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IEEE.tv Welcomes Boeing as New Program Sponsor

PISCATAWAY, N.J. - December 2009 - IEEE.tv today announced that it has received sponsorship support from Boeing. Via a series sponsorship, IEEE.tv will produce new programming on Global Earth Observations Systems of Systems (GEOSS). The new program will launch in early 2010, when IEEE.tv will also debut a new video viewing platform.

“We are pleased to have this financial support from Boeing, which will allow us to update our audience on GEOSS, an important initiative for monitoring climatic and geologic danger zones, enabling early warning systems,” stated Mark David, Manager, Member Product Management, IEEE.

IEEE.tv is an award winning, internet based television network made possible by IEEE members its sponsors. IEEE.tv produces and delivers special-interest programming about technology and engineering for the benefit of IEEE's members and the general public.

“Boeing recognizes the serious challenges facing our eco-system and is committed to improving the environmental performance of its operations, products and services,” said Luke Maki, a senior network designer with Boeing and an IEEE member. “Boeing’s greatest contribution to meeting the challenge is to pioneer new technologies for environmentally progressive products and services – and to design, develop and build them in an environmentally responsible manner.”

About IEEE

IEEE (Institute of Electrical and Electronics Engineers, Inc.), the world’s largest technical professional society, is commemorating its 125th anniversary in 2009 by “Celebrating 125 Years of Engineering the Future” around the globe. Through its more than 375,000 members in 160 countries, IEEE is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, IEEE publishes 30 percent of the world’s literature in the electrical and



Boeing Senior Network Designer Luke Maki (left) hands the sponsorship check to Edward Perkins, Region 6 Director Elect (middle) and Mary Ward-Callan, IEEE Managing Director of Technical Activities (right).

electronics engineering and computer science fields, and has developed nearly 900 active industry standards. The organization annually sponsors more than 850 conferences worldwide. Additional information about IEEE can be found at <http://www.ieee.org>.

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