

INSTRUCTIONS TO AUTHORS OF PAPERS TO BE PUBLISHED IN THE TRANSACTIONS ON CONSUMER ELECTRONICS

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For each author we require a small photograph and a brief biography to accompany his article.

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[Contributed (non-conference) papers should be sent directly to Wayne Luplow, Chairman, Publications Committee.]

CRITERIA FOR PUBLICATION IN CONSUMER ELECTRONICS TRANSACTIONS

It is the primary purpose of the publication of the Transactions of the Consumer Electronics Society to bring to the membership and the engineering community in general, papers on *new technology* oriented to Consumer Electronics which are relevant, interesting, enlightening and instructive. Lest there be some misunderstanding of this purpose, new technology does not mean simply new product development, although it does not preclude new product development where unusual technical achievement has been attained. The key factor is the emphasis placed on technology rather than product.

The emphasis on technology implies certain criteria must be observed in the papers presented for publication in the Transactions. The material in the text of the paper should be of the nature of a revelation of technical information not generally known or familiar to the consumer engineering fraternity. This may be in the form of new technical developments or tutorial in nature where scattered sources of

information are brought together in one coherent reference. *All evidence of commercialism is to be meticulously avoided in either the title or the text of the paper.* This includes company names, trademarks and commercial part numbers. It is acceptable to put the company affiliation of the author(s) along with his name(s) under the title of the paper. *All commercial part numbers, whether the subject of the paper or not, are to be avoided in the title, text, and illustrations.* When the paper describes an item commercially identified with a company part number, that part number may be placed in a footnote along with a descriptive name or code that identifies it in the title or text.

The Transactions must convey a professional approach to its readers and attempts at injecting commercialism in papers presented for publication has been and will continue to be adequate cause for rejection.