

Presentation on “Online initiatives of the IEEE’s flagship magazine Spectrum”

24th Aug 2012



Mr. Joshua J Romero, Associate Editor, IEEE Spectrum Online gave a brief presentation on the **Online initiatives of the IEEE’s flagship magazine Spectrum**.

The website of the magazine Spectrum which was redesigned few years back is undergoing a major revision and the current project codenamed “**Spectrum 4.0**” will have new features such as: Full HTML5 support for latest browsers and optimized for iPads 1, 2, and 3; Pages that dynamically present more content; Contextual sponsor-generated content; Improved performance and search functions; Users can explore content by sorting modules according to recency, trending, and social; Responsive design that uses “Tetris”-like dynamic layout technology; and more sponsor-generated content via rich navigation including microsites, product library and Buyer’s Guide. Mr. Joshua also presented some screenshots of the revamped site which is due for release to the members in Jan 2013.

He also spoke about and demonstrated the ROBOTS - IEEE Spectrum’s first standalone iPad App, a fun and interactive catalog of real world robots which is being planned for release in Oct 2012. Along with the members, it is expected that this app will be used by STEM (science, technology, engineering, mathematics) educators and students.

Mr. Mohan, Chairman, IEEE CS thanked the speaker who at a very short notice had agreed to address the members and Mr. A. Chandrasekaran, Chairman, CSI & Mr. Bhaskaran, President, IITMAA.