

# IEEE P802.15 Working Group for Wireless Personal Area Networks

## Marketing Committee Report

Kauai

Nov 8-11, 1999

## IEEE P802.15 Marketing Committee (MC) Website

The IEEE P802.15 Marketing Committee (MC) for Wireless Personal Area Networks (WPANs) is coordinating WG submissions to ensure that the WPAN marketplace, WPAN market overlap, and the WPAN market messages are complementary and clearly defined to our IEEE Sponsor.

### IEEE P802.15 WPAN MARKETING ENTITY OBJECTIVES

- Collect and maintain the application and usage scenarios generated by the CFAs (Call For Applications).
- Guide the formulation of documentation that clearly & distinctly differentiates the purposes and services of the various IEEE WPAN standards.
- Support the dissemination of information about IEEE 802.15 Working Group activities internally (among 802 working groups) and externally (among the electronics industry).
- Facilitate 802.15 task groups in reaching convergence and consensus on technical requirements.
- Determine how best to promote the public demonstration of interoperability between products built using 802.15 standards.
- Create and maintain liaisons with other selected industry marketing groups (e.g. Bluetooth, HomeRF) and standards bodies (e.g. ETSI).
- Foster two-way communications between suppliers and consumers of WPAN products.
- Encourage and foster creation of value-added industry marketing groups as appropriate e.g. [Gigabit Ethernet Alliance](#).

### IEEE P802.15 WPAN MARKETING ENTITY KEY AREAS TO BE STUDIED

- Key areas to be studied are:
- Types of and Value of marketing
- Organization of requirements as embodied in CFAs (Call For Applications)
- Actionable Objectives, priorities, deliverables, assignments and schedules

### IEEE P802.15 WPAN MARKET POSITIONING CHARTS

We have provided two (2) market positioning charts to help you understand the addressable WPAN market. The first is the [Wireless WAN to WPAN vs. Data Rates and Mobility Chart](#) and the second is the [IEEE 802 Wireless Standards Positioning vs. Data Rates and Mobility Chart](#); the following definitions provide background for your reference in reading these charts.

- WAN (Wide Area Network)
- WANs interconnect facilities in different parts of a country or of the world
- MAN (Metropolitan Area Network)
- MANs shall be capable of operating over an area up to 50 Km in diameter
- LAN (Local Area Network)

•LANs shall be capable of supporting segments at least 100 meters in length. LANs composed of segments connected by physical layer inter-networking devices, shall be capable of operating over a physical medium that is at least 2 Km in length.

- PAN (Personal Area Network)
- PANs shall be capable of supporting segments at least 10 meters in length.

### IEEE P802.15 MC PRESENTATIONS

- "Marketing Committee Interim Meeting Report", Bruce Kraemer & Ian Gifford, Sep99, [Submission](#)
- "Marketing the IEEE P802.15 Working Group", Bruce Kraemer, Jul99, [Submission](#)

<http://grouper.ieee.org/groups/802/15/pub/MC.html>

**Agenda –Tuesday, November 9, 1999    Defer to new High Rate Group**

**Agenda-Wednesday, November 10, 1999                    8:30 - 10:00am**

Call Meeting to Order

Approval of Minutes from Santa Rosa meeting

Review of Marketing committee charter/objectives

Events and progress since July/September meetings

Proposed tasks for the week in Kaua’i, Hawaii

    Discuss Submission -99/122r0, An update on the “ TG1 requests to MC and MARCOM”

    e.g., SIG, Collateral, "Handbook to P802.15.1 Project",.

    Agreement on tasks and individual/group assignments for Thursday

    -sub-committee meeting arrangements as needed

Adjourn

**Agenda-Thursday, November 11, 1999                    8:30 - 10:00 am**

Call Meeting to Order

New Business

    Continuation of above items

    Reports

Recommendation on MC charter

Review preparations for Thursday .15 full meeting

Adjourn

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# Marcom-Getting the Word Out

Marcom = Conscious intent to promote awareness.

Combination of Planned and Opportunistic Information Releases.

- Press Release-March 1999
- Web Site--ongoing
- Past Articles:
  - 802 Perspectives Column-July 1999
  - Special Edition of Personal Communications Magazine-Dec 1999
    - now Feb 2000 with rewritten article
  - Business Briefing: Global Wireless Communications
- Future Articles
  - Possible article in Dr. Dobb's Journal
  - Possible article in Mobile Computing and Communications Review (M2CR) Feb 2000

## Marcom-Getting the Word Out

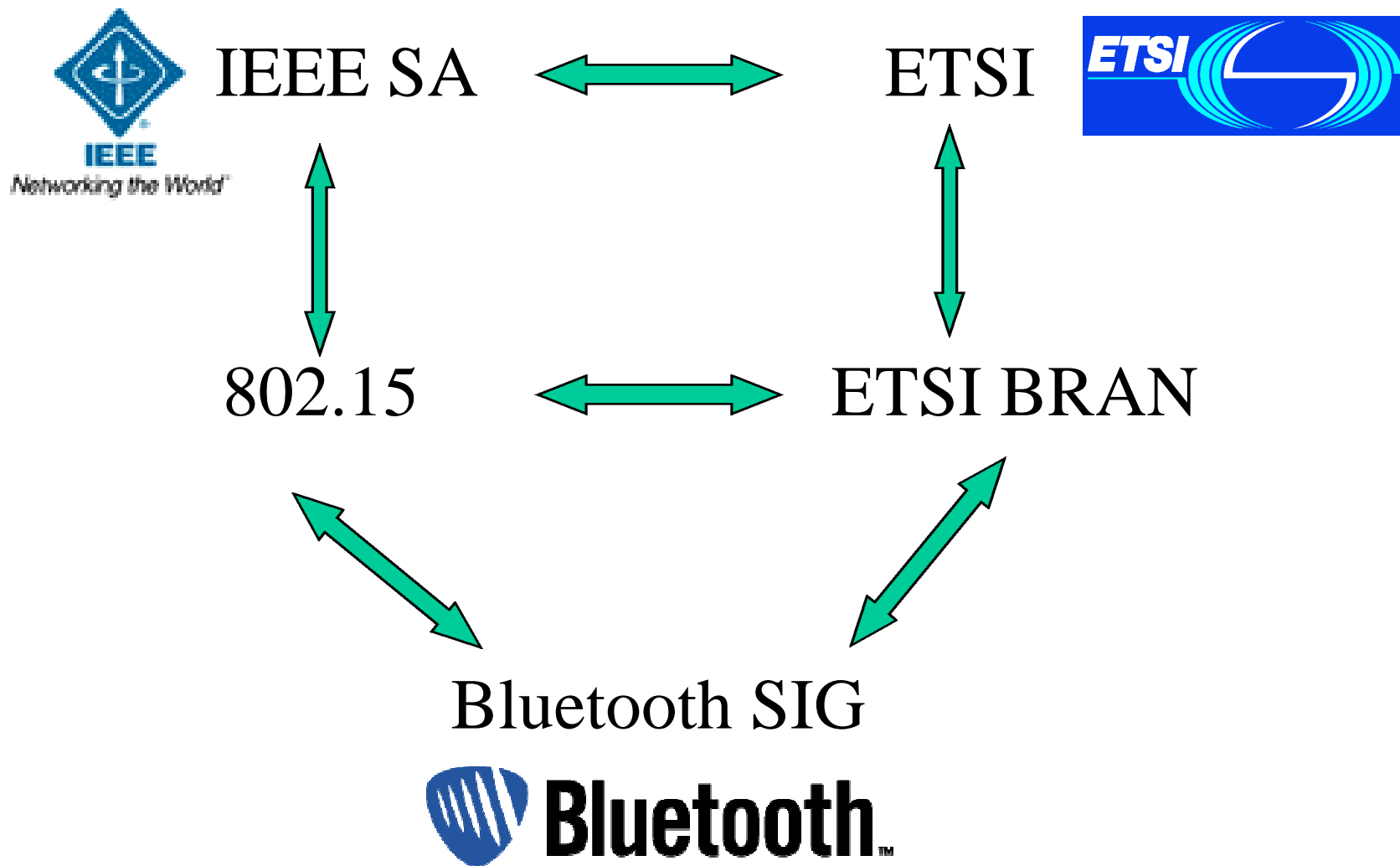
- Speaking Engagements
  - MMAC/PC ---Chiba, Japan May 1999
  - Bluetooth99 Developers Conference ---London, June 1999
  - IETF45, Mobile IP WG ---Oslo, Norway, July 1999
  - RAWCON ---Denver, August 1999
  - ISWC ---San Francisco, October 1999
- Public Reflector
- Editorial Coverage
  - Cabling Standards UPDATE
  - Automatic ID News magazine
- Liaison Letter
- Action Item: Post or cross reference each of the above on the web site.

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# Relationships



# Bluetooth's Submission Conditions to IEEE dated 4Nov99:

- (a) subsequent revisions of D0.6 will strictly follow the structure advertised for IEEE P802-15/D0.6 (where the PHY, MAC, and "GAP" sections shall always mirror the corresponding parts of the most up-to-date approved BT spec -the SIG will see to it in making these up-to-date versions of the BT spec available to the editors of the 802.15 draft standard). Exceptions to this rule include the reorder of sections in their entirety if the need arises (e.g., if the whole Annex A needs to move after Annex C, or if the whole clause 5 needs to move prior to clause 4). Also, if the WG decides to remove parts of the D0.6 other than the PHY, MAC, and GAP sections (e.g., if the need to remove the Formal Definition annexes).
- (b) any additions to D0.6 (e.g., replacement of the placeholder clauses with actual text) shall be done with the approval of the SIG to assure that there is no conflict with the most up-to-date approved BT spec.
- (c) comment resolution regarding the PHY, MAC and "GAP" sections (and any other parts of the draft that depend on these sections) shall be submitted to the BT errata groups for resolution, thus avoiding any possibility of divergence between the BT spec and 802.15 standard. The SIG will see to it to having comments received from the 802.15 WG processed in an expedited manner.

## Bluetooth's Proposals to ETSI & IEEE:

**31Aug99 & 4Nov99:**

Source: Örjan Johansson, 31Aug99, -99/085r0

- a) The Bluetooth SIG (special interest group), currently consisting of more than 1100 companies, agrees to give IEEE and ETSI copyrights to the Bluetooth 1.0 draft foundation specification.
- b) IEEE will address the lower layers (physical and data link) and ETSI the remaining levels.
- It is intended that IEEE and ETSI will publish the specification after editing and agreed changes with Bluetooth.
  - The IEEE P802.15 standard will always mirror the latest version of the BT SIG's specification
  - 802.15 can reorder of sections in their entirety if the need arises
  - The BT SIG will monitor the 802.15 standard to assure that there is no conflict with the latest BT spec.
  - Errata detected by 802.15 shall be submitted to the BT errata groups for expedited resolution.
- c) The Bluetooth SIG wants to review marketing material with IEEE/ETSI. The purpose and intent of this is to ensure that all three parties successfully can be recognized in their respective marketplace and where there is market overlap the market messages are complementary.

## 802.15 BT Marketing Coordination

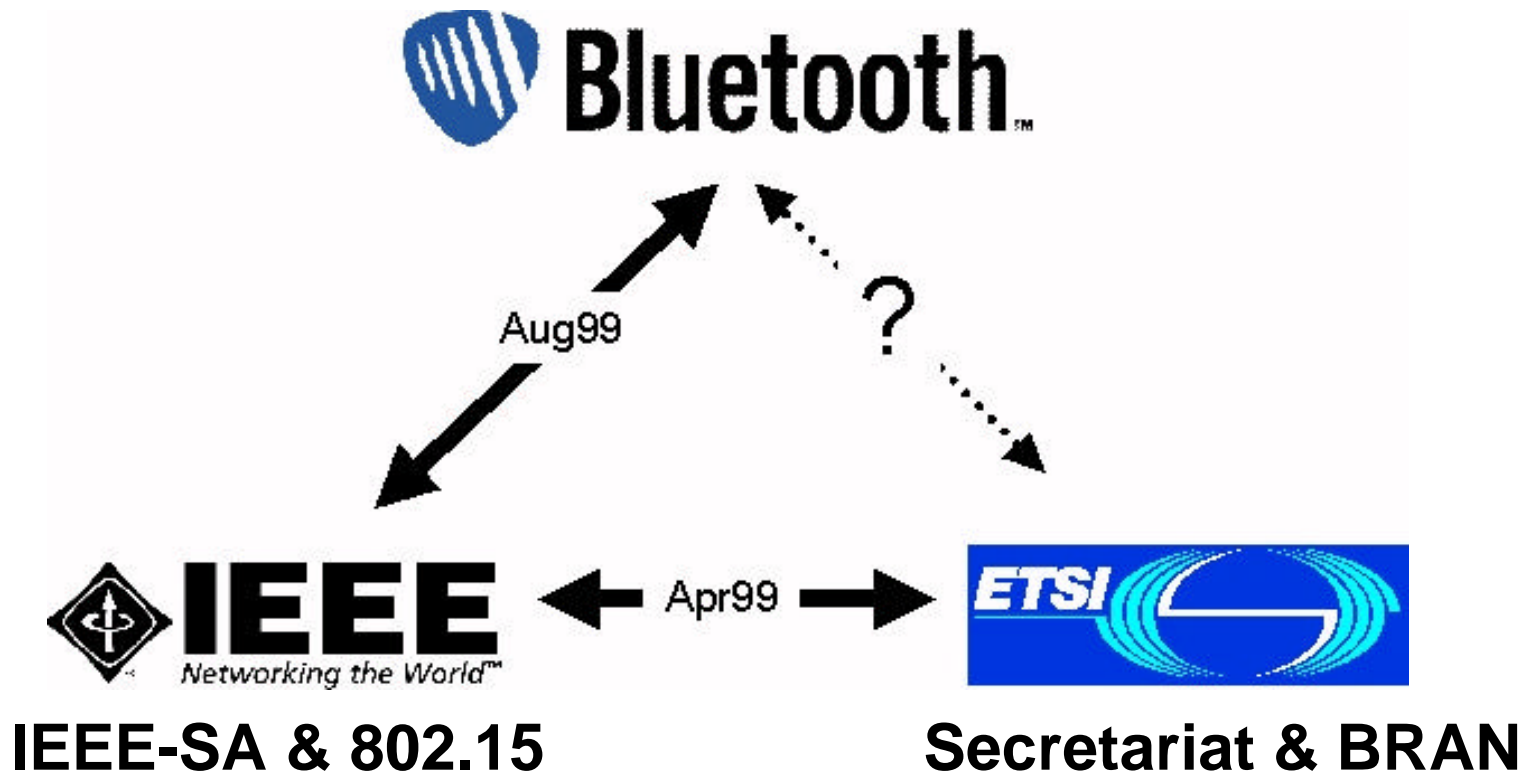
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### Action Item:

Open marketing coordination dialog with John Webb @ Intel

- John P. Webb
- Intel
- E-M: John.P.Webb@intel.com
- TEL: 408.765.4238

# Bluetooth - IEEE - ETSI Triad



As of 8Nov99 we are not aware of any progress between Bluetooth and ETSI...IEEE may want to consider BT Upper Layers

## Publishing Issues

- TG1 must provide a Publication Recommendation Paper to the IEEE for a Joint Standard
  - IEEE P802.15.1 Standard Content
    - mirrored Bluetooth MAC Sublayer, PHY Layer
    - plus SDL Model(s), and ASN.1
  - IEEE Publication Accessibility and Fees
    - Web, paper, CD-ROM?
    - ETSI has free downloads of published specs
    - Bluetooth Specification v1.0A is free, too
  - Action item: Draft for .15 review by ....
  - Submit to IEEE xxx by.....

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# TG1 Requests for Marketing Assistance

- The P802.15 TG1 would like the MC to generate and submit to the IEEE and Bluetooth SIG a list of suggested “Marketing Material” to support the IEEE Draft:
  - Handbook, Companion, Pocket Guides, etc.

Action item: Volunteers & Editorial/Team lead ?

Due date:

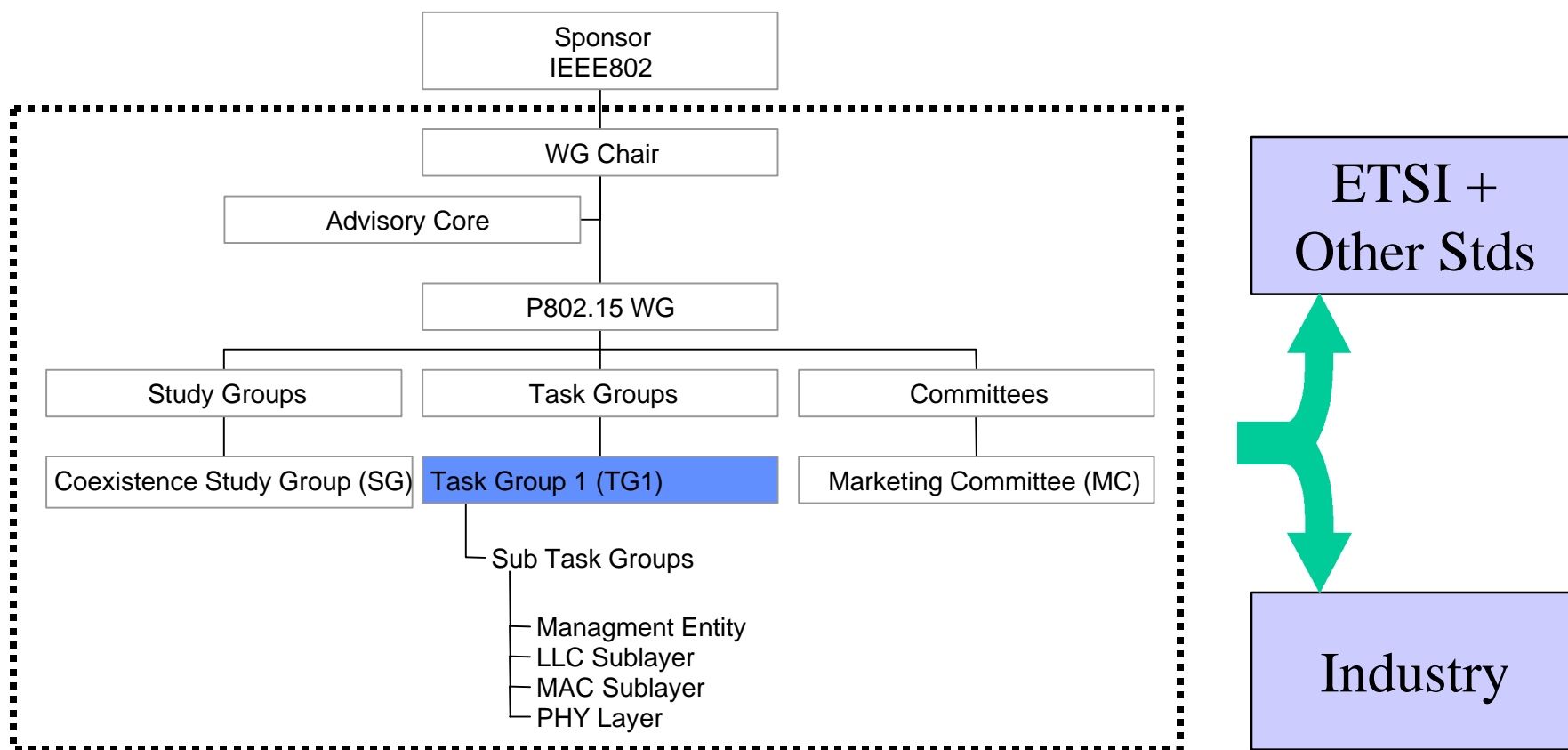
- The P802.15 TG1 would like the MC to review Bluetooth Upper Layer’s to determine if there are other SDO’s that might also be interested in paralleling the TG1 work, if ETSI remains undecided.

Action item: Volunteers & Team lead ?

Due date:



# MC communication with Industry

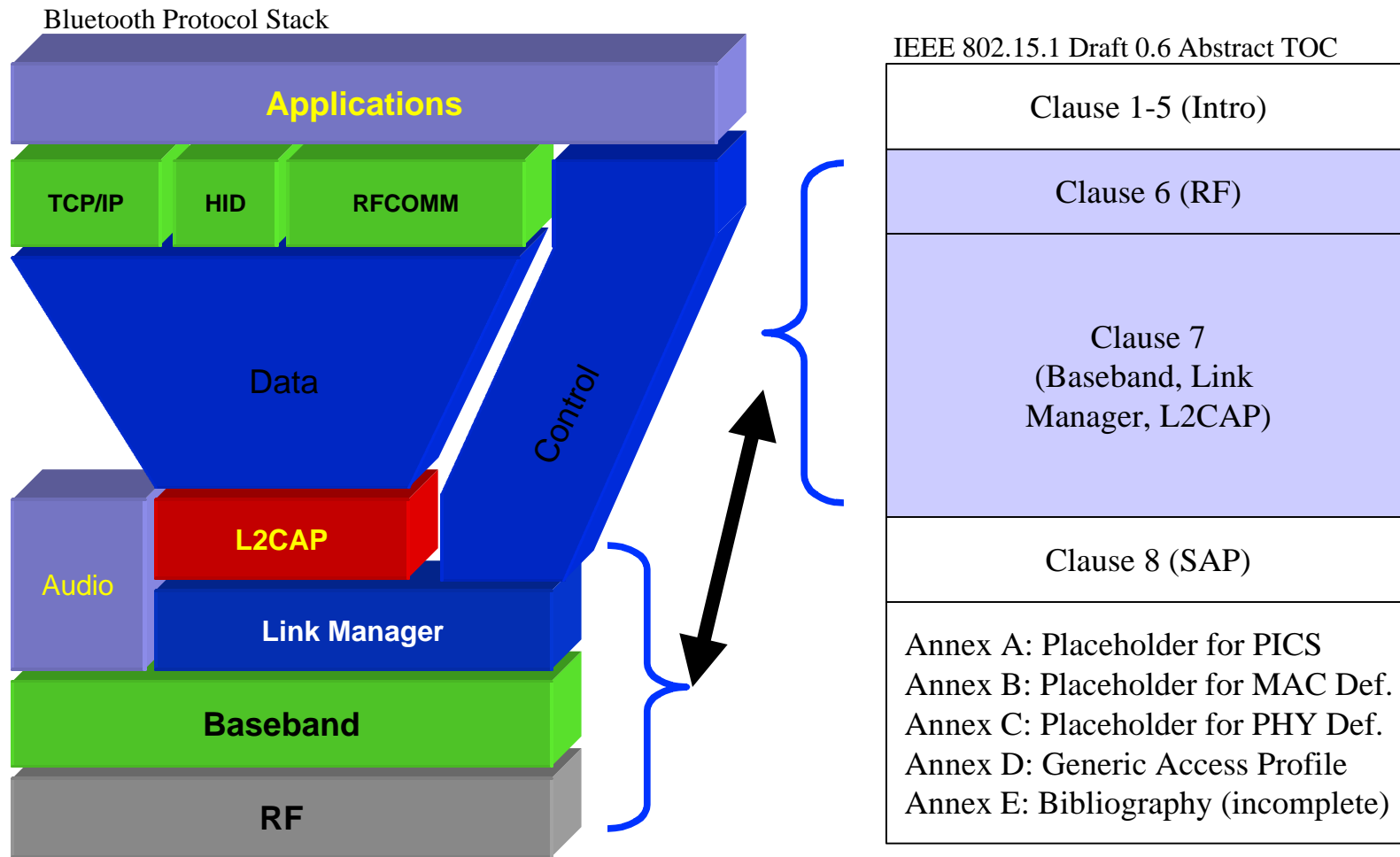


## The TG1 Issues are:

- We think that our efforts would really be wasted if we develop an 802.15.1 standard that:
  - is too late to be relevant to the market
  - parallels (but not leveraged by) the original Bluetooth spec
  - is confusing to the people that are already familiar with the Bluetooth spec
  - unintentionally deviates from the original spec
- Therefore the v0.6 standard is 1:1 Bluetooth

If they are the same why do we want the IEEE P802.15.1 std? The MC should help the IEEE understand this issue. The key is to provide additional support documents or have the Value-added industry marketing group e.g., Bluetooth help create this communication.

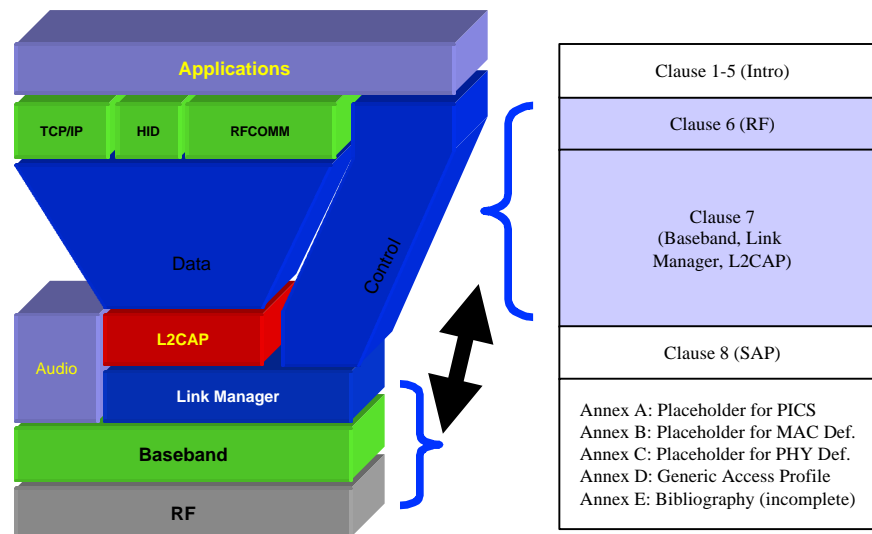
# Bluetooth to IEEE P802.15.1



Source: doc.: IEEE P802-15/D0.7

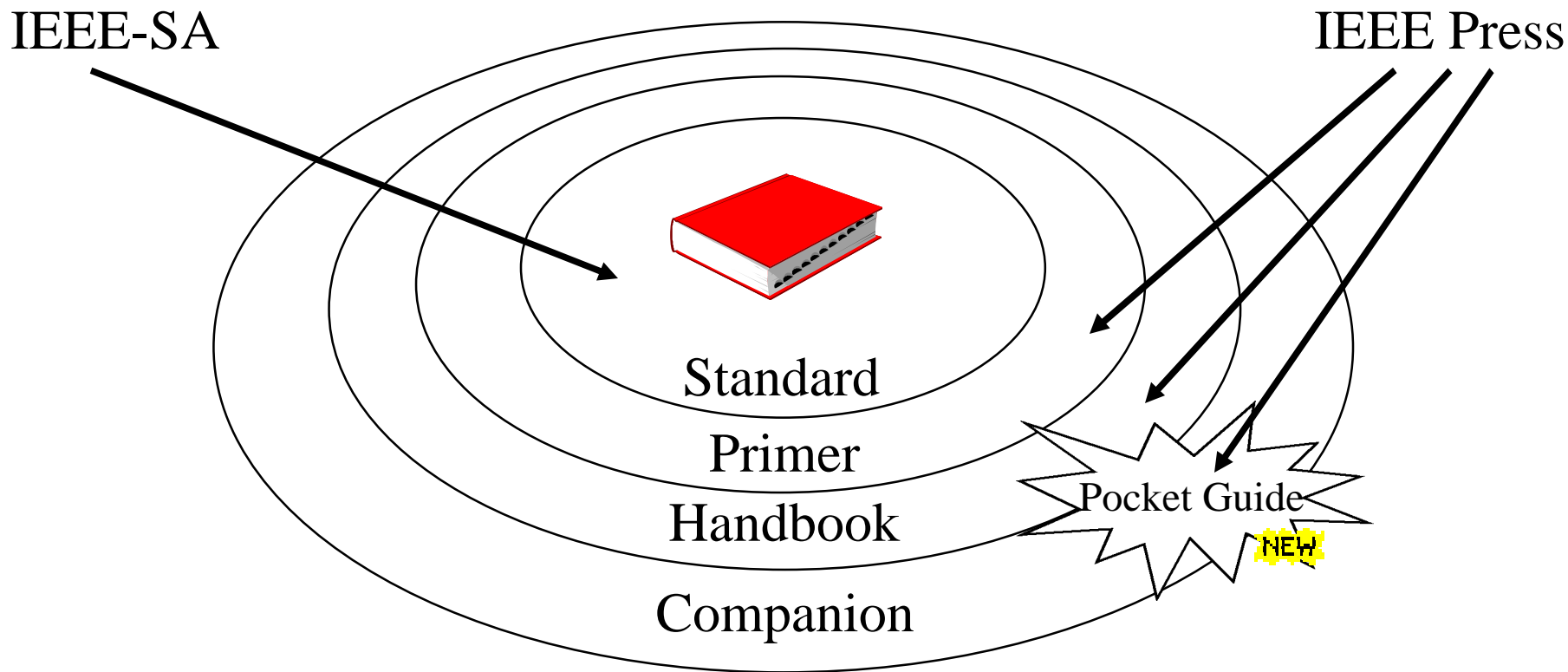
# Bluetooth Specification vs. IEEE Standard, Value-add

- Bluetooth v1.0 A
  - RF, Baseband, Link Manager, L2CAP
  - + Eratta
- IEEE
  - + Accreditation
  - + IEEE802 Family
  - + SDL Model
  - + ASN.1
  - + etc.



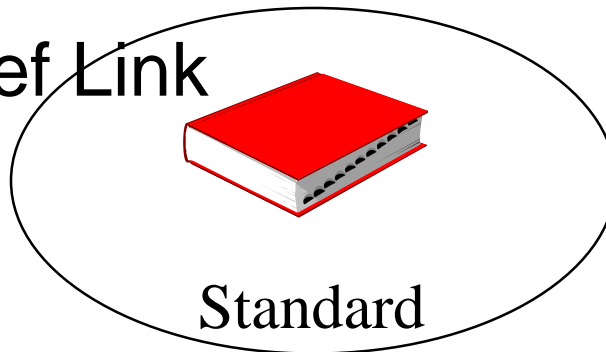
# IEEE Opportunities for Deliverables

## TG1 “Push”



# Value-added industry marketing group Bluetooth “Pull”

- Author IEEE Primer, Handbook, Companion, Pocket Guide
- Web Site Xref Link



- Joint Press Releases
- Industry Specification Deferral to IEEE Standard for Future updates
- etc.

# 802.15 “Handbook” Opportunity

Source: Susan Tatiner, Tom Wettach, and Ian Gifford e-mail thread, dated 7Nov99

- IG>The IEEE P802.15 is aware of the Handbook to 802.11 and we are reviewing the merits for a similar Handbook to 802.15. Our intention would be to release to the IEEE Press (with enough lead time) to publish in conjunction with the Approved 802.15.1 Standard.
- ST>I love the idea of a handbook for 802.15. We wouldn't necessarily have to limit it to that, either. What about a companion book or books for other elements of the Bluetooth spec? In addition, we have started a new product line of pocket guides to hot standards (our first will be a handy guide to the 12207s--a series of core software engineering standards). I wonder if the Bluetooth spec would lend itself to this.

Action Item: Publication Titles/Intent, Authors & Milestones

Commercial publications ?

# “WPAN” - Trademark Opportunity

Source: Susan Tatiner, Tom Wettach, and Ian Gifford e-mail thread, dated 7Nov99

- IG>I would like the IEEE to consider trade marking the term "WPAN" ("Wireless Personal Area Network") and/or the plural "WPANs" ("Wireless Personal Area Networks"). Is this appropriate for IEEE to consider?
- TW>As for WPAN, no trademark registration or application was found. We may be in time to protect it, but we will need to find another generic term(s) to refer to these systems.
- ST>So, it sounds like we could/should move ahead on this. Is there a generic term for WPAN?



Motion: Move the IEEE proceed with trademark registration of WPAN and WPANs.

For: \_\_\_\_\_ Against: \_\_\_\_\_ Abstain: \_\_\_\_\_

# Marketing Group

**Should the Marketing committee charter be extended beyond November?**

**Should the Marketing Committee Objectives or priorities be modified?**

**What useful support could/should the Marketing Committee offer the HR-WPAN?**

## Summary of Marketing Tasks

- Coordinate our “Marketing” via Bluetooth SIG
- Provide a White Paper to the IEEE on the TG1 perceived Publishing issues for a Joint Standard
- List of suggested “Marketing Material” to support the IEEE Draft e.g., Handbook, Companion, Pocket Guides, etc.
- Determine if there are other SDO’s that might also be interested in paralleling the TG1 work, if ETSI remains undecided.
- Trademark “WPAN”
- Joint 802 and BT Press Release
- Continue Marcom campaign
- Support High Rate effort

## IEEE & Bluetooth Publishing Contacts

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