



# Infrared Data Association( IrDA)

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**General Information  
and  
Membership Benefits  
December 2012**



# About IrDA

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## Mission Statement

To provide cost effective, reliable and prevalent ad-hoc wireless solutions using ***Near Field Free Space Optical Wireless Communication 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

Three Membership Levels - Executive, Corporate, Academic

## 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 Profile published**  
**IrSimple application notes including EMAP**  
**IrBurst High Speed Profile published**
- **2003 Infrared Financial Messaging (IrFM) Point and Pay Profiles published**
- **2001 Special Interest Group, IrBurst: High-speed convened.**  
**Travel Mobility Special Interest Group (TM-SIG) convened**
- **2000 Infrared Wrist Watch (IrWW) specification and profiles**  
**Serial Interface for Transceiver Control specification published**  
**Point and Shoot Usage Model and Application Profile published**  
**IrReady™ Product Certification published**



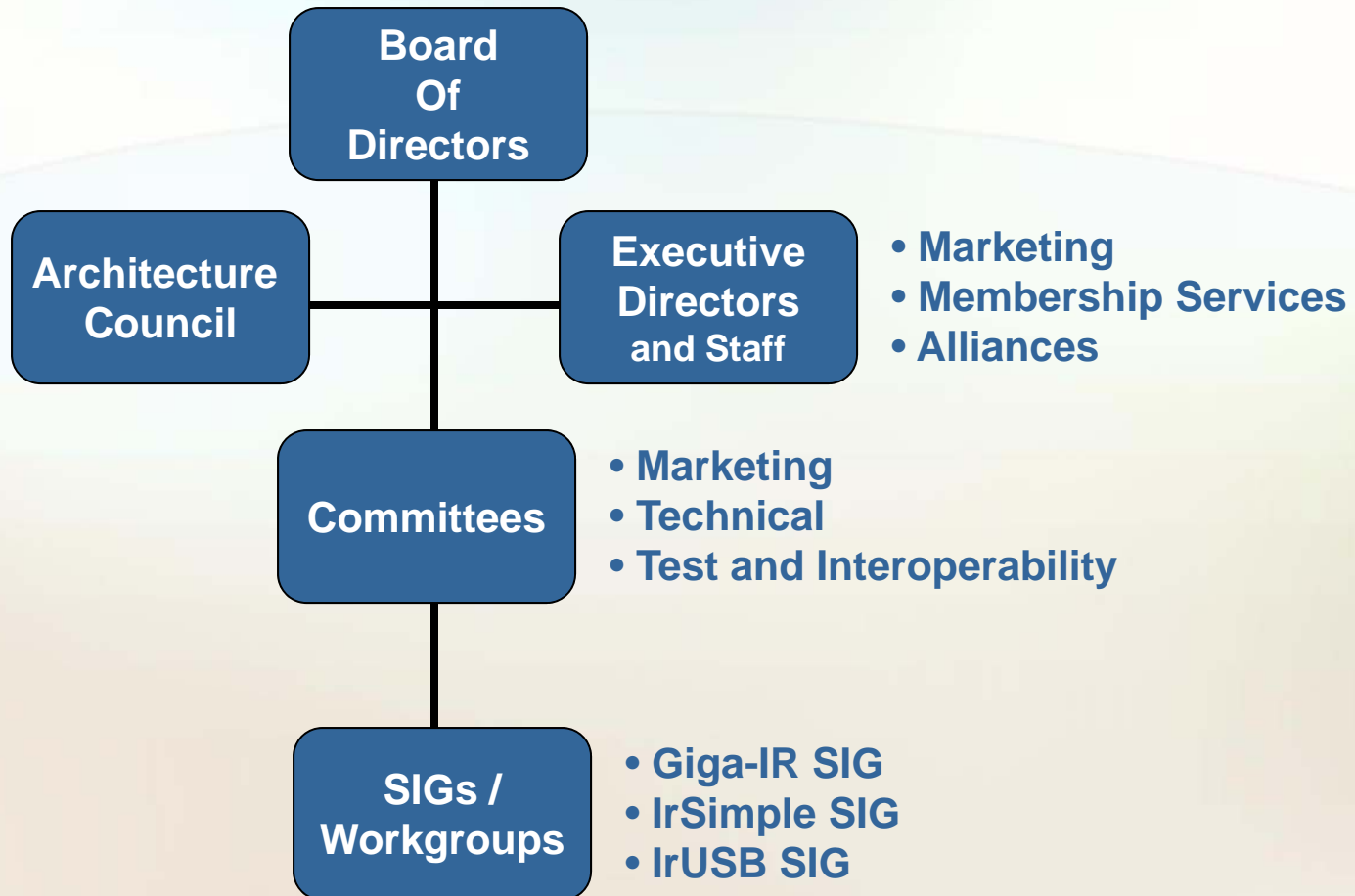
# About IrDA (Con't)

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- 1999 Infrared Translator for High Speed Radio published  
IrDA authorizes the IrFM SIG  
OBEX™ Specification published
- 1999 16Mbs Speed Extension (VFIR) to published
- 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 Leadership

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## IrDA Staff

**Daphne Terrell. . . Executive Director Operations**

**Midori Miller. . . Executive Director Marketing and Business Plans**

## Officer

**President . . . Gontaro Kitazumi, Control AD**

**Secretary . . . Daphne Terrell, IrDA**

**Treasurer . . . Tatsuo Iwasaki, Computer Engineering and Consulting**

## Committee Leadership

**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. . . Suresh Lakhani, ACTiSYS**

**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 need 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 products with IrDA technology. 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 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, Waseda Univ. are leading the project

## ➤ 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 “Beam fests”**
- **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 Directors



# Association Alliances

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Associations & organizations with complementary technologies and/or applications

- MIPC
- MCPC
- Bluetooth
- VLCC
- NFC