



## **IEEE GLOBECOM 2008 EXPLORES THE FUTURE OF NETWORKED COMMUNICATIONS**

For over 50 years, IEEE GLOBECOM has become the foremost venue for highlighting the latest advances in voice, data, image and multimedia communications.

Held at the Hilton New Orleans Riverside Hotel from November 30<sup>th</sup> to December 4<sup>th</sup>, IEEE GLOBECOM 2008 followed this esteemed tradition by bringing together nearly 2,000 designers, developers, academics, researchers and business professionals to discuss the ongoing convergence of telecommunications technologies that are expected to one day “solve the challenge of time and space.”

The event began with a rousing grand opening as General Chair Richard Miller led a local jazz band around the exhibit floor followed by hundreds of conference members decked out in masks, beards, beads and other typical Mardi Grad attire. Hours later, attendees were still dancing to the local music while dining on a buffet of quintessential New Orleans cuisine.

On other networking and social fronts, IEEE ComSoc Past President Maurizio Decina was honored with the ComSoc/Exemplary Global Service Award at the Awards Luncheon as the ceremony was transmitted via the Internet for the first time. Also at the luncheon, Andrej Jajszczyk, Professor, AGH University of Science & Technology, received the Joe LoCicero Publication Exemplary Service Award, which was renamed prior to the conference to honor the lifelong contributions of Joe LoCicero who served as a leader on numerous IEEE ComSoc committees, while working diligently as editor for nearly two decades to advance the quality and value of *IEEE Transactions on Communications*.

During the annual Conference Banquet that was highlighted by a serenade from the New Orleans Children’s Choir, nearly a dozen “Best Paper” awards were announced for the authors of the conference’s top one percent of accepted papers. Other presentations included the award of \$1000 student travel grants at the Author’s Breakfast as well as the gift of numerous prizes including camcorders, DVD players and digital picture frames to attendees browsing the corporate booths and more than 150 poster displays prominently showcased in the conference Exhibit Hall.

Under the theme of “Building A Better World Through Communications,” industry experts delivered keynote speeches that boldly described the inevitable creation of wireless ecosystems, merging all communications into one seamless multimedia, interactive experience.

During his keynote address at IEEE GLOBECOM 2008 in New Orleans, John Donovan, chief technology officer at AT&T, noted that, "We are all witnesses to the most profound changes in the history of communications. Tomorrow's integrated IP applications will make life a lot easier as service providers like AT&T partner with a range of other companies to combine network connectivity with the right devices and applications. This will deliver not only more connectivity, but the power to get more from and do more with that connectivity. More functionality ... delivered more intuitively ... with less complexity."

Dr. Flavio Bonomi, head of research at Cisco Systems, furthered this concept when he described the inevitability of "flat mobility access" and the industry's continued dedication to "learning the language of applications," which will "bridge the gap" toward "cloud computing."

"Soon partnerships will extend across academia, government and industry to create a perfect storm of inter-connectivity," said Bonomi. "Billions of new users and millions of new applications will be available through the Internet over the next decade. In a short time, TV will become a mobile device and the car will become a center for mission-critical activities, business and entertainment. A new platform of computing is emerging there, which will merge infotainment with business to create mobile offices that will also provide interactive entertainment capabilities anytime, anywhere."

Pankaj Asundi, vice president of media and content of Ericsson, Inc., punctuated his presentation by stating that the "consumer multimedia market will be worth \$149 billion in 2011." According to Asundi, "Multi-device interaction across the globe will become a reality in the very near future as the online experience continually shifts from mass media to 'me' media and consumption becomes a totally 'on demand' process. We are on the verge of an integrated communications experience that will spin 360 degrees to offer rich, compelling and interactive opportunities provided through the convergence of TV, print, mobile, voice and data."

Other featured IEEE GLOBECOM 2008 speakers included Kaoru Yano, president of the NEC Corporation, who discussed the building of a sustainable information society and Richard J. Lynch, executive vice president & chief technology officer at Verizon Communications, who shared his views on "The Power of Broadband Innovation" and the increased globalization of communications networks and businesses.

Throughout IEEE GLOBECOM 2008, hundreds of industry experts and researchers exemplified the overall conference theme with demonstrations and presentations exploring the latest innovations in telemedicine, disaster recovery, cognitive radio, seamless mobility, optical switching and wireless multimedia communications. This included the presentation of 153 technical sessions, 27 poster sessions, 18 tutorials and nine technical workshops. In addition, IEEE ComSoc enhanced the educational value of the conference's many tutorials and workshops by distributing the materials on USB flash drives for the first time.

Additional IEEE GLOBECOM 2008 events served to provide premier learning, networking and meeting opportunities for the profession's top researchers, academics and applications specialists. A "Gold Panel" of business and industry leaders discussed the continued growth of opportunities for qualified professionals within the wireless field, as well as tutorials on "The History of Communications" and "Who Invented Radio...?" presented by five noted historical researchers.

Another well-attended event was the IEEE International Conference on Enterprise Networking and Services (EntNet) 2008 that hosted discussions outlining "Service-Oriented Architectures" and the "Evolving Technologies in Support of the Oil Industry." In addition, Dr. Nancy Victory, Chair of the FCC Katrina Report offered her expert insights on "Business Continuity, Disaster Preparedness and Disaster Recovery Including Lessons Learned from Katrina," while Dr. Paul Mockapetris, Inventor of the Domain Name System, addressed "DNS Revolutions & Evolutions."

Other key networking and educational events held throughout IEEE GLOBECOM 2008 included the:

- 3<sup>rd</sup> Annual IEEE Communications Industry Forum & Expo, providing attendees with the opportunity to tour the Expo exhibit hall and learn about the latest telecommunications solutions currently under development by leading companies such as Telecordia Technologies, NEC, NIKSUN and OPNET Technologies
- Design & Developers Forum, which offered 18 sessions dedicated to cutting-edge topics like "Wireless Access for Vehicular Environments," "B3G & 4G Mobile Wireless Broadband Technologies" and "Security for Seamless Mobility"

Planning has already begun for IEEE GLOBECOM 2009, which will be held in Honolulu, Hawaii from November 30<sup>th</sup> to December 4<sup>th</sup> at the Hilton Hawaiian Village. Themed "Riding the Wave to Global Connectivity," researchers, academics, engineers and business professionals are urged to submit presentation proposals to conference planners by March 15, 2009. IEEE GLOBECOM 2009 will detail the latest research, solutions and applications related to leading communications topics such as cognitive radio & networks, communications theory, satellite and space communications, signal processing, optical & consumer networks, data storage, broadband signaling and much more.

Additional information is available at [www.ieee-globecom.org/2009](http://www.ieee-globecom.org/2009) or can be obtained by contacting Heather Ann Sweeney via email at [h.sweeney@comsoc.org](mailto:h.sweeney@comsoc.org).

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