
- Paper manual is a staple in the trucks and tool cases of power engineers
- A no-brainer great fit for a mobile version
Chose a format that can be repurposed on many devices (but there is a catch)

- Utilized iSilo reader technology
- General iSilo utilities include search, navigation, bookmarks
- iSiloX tool creates iSilo PDB format (similar to ePub)
- Input was an XML version of the NESC converted to HTML
- iSilo files can be read on multitude of mobile devices
- Legacy figure files limited to 3 sizes
Welcome to the iSilo™ online store!

iSilo™ provides Palm OS® Pocket PC, and iPhone/iPod touch users with a superior means for carrying and accessing documents. iSilo™ is now also available for Windows® and Mac OS X desktop and notebook computers, for Windows® CE Handheld PC, for Windows Mobile™ Smartphone, Symbian UIQ/UIQ 3, Symbian Series 60/S60 3rd Edition/S60 5th Edition, Symbian Series 80, Blackberry®, and Android™.

- To purchase a license for iSilo™ for iPhone, you will need to visit the App Store. Otherwise, please read the following directions.
- To purchase a single user license immediately, please click the image or link corresponding to the platform version of iSilo™ for which you want to purchase the license and then enter your payment information.
- If you are at all unsure as to which platform version of iSilo™ runs on your device, please consult the device/platform list.
- Click site licensing to purchase a site license, click single user licensing for volume single user licensing, or click upgrades for upgrading.
- The license you purchase today is good for the 4.32 and later updates to major version 4.x as well as all future updates of major version 5.x. Note that version 5.x may not yet generally be available or released depending on the platform.
- If you need to purchase a license for a version prior to version 4.32, please click single user licensing and select the proper version.
- New release upgrade promotion: If you own a license for version 4.x or prior, take advantage of the new release upgrade promotion available in the upgrades section.
Fulfillment of the iSilo file provided through IEEE eStore

- User must obtain their version of the reader, at a cost. Not as easy at iPhone app!
- User must load the NESC file onto their phone
- Have discussed working with device providers and customers to subsidize preloaded devices
- Next step: Develop iPhone app
IEEE Xplore mobile strategy modestly underway

- Providing simple search of Xplore’s 2.4 million docs
- Mobile users coming to traditional IEEE Xplore URL are re-directed to m.ieeexplore.ieee.org
Providing top ten search results

- User can view the abstract of the results
- Next step: Provide text-audio utility for abstract
User can email the url of full text PDF to their desktop

- Challenges with our subscription model
  - Institutional customers for Xplore are IP-authenticated
  - IP address of phone not the same as institutional IP
  - Exploring authentication alternatives
    - Verisign
    - FireID
  - Things that are unique to phones are not transmitted in URLs
    - Eg Mobile Phone ID Number (MIN)
    - Electronic Serial Number (ESN)
View the latest content updates in IEEE Xplore:
http://ieeexplore.ieee.org/...

Electron tube was invented 11/16/1904 -- how far we've come.
"Carbon nanotube based cathodes for microwave amplifiers"
http://bit.ly/3Cc9kZ
11:07 AM Nov 17th from web

Proceedings of the IEEE - Special Issue Discusses Linear Motor
Powered Transportation Systems. Find out more:
3:14 PM Nov 13th from web

IEEE Xplore is dedicated to bringing you the latest in cutting-edge
3:31 PM Nov 11th from web

Coming Soon! The completely redesigned IEEE Xplore - Visit
www.ieee.org/newieexplore for news and information on the
upcoming launch!
11:41 AM Nov 10th from web

Wired Mag "gadget of the near future" relies on IEEE Personal
2:16 PM Nov 9th from web
eReaders will play an increasingly important role

- Currently the best format for eReaders of IEEE material remains PDF
  - Ever-present complex mathematics present unique quality-control challenges
- Not just books, but journals as well