



# Infrared Data Association( IrDA)

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**General Information and Membership Benefits**

**April 2009**



# About IrDA

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- **Mission Statement**
  - To provide cost effective, reliable and prevalent ad-hoc wireless solution by using infrared technology by developing, publishing and promoting standards and ensuring interoperability
- **Global Members - Asia/Europe/North America**
  - Hardware Mfrs – Portable Phones, Consumer Electronics, Printers, Cameras, Healthcare Products, Industrial, Watches, Toys/Games, Adapters, Components
  - Software Developers, Consulting Services, Phone Operators
  - Two Membership Levels - Executive, Corporate,
- **External Relationships - Association Alliances**



# About IrDA

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## **Significant Milestones in IrDA History**

- **2009 Giga-IR 1.0 available for members**
- **2007 IrSimple application notes which include EMAP and IrSimple broadcasting available to members and public**
- **2005 IrSimple Profile 1.0 released**
- **2003 IrDA IrFM Point and Pay Profiles V1.0 available**
- **2001 Special Interest Group, IrBurst: HighSpeed convened.  
Travel Mobility Special Interest Group (TM-SIG) convened**
- **2000 Infrared Wrist Watch (IrWW) specification and profiles  
Serial Interface for Transceiver Control specification released  
Point and Shoot Usage Model and Application Profile  
published  
IrReady™ qualification program announced**



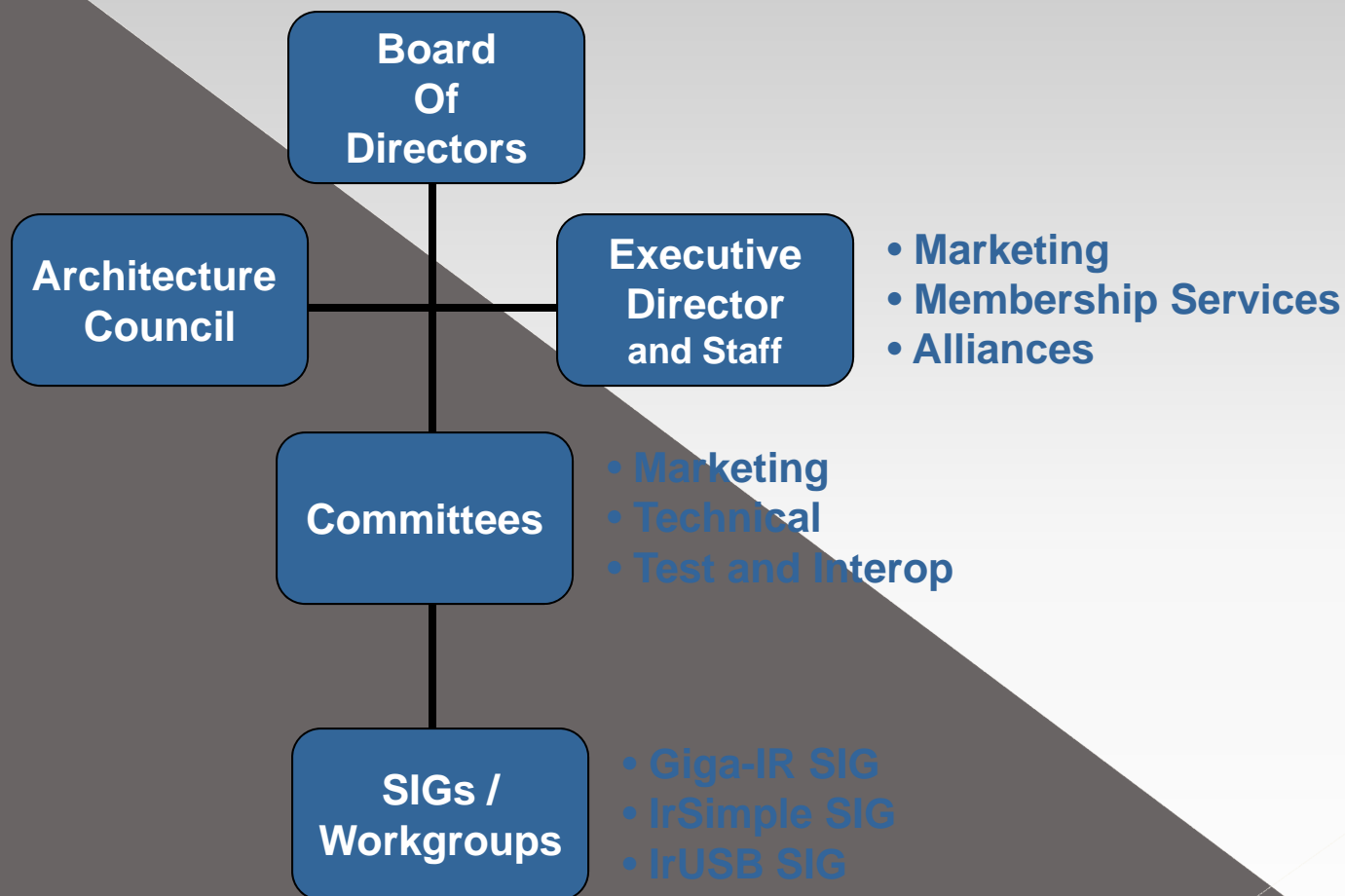
# About IrDA (Con't)

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- **1999** IrDA publishes Infrared Translator for High Speed Radio (IrUT)  
IrDA authorizes the IrFM SIG  
OBEX™ Specification Publish
- **1999** 16Mbs Speed Extension (VFIR) to Data 1.1 standard.
- **1998** IrDA Control published
- **1997** IrMC published ,  
IrTran-P (Infrared Picture Transfer) published
- **1995** SIR standard including 4Mb/S  
Microsoft announces IrDA support in Windows 95
- **1994** Serial Infrared (SIR) Infrared Link, IrLMP, IrLAP, IrPHY
- **1993** Charter meeting attended by 50 companies

# IrDA Leadership Structure

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# IrDA Staff, Officers and Committee Chairs

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- **IrDA Staff**
  - Daphne Terrell. . . Executive Director, Operation
  - Midori Miller. . . Executive Director, Marketing and Business Development
- **Officer**
  - President . . . Gontaro Kitazumi, E-Globaledge
  - Secretary . . . Daphne Terrell, IrDA
  - Treasurer . . . Tatsuo Iwasaki, Computer Engineering and Consulting
- **Committee Chairs**
  - Marketing Chair . . . Takeo Takahashi, E-Globaledge
  - Physical Co-Chair . . . Tomonori Yazaki, KDDI Laboratory,
  - Protocol Co-Chair . . . Lichen Wang, ACTiSYS
  - Test and Interoperability Chair. . . Yoshiaki Uoyama, CEC
  - Interop Co-Chair. . . Dr. Keming Yeh, ACTiSYS
  - Test Co-Chair. . . Toshitaka Kezuka, CEC
  - Architecture Council. . . Rob Lockhart, System Labs



# Committees

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## Technical

- To evaluate, create and maintain technical proposals made to IrDA as a result of needs that have been identified (and approved) by the Board. The Technical Committee is also the technical liaison to other standards and technical groups within the industry.

## Test and Interoperability

- To define and maintain processes and procedures to test for Compliance and InterOperability of IrDA products. The T&I Committee also works closely with approved (independent) Test Labs to ensure the standard of testing is high and consistent.

## Marketing

- To address new market requirements (SIGs) or market extensions to existing approved requirements. To promote marketing of IrDA as an organization and the IrDA technology. To identify emerging market trends for the rest of the membership and the Board.



# Special Interest Groups

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- **IrSimple**

Efficient throughput profile which enables to increase 4 times faster than conventional IrDA protocol. Sharp, DoCoMo, E-Globaledge, and Waseda Univ. are leading the group of more than 20 companies

- **Giga-IR**

Latest IrDA specification which allows the transmission of 1 gigabit per second. Unique technology which allows the use of both LED and Laser Diode as a light source. Created by KDDI, E-Globaledge and Waseda Univ.

- **IrUSB**

IrDA technology embedded under USB protocol which allows USB to be completely wireless, eliminating damage to devices from water and wear-and-tear of the pin connections. Lead by E-globaledge and Waseda Univ.





# Corporate Membership

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- **Benefits**
  - Unlimited downloads of entire IrDA library
  - Participate in Specification Development
  - Participate in any Special Interest Group(SIG)/Work Group
  - Participate on any Committee
  - Develop and strongly influence the specifications
  - Early access to review specifications prior to publishing for first-to-market product prototypes
  - Access to “Members only” FTP and websites
  - Hold officer and leadership positions
  - SIG/Committee voting rights
  - Propose new SIGs/Work Groups



# Corporate Membership

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- **Marketing Services**
  - Use of IrDA Membership Logo
  - Free trademark license registration fee
  - Access to membership and product database
  - Discount on Marketing Report
  - Speaking Opportunities
  - Company profile on IrDA website\*
  - Subscription to the IrDA Newsletter
  - Advertising opportunities on website and Newsletter
  - Press Release support



# Corporate Membership

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- **Events**
  - **Participate in General Meetings and other IrDA meetings**
  - **Discount to participate in “Beamfests”**
  - **Participate in the IrDA Pavilion at Tradeshows**
  - **“Show and Tell” promotion of your products at IrDA meetings and Business Alliance conferences**
  - **Opportunity to sponsor General Meetings**
  - **Networking opportunities**



# Executive Membership

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- **Executive Membership**

**All the benefits of Corporate Members plus:**

- **Prominent logo presence on IrDA website\***
- **Priority Placement opportunity to advertise on the IrDA website**
- **Seat on Board of Directors**
  - **Policy Makers**
  - **Approval rights on all specifications**
  - **Approval rights on creating SIGs/Work Groups**
  - **Task Force Creation**
  - **Elect Corporate Officers**
  - **Select Executive Director**



# Affiliate Membership

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- Use of IrDA Membership Logo
- Product Placement on website product list and data base
- Subscription to IrDA Insider Newsletter
- Opportunity to advertise in IrDA Insider Newsletter
- Discount on Market Report
- Participate in “Beamfest” “IrDA Technology Expo” for a fee
- Attend General Meetings for a fee
- Affiliate Reflector for general notices
- Discount fee for downloading specification and trademark registration fee



# Association Alliances

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**Associations & Organizations with complementary technologies and/or applications**

- **MIPC ( The Mobile Imaging and Printing Consortium)**
- **MCPC ( Mobile Computing Promotion Consortium)**
- **Bluetooth® SIG Inc.,**
- **VLCC ( Visible Light Communication Consortium)**
  
- **For more information of membership**

Visit [www.irda.org](http://www.irda.org) or e-mail [information@irda.org](mailto:information@irda.org)