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# IEICE Global Plaza

no.22

— Monthly community plaza in English for students, faculties and engineers —

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## Essay

### Paradigm Shift of Academic Activities toward Social Needs Based Service Solution

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Society  
Director, IEICE



I was assigned to be the President of IEICE Communications Society through the election process by 13,000 members of the Society and have been serving IEICE to lead the Society since May this year. As you know, IEICE has four Societies and one Group for the academic activities covering quite many special fields related to electronics, information and communications. The Society has the biggest number of members in IEICE so that it is important for the evolution of IEICE to make the Society active and attractive not only to the members but also to younger researchers or engineers who will be interested in academic activities of the Society.

The IEICE Communications Society has been initiated and promoted for the succession of research activities related to the communications infrastructure as the key theme in the history of IEICE over the past 90 years or so. It also has achieved the prompt shift toward an independent profit system in each community of Societies or Group. It still remains the maximum Society in the four Societies as well as in the beginning of the Society system, through mutual positive effort and encouragement of the members. Considering the heavy responsibility as the President, I would like to declare to achieve and complete it according to the declaration of my belief in the election.

Recent net service (not "Communication service" in the narrow sense) has tremendously spread over the world and no one conceals surprising at the enlarging prosperity. The field where any net service surpassed the real business services comes to stand out, and the amount of Commercial Message (CM) on the medium wave radio broadcasting has already surrendered the top position to Internet CM in the field of broadcasting in a wider sense. Furthermore, the simultaneous delivery service of the medium wave radio broadcasting contents via Internet (radiko.jp) has started in the urban areas of Tokyo and Osaka. It is free of charge and gives higher performance services on the Web where Google and the other media have drawn out and achieved splendid advances one after another. In contrast to the brisk net business, it might be our actual situation that we have turned our eyes away from the decline of Japanese IT companies. This situation brought a misfortune on the "communication" that had been considered to much contribute to the net service and it went off from an attractive subject for the younger generation.

Now, most of universities in Japan face the decreasing capacity fulfillment rate of departments which especially name "Communication" or "Information". These departments tend to be

tearfully driven into the capacity crack for fear of the deterioration of "T-score" (Standard Score) which shows the college administration to be low. If the decline of IEICE Society membership doesn't stop against the successive decrement, sooner or later, we will meet a situation in due course where the status of the biggest Society in IEICE would slip away.

Remind the contradiction between the net service in a good condition and the current IT industry in a state of decline. What does it mean?

Though the telecommunications providers in the world have taken a long time for the development of "TV telephone", in fact, it has never been familiar to general telecommunications customers so far. One of venture companies, "Skype" enhanced the concept of the service and deployed it all over the world, easily by using the overlay system. We are able to see the appearance of grandchildren or a lover over a long distance, and enjoy the service in a free manner, in addition regenerate missed TV programs through free YouTube at any time.

What is the root of the recent convenience that the Web and P2P services have brought out? The answer would be clear. General people evaluate the services and find business opportunities based on the convenience that the interaction between them may lead, whereas the individual fundamental technologies like the technologies of transmission, signal processing, semiconductor, artificial intelligence, control, software, and etc. have been remarkably developed so far.

A lot of admirable our society leaders have been working out the member value improvement plan one after another in the past few years. The typical measures are the efforts to issue Global News Letter, Society Magazine, public paper online, and the overseas member acquisition. However, it is still necessary for us to put it forward to develop the technology for the "integration and servicing of elemental technologies", seriously considering the background of their steady, important aspects, toward the prosperous new net service in the future. Though these themes have been studied by the other academic institutions as well, I think, our Society has treated them secondarily and temporarily. Now, how about providing members and general people who have never shown their interest on our academic activities at all, with an open preferential space for the service solution? For the opinion that financial matters in implementation of the space might be fetters to the Society, a new Sub-Society will make the idea possible. Fortunately the sufficient fund is on hand in our Society now, in addition, the annual large sum of surplus in our Society is just saved as IEICE's special fund every year. There is nothing related to any inert austerity on the way. We have to do it now without missing the chance of the important paradigm shift.

Thus, the Society will carry out the society restructuring with the new sense of values. Here, I will promise all of the Society members, general people who are interested in the Society activities, covering foreign students or researchers who are studying in Japan, to carry out the reformation resolutely with my best as the President. Your participation in our open-minded Society activities toward the bright future is most welcome. Please see and contact us at <http://www.ieice.org/cs/jpn/>.

## Hot Topics

### The First Issue of Our New On-line Journal "Nonlinear Theory and Its Applications, IEICE" Has Just Come Out!



*Shin'ichi Oishi, Prof., Dr.,  
Waseda University  
Editor-in-Chief, Nonlinear Theory and  
Its Applications  
IEICE*

I am pleased to announce that the first issue of our new on-line journal, Nonlinear Theory and Its Applications (NOLTA), IEICE was published in October 1st, 2010. NOLTA, IEICE is a quarterly journal to publish original, peer-reviewed papers that embrace the entire field of nonlinear science, engineering and mathematics.

Since 1993, IEICE Engineering Science Society (ESS) has successfully organized the International Symposium on Nonlinear Theory and its Applications, which is also abbreviated as NOLTA, in various countries including Japan, USA, and many European countries. The publication of NOLTA, IEICE is an important part of these ongoing activities of ESS to provide a forum for the presentation of original research in the rapidly growing field of nonlinear science.

Both members and nonmembers of IEICE are invited to submit original papers on any aspect of nonlinear science, which have not been published elsewhere and are not currently under consideration for another journal or conference. The manuscripts submitted to NOLTA, IEICE are subjected to a rigorous review process handled by the editorial board which consists of about 60 experts from different countries in the fields of engineering, applied mathematics, physics, biology, and so on.

NOLTA, IEICE also publishes special issues on well-selected topics reflecting the trends of research in nonlinear science. Potential guest editors of special issues, including IEICE nonmembers, are invited to submit proposals for consideration. Submitted proposals will be reviewed by the editorial board members.

For further information on NOLTA, IEICE, please visit the journal web site at: <http://www.nolta.ieice.org/>  
Materials contained in the first several issues will be freely available for anyone to read, download, or print from the journal web site.

### Introduction of TFIPP and Members

*Kenzo Takahashi, Prof., Dr.,  
Chief, IEICE-TFIPP*

The IEICE-TFIPP (briefly, "TFIPP") was set up in July, 2008, to promote the discussion of IEICE's globalization scheme, listen to the opinions of IEICE overseas members, foreign students and researchers who are studying in Japan, scholars and scientists over the world who are interested in activities of IEICE, if feasible, reflect their opinions on the policy and strategic plans of IEICE. In the beginning, TFIPP commenced the activities as one of Working Groups under IEICE Strategic Planning Committee, and later it has extended the activities under IEICE International Affairs Committee. TFIPP's study and discussion of IEICE globalization has resulted in the following outputs:

(1) *Reflection of IEICE overseas members' opinion on IEICE's policy and annual plans*

The results of TFIPP's discussion about the overseas members' opinion were frequently proposed without loss of time and

followed by IEICE International Affairs Committee so that the overseas membership services including their suffrage and Web access in membership services were improved.

(2) *Issue of monthly IEICE Global Plaza*

It was discussed by TFIPP to set up a forum combining IEICE overseas members and potential members for the future with IEICE committees and Societies/Group and "IEICE Global Plaza" has come out in IEICE monthly journals. Simultaneously, for the members' convenience, it was archived in IEICE's homepage at [http://www.ieice.org/eng/global\\_plaza/index.html](http://www.ieice.org/eng/global_plaza/index.html). Further, it was reviewed through a real-time global mail-magazine "IEICE Global Plaza on Line" with more information for IEICE overseas members and general readers.

(3) *Multiple Language Community through LFCS(Language-Barrier Free Cyber Space)*

As referred in the prior issues, LFCS is now ready for the empirical study with the kind support of some IEICE Overseas Sections. Once the effective communication released from the language difficulties among many countries using quite many different languages, especially in Asian region, was confirmed, this function will be open to all IEICE Societies/Group so that the overseas membership services will be drastically improved.

The current members of TFIPP in the fiscal year 2010 are listed below in alphabetical order:

Fumiyuki ADACHI, Prof., Tohoku University  
Makoto ANDO, Prof., Tokyo Institute of Technology  
Yuji INOUE, Dr., Toyota InfoTechnology Center  
Yukou MOCHIDA, Dr., France Telecom Japan  
Iwao SASASE, Prof., Keio University  
Kenzo TAKAHASHI, Cyber Creative Institute : Chair  
Yoshiaki TANAKA, Prof., Waseda University  
Masahiko TOMINAGA, National Institute of Information and Communications Technology  
Toshitaka TSUDA, Dr., Fujitsu Laboratories

### Upcoming International Conferences

**IWSEC 2010 - IEICE Engineering Sciences Soc.**

*2010 International Workshop on Security, at Kobe in Japan, on Nov. 22-24, <http://www.iwsec.org/2010/>*

**APARM 2010 - IEICE Engineering Sciences Soc.**

*The 4<sup>th</sup> Asia-Pacific International Symposium on Advanced Reliability and Maintenance Modeling, at Wellington in New Zealand, on Dec. 2-4, <http://msor.victoria.ac.nz/Events/APARM2010/>.*

**ISADS 2011 - IEICE Communications Soc. and Information Systems Soc. The 10th International Symposium on Autonomous Decentralized Systems (ISADS 2011), in Tokyo and Hiroshima, on March 23-27, 2011. Due dates for papers and panel proposals is Aug 31.**

*<http://www.isads2011.info.hiroshima-cu.ac.jp/>.*

### Message from TFIPP Secretariat

This issue is delivered also by a free mail magazine "IEICE Global Plaza on Line" with updated news of interest for you. Please contact Prof. Takahashi, TFIPP (Task Force for International Policy and Planning) at [global@ieice.org](mailto:global@ieice.org), if you need. Back numbers are available in archives at [http://www.ieice.org/eng/global\\_plaza/index.html/](http://www.ieice.org/eng/global_plaza/index.html/).

#### Editorial Committee of IEICE Global Plaza

Editor-in-Chief	Kenzo Takahashi	Chair, IEICE-TFIPP
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	Yoshinori Kogami	IEICE Electronics Soc.
	Jun Takahashi	IEICE Information & Systems Soc.
	Yuki Uranishi	IEICE Human Commun. Eng. Group