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High Frequency Electronics is Growing in 2004

Gary Breed
Editorial Director

Once in a while, I think it's OK to talk about ourselves at *High Frequency Electronics* magazine. Since the first announcement in May 2002, we have published eight successful issues—a significant accomplishment in these difficult economic times. We humbly thank the companies that have supported us with advertising, as well as the readers who pick up each issue and read it front-to-back (and respond to both the ads and articles).



Now we are ready to move beyond our initial bimonthly schedule. After long discussions, internally and with our supporters, we have decided to increase the number issues to ten in 2004. The issues in July and November will cover two months, with monthly publication during the rest of the year. Our 2004 Editorial Calendar is included on page 69, showing the main topics we will cover.

We're looking forward to our growth for several reasons ... First, there is way too much information to cover with just six issues. Even with our online presence, it is the printed version of *High Frequency Electronics* that gets the most response. An analysis of our web site traffic shows us that our print magazine readers go to the web to subscribe, download past articles, and link to companies' web sites with our *HFeLink*. But only a few actually use the online edition to read the main "magazine."

We also have many interested authors waiting to get their contributions published, we toss out lots of extra new product announcements, and we just don't have room to do enough reporting on such things as FCC actions, standards work, leading edge research and other interesting matters. If you appreciate our practical, often tutorial approach, don't worry. We will be able to increase that "core coverage" as well.

Next, we need to justify additional staff capabilities. Like many small businesses, we have been running with the minimum necessary staff. With more issues, and increased revenues, we can invest in additional full time and freelance staff to further improve our magazine and web site. This is an exciting opportunity. We will get new perspectives and I will be able to multiply my own efforts to stay in touch with as many people, technologies and business trends as possible.

Besides being "more of a good thing," what does this mean for you? It

means you will not only get more issues, you will get better content inside. It means that our online resources will expand and become more valuable tools for your professional information-gathering.

Finally, more issues means an investment for the future. There has been plenty of turmoil in the technical publishing arena over the past few years. The founders of *High Frequency Electronics* have managed to remain firmly established in the industry we love, and we want to stay involved. We will use the improved business foundation that comes with carefully-managed growth to establish the magazine so it can serve the next generation of high frequency professionals.

Thanks for reading—there will be a lot more to read next year!

UWB and the Future of Wireless Communications

In this issue, we have a comprehensive report on the standards activity that will allow ultra wide band (UWB) manufacturers to market a viable commercial family of short-range wireless products.

The value of UWB over other systems like Bluetooth is bandwidth. UWB is the first home wireless system capable of distributing full-quality HDTV, or invisibly con-

necting computers with no network limitations or time delays. In our Technology Report, Professor Ted Rappaport and researchers at the University of Texas at Austin provide a thorough review of the current status of UWB, with an extensive list of references.

But UWB represents another type of breakthrough—it is truly a test case for entirely new technologies. UWB is like nothing else, with its pulse-based modulation and extremely wide noise-like bandwidth. Whether it can survive the tests of interference (radiated and received) is yet to be seen, as is its acceptance by users.

I will watching with interest. I am concerned with the increasing level of ambient noise in our radio environment, yet I want this new technology to get a solid test—too many established technologies have been allowed to operate too long, with entrenched proponents that aggressively protect the status quo. It is time to abandon a few obsolete technologies, as was done with the LORAN navigation system when GPS was proven.

Even if it does not fulfill everyone's expectations, we hope that the lessons learned with UWB will make it easier to explore other creative technologies.

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