2013

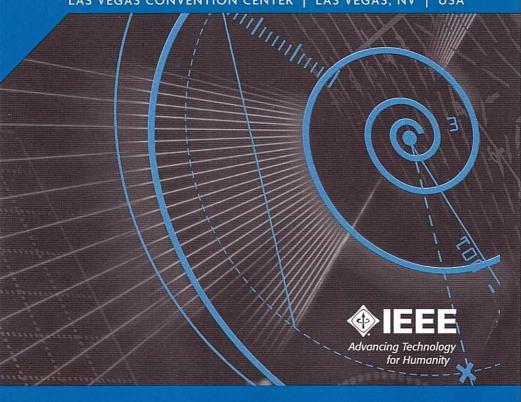## Technical Field Award Presentation

2013 IEEE Masura Ibuka Consumer Electronics Award

2013 IEEE International Conference on Consumer Electronics (ICCE)

SUNDAY, 13 JANUARY 2013
ICCE 2013 AWARDS LUNCHEON
12:20 P.M., LVCC N257/N259/N261
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◆IEEE
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Recognition of Professional Achievement

For nearly a century, the IEEE Awards program has paid tribute to technical professionals whose exceptional achievements and outstanding contributions have made a lasting impact on technology, society and the engineering profession.

That tradition of public recognition continues today. In the 21st century, IEEE Awards are valued as among the highest honors a technical professional can receive. They are an esteemed symbol of the admiration of one's peers—the most prized form of prestige—bestowed upon individuals whose accomplishments have enhanced the global economy while improving the quality of daily life.

Legacy of Innovation

IEEE Awards recognize and encourage important contributions to technology, science and the profession. They honor achievements in education, industry, research and service, and they encompass the breadth of the many IEEE technical interest areas from computer science, electrical engineering, information technologies and microelectronics, to optoelectronics, radar technologies, signal processing and beyond. Each award has its own unique mission and criteria, and offers the opportunity to honor distinguished colleagues, inspiring teachers and corporate leaders.

Through the Awards program, the IEEE, and the societies that preceded it, also have played an important role in encouraging innovation. Individuals honored with IEEE Awards join a remarkable group of such well-known pioneers as Bell, Edison, Marconi, Noyce and Grove—among many others. These individuals, in turn, provide inspiration and personal role models for aspiring professionals.

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Nominations for IEEE awards and recognitions are initiated by the members and others, then reviewed by a panel of peers—professionals who are especially knowledgeable in a particular field. Their recommendations are, in turn, submitted to the IEEE Awards Board for further review prior to final approval by the IEEE Board of Directors.

The awards fall into seven categories:

Medals | Honorary Memberships | Service Awards | Corporate Recognitions
Technical Field Awards | Prize Paper Awards | Scholarship Awards

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IEEE Power & Energy Society

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IEEE Masaru Ibuka Consumer Electronics Award

Co-Founder of Sony Corporation, Dr. Masaru Ibuka guided many aspects of the ongoing consumer electronics revolution. His innovations and leadership in consumer electronics technology consistently redefined the state of the art and inspired generations of electrical, electronics, and computer engineers.

The IEEE established the Masaru Ibuka Consumer Electronics Award in 1987 to recognize contributions in the field of consumer electronics technology.

Sponsored by Sony Corporation, the award consists of a bronze medal, certificate, and cash honorarium.

For additional information on IEEE Technical Field Awards and Medals, to view complete lists of past recipients, or to nominate a colleague or associate for IEEE Technical Field Awards and Medals, please visit http://www.ieee.org/awards.

Past Recipients:

2012 | Gisle Bjøntegaard
       Gary J. Sullivan
       Thomas Wiegand
2011 | Joan L. Mitchell
2010 | James M. Barton
2009 | Eugene J. Polley
2008 | Ralph H. Baer
2007 | Tomlinson Holman
2006 | Wayne E. Bretl
       Richard Citta
       Wayne C. Luplow
2005 | No Award
2004 | Karlheinz Brandenburg
2003 | Richard H. Small
       Neville Thiele

2002 | Takashi Fujio
       Kozo Hayashi
       Masao Sugimoto
       Masahiko Morizono
       Yuichi Ninomiya
2001 | Ulrich Reimers
2000 | Marvin H. White

1999 | Leonardo Chiariglione Cselt
1998 | Jerrold A. Heller
1997 | Ray M. Dolby
1996 | Kees A. Schouhamer Immink
1995 | Irving S. Reed
       Gustave Solomon
1994 | Carl G. Eilers
1993 | George L. Brantingham
       Paul S. Breedlove
       Richard H. Wiggins
1992 | Isamu Washizuka
1991 | Gilbert F. Amelio
1990 | Norman L. Stauffer
1989 | Heitaro Nakajima
       Johannes Petrus Sijou

2013 IEEE MASARU IBUKA CONSUMER ELECTRONICS AWARD

MARTIN DIETZ   **KRISTOFER KJÖRLING**   **LARS LILJERYD**

For pioneering innovations in digital audio coding, technology leadership, and contributions to the development of High-Efficiency AAC (HE-AAC)

Leaders of key audio coding technology, Martin Dietz, Kristofer Kjörling, and Lars Liljeryd helped set the standard for high-quality audio compression employed in today's mobile and digital media devices. Dietz, Kjörling, and Liljeryd developed the concept of spectral band replication for more efficient and natural-sounding perceptual audio coding. Mr. Liljeryd provided the vision of using bandwidth replication to improve existing coding methods, Mr. Kjörling led the research that turned the vision into working prototypes, and Mr. Dietz provided the knowledge and industry connections to bring the technology to market. The trio's groundbreaking work evolved into the High-Efficiency Advanced Audio Coding method, standardized in 2004, which is a key component of today's cell phones, mobile media devices, digital radios, televisions, and personal computers. Its efficiency has enabled lower-bitrate audio streaming for wireless applications, reducing storage needs and lowering transmission and streaming costs.

Mr. Dietz is chief executive officer with Innosupport AG, Nuremberg, Germany.

Mr. Kjörling is a principal member of the technical staff with Dolby Laboratories, Stockholm, Sweden.

Mr. Liljeryd is an IEEE Member and a principal member of the technical staff and senior research advisor with Dolby Laboratories, Stockholm, Sweden.

*For additional information or to learn more about the
IEEE Awards Program, please visit www.ieee.org/awards
Nomination Deadlines:
IEEE Technical Field Awards - 31 January
IEEE Medals and Recognitions - 1 July*

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