
IEEE Industry **S**tandards
and **T**echnology **O**rganization
&
The **P**rinter **W**orking **G**roup

Printer Working Group

Why Change a Good Thing?

- The PWG:
 - Does not legally exist except when meeting
 - Has no long term standing
 - Cannot own Intellectual Properties
 - Copyrights
 - Patents
 - Cannot license
 - Has no liability protection
 - For the officers
 - Against injury, death, etc. at an event
 - For expenses associated with meeting

Options

- Incorporate
 - Incorporation fees
 - Annual Liability Insurance fees
 - Creation and operation of a board of directors
 - All these combine to be a significant administrative overhead
- Or; Align with an existing standards entity
 - IEEE ISTO
 - ECMA
 - etc.

Options

- After studying the alternatives, the PWG Steering Committee recommended the IEEE ISTO, because:
 - Brand recognition of the IEEE
 - Relatively low cost initially and annually
 - Retention of IP rights by the PWG
 - Does not require change to PWG Process
 - Can maintain open access policies
 - Can continue to distribute the work of the PWG freely

ISTO Information

Printer Working Group

IEEE-ISTO: What IEEE Has Done

- **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

- 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

- 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

- 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

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

IEEE-ISTO: Programs

- 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

- 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

- 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

- 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

- 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

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

IEEE-ISTO and the PWG

- 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, meeting planning, etc.)
 - Volunteer focus on technical vs. administrative aspects
 - Intellectual property generated by PWG
 - Unique IP Procedures could be adopted as agreed upon by participants.

PWG Membership

- PWG Membership is open to anyone
- Requires agreement of members with:
 - PWG Process
 - ISTO/PWG Program Participation Agreement
 - ISTO Bylaws
- Payment of Annual Membership Dues
 - Proposed to be \$1000 for larger companies & \$500 for smaller companies.

PWG Membership Reasons

- To support the Printing Industry
- Member benefits (proposed)
 - Members may vote on business and technical issues
 - Members may be PWG officers
 - Members may be working group chairs
 - Bake-offs and other interoperability events are free for members
 - Only members will be referred to in press releases
 - Only members will be listed on the PWG web page
 - Non-members will be assessed a significant daily meeting surcharge (~ \$100)
 - “Better” Intellectual property rights (details TBD)
 - (Additional benefits are TBD)

Contacts

- PWG Chair
 - Don Wright
Lexmark International
606-232-4808
don@lexmark.com
- IEEE ISTO
 - Peter Lefkin
Secretary Treasurer and CFO
732-562-3802
p.lefkin@ieee.org