

IEEE: One Voice
*for Engineering, Computing
and Technological Innovation*

February 2009

IEEE: One Voice Video

Builds on IEEE Strategy and Core Purpose

- ...advance technological innovation and excellence for the benefit of humanity
- Moves us to Common Set of Messages
 - Who Is IEEE?
 - What Do We Do?
 - How Do We Do It?



And now a special
motion picture
presentation...



“IEEE: One Voice” Video

- Individuals in the video are all IEEE members
- Conveys a feeling of pride to be part of IEEE
- Audience – Technology Community



“IEEE: One Voice” Video

- Four core themes that define IEEE and its influence in the world and on technology:
 - One Voice for Engineering, Computing & Technological Innovation
 - Advancing innovation and technological excellence
 - Engineering a Better Tomorrow
 - Inspiring Innovation for a Global Community



“IEEE: One Voice” Video

■ IEEE: One Voice **Website:**

www.ieee.org/go/brand_videos

- Versions available for download
- Description of “IEEE: One Voice”
- Information on how to use this video effectively
- Frequently Asked Questions
- Complete Listing of the Video Participants



■ Video also on **IEEE.tv**

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