

# Bridging the gap: real life technical challenges and the researcher

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# Helping “hard to reach” research academics make better informed decisions

- World’s largest **multidisciplinary** engineering and technology institution
- Authoritative and trusted source of **Essential Engineering Intelligence®**
- Access to **high quality** engineering information, workflow solutions, inspirational events and **expert** communities
- Helps engineers, technicians and technologists fuel innovation, gain competitive advantage and make **better informed decisions**
- Well placed to help solve the **engineering challenges** of the 21<sup>st</sup> Century



## Helping “hard to reach” research academics find information they need

- Whether you’re an engineer or researcher, there’s a wealth of **high quality** content for you
- **IET Digital Library** includes over **190,000** articles from **27** journals, **400** eBooks and conference proceedings
- **Knowledge Packs** offer a flexible way for individuals to access this content
- Keep up to date with over **5,500** videos on **IET.tv** from key industry events
- Search over **15 million** abstracts in the world-renowned **Inspec** database



“To help us address the issues of ensuring fast access and subject-specific search, Inspec and the IET Digital Library were the clear choice for us.”

University College, London



One of the world's largest curated collection of multidisciplinary engineering & technology video content



A practical knowledge resource helping academics & engineers solve their daily technical challenges and improve engineering know-how



## Inspiring the multimedia generation

The screenshot displays the IET.tv website interface. At the top, there is a navigation bar with 'Other IET websites', 'Access provided by THE IET', and 'Welcome THE IET My IET'. Below this is a large banner with the IET.tv logo and the text 'Showcase your latest innovative work Free to enter and open to all innovators worldwide'. The main content area features a grid of video thumbnails, including 'An overview of the IET', 'HELPING ENGINEERS SOLVE THEIR DAY-TO-DAY TECHNICAL CHALLENGES', 'The IET Story', 'UK Innovation - the High-Value Manufacturing Catapult (HVM)', 'Working to Engineer a Better World - Engineers of the Future', 'Top 5 Raspberry Pi Creations', and 'LEGO Robot breaks the Rubik's Cube World Record'. At the bottom, there are sections for 'Most popular', 'Forthcoming', and 'Latest' content.

# VIDEO – THE MEDIUM OF CHOICE



Readers expect libraries to give them easy access to a wide range of up-to-date video content including news, research and lectures

**59% of people** would rather watch video than read text  
**32% to see** a practical example of a theoretical concept



**70% of academic libraries** acquired video in 2014

Arizona State University 2014

People **remember 50%** of what they see in a video and only 22% of what they read.  
30% want to get another perspective



**Subscription collection** is taking hold as the favoured model of acquisition

**26% of people** will be triggered to search for more information after watching a video.  
60% use video to help understand course material

# The New IET.tv 2015

## 13 years of Engineering & Technology Content



# IET.tv

Interviews with leading experts from industry and academia



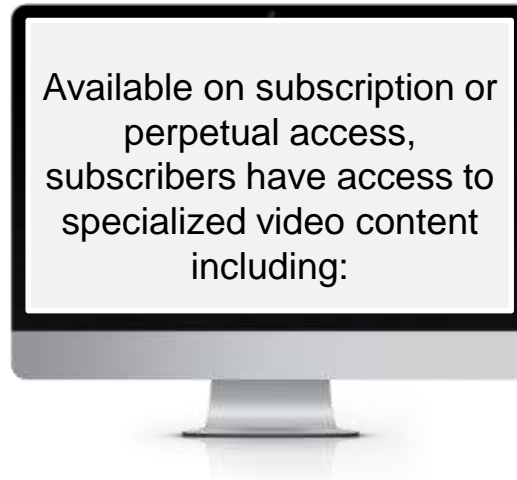
Bite-sized content including news and product demonstrations and showcases



Seminars from select universities and research institutions worldwide



Lectures and presentations from all major IET events



Available on subscription or perpetual access, subscribers have access to specialized video content including:



A rich source of teaching and coursework materials for lectures



# 9 FOCUSED TECHNOLOGY CHANNELS

Students, research and practicing engineers, in academic institutes and corporate organisations can access specialised content from 9 focused technology channels and bespoke Student “On Campus” channels:

## 9 dynamic technology channels

- Communications
- Control & Automation
- Electronics
- IT
- Management
- Manufacturing
- Power
- Transport
- Healthcare Technology

## Informative and engaging free to view channels

- IET News
- Sectors
- Communities
- Faraday
- E&T
- Inspec
- IET Staff
- **On Campus**
  - Students in action
  - Lectures
  - Research
  - Employability

# Building a site for the next generation

**New intuitive, modern user interface.**

**Video linked to Related Books, Journals, Letters, eBooks, IET Web pages.**

**Institutional Access Shibboleth and Athens**

**Discovery enabled & Marc Records**

**High definition – 1080p.**

**Mobile and Tablet ready – adaptive and responsive**

**New filtering solution including content type**

**Library administrator portal. Easy reports and dashboard**

**Improved searching: keyword search with Inspect terms and keywords**

# KEY FEATURES OF IET.tv 2015



New “Inspec enriched”  
powered search engine



Academic and Corporate  
Access Control system



New Filtering solution



Data usage dashboards



New login system



Downloadable content

# KEY FEATURES OF IET.tv 2015



Directly related content



Related website suggestions



Event scheduling solution



Addition of IET YouTube content



Webinar and Webcast features



Responsive and adaptive design

# IET.tv HIGHLIGHTS FOR USERS AND LIBRARIES

## Interact with IET prestigious presenters

Participate in live webcasts. Ask questions and receive answers from science and technology trail blazers and power players of top companies, universities and government agencies across the globe

## Remain cutting-edge with information you can trust

IET.tv is an extension of IET's renowned trusted resources. Viewers can count on IET webcasts to deliver high-quality and timely Information

# MARKET FEEDBACK

*“This collection of films received top marks from the community in our most recent round of content procurement for multimedia archives. A unique resource, IET.tv makes the teachings and knowledge of engineering and technology experts instantly accessible to students. We hope that this resource will go on to benefit many students and ultimately improve their learning experience.”*

**Caren Milloy,  
Head of Projects,  
Jisc Collections UK**

The screenshot shows the JISC MediaHub interface. At the top, the logo for JISC MediaHub is displayed with the tagline 'the definitive academic video, image & audio resource'. Navigation links include Home, About, Explore, My MediaHub, Help, and Log Out. A search bar is located in the top right corner. The main content area features a video player for the title 'Engineering solutions to waste management'. Below the video player, there are social media sharing options for Twitter, Facebook, and LinkedIn. The video player includes a 'Please log in to play this video' message and a 'Terms of Use' link. To the right of the video player, there is a list of similar videos and a 'Recently viewed' section. The video player controls include a play button, a plus sign, and a star icon.

**JISC MediaHub**  
the definitive academic video, image & audio resource

Home About Explore My MediaHub Help Log Out

Previous Back to results Next


## Engineering solutions to waste management

Twitter 0 +1 0 Facebook Like 0

Please log in to play this video

Terms of Use

Description Frame Grabs Comments (0)

**Title** Engineering solutions to waste management  
**Duration** 20 mins 25 secs  
**Date** 11-11-2009  
**Collection** IET.tv  
**Country**  UK

**Contributor** Allan Barton  
**People & Organisations** Allan Barton  
**Others** Allan Barton  
**Subjects** engineering solutions waste management

**External Links**

**Collection** IET.tv

**Description** This presentation discusses engineering solutions to waste management.  
**Speaker:** Allan Barton  
**Speaker Position:** Director, Leader Resource and Waste Management, ARUP  
**Presentation Time:** 11/11/2009  
**From the event:** 11th Annual EEESTA Lecture: Waste Not, Want Not: Engineering Solutions to Waste Management.

**Similar** Recently viewed

1. Engineering th...
2. Engineering Ca...
3. UNEMPLOYMEN...
4. Full Tilt on the...
5. Transforming t...

show all

# ENGINEERING & TECHNOLOGY REFERENCE



*“The Engineering and Technology Reference will help build a skills base which brings benefits across the industry. We are delighted to support this initiative”*

Jon Longstaff, Cyber Security Lead, Energy Management Division, Siemens Plc



# Engineering & Technology Reference

- “Must-have”, multidisciplinary and global technical engineering reference content
- Original commissioned articles & case studies covering the five industry sectors
- Easy online access via “Reference” tab on the IET Digital Library
- For academic and institutional use for study and research – case studies for learning help enable students to be ‘job ready for the 21<sup>st</sup> century’
- Contains peer reviewed, managed content - technical articles, lessons learned, case studies.
- Annual multi-user subscription product, free trial access available.





# A direct route to answers on real-world engineering issues

The screenshot shows the IET Reference website home page. At the top, there is a navigation menu with 'Journals & magazines', 'Conferences', 'eBooks', 'Reference' (highlighted), 'Subjects', and 'Collections'. Below the menu, there are tabs for 'Reference home', 'Video', 'Coming soon', and 'Get involved'. The main content area features a large banner for 'ENGINEERING & TECHNOLOGY REFERENCE' with the tagline 'Technical case studies & lessons learned'. Below the banner, there is a section for 'Request a FREE trial for your organisation' with a 'Request a trial' button. To the right, there is a 'Login' section with a 'Forgot your password?' link and a 'Subscribe to this journal' button. At the bottom, there is a 'Sectors' section with links to 'Built Environment', 'Design & Production', 'Energy', and 'Information & Communications'. A 'Latest' section shows a featured article titled 'Cyber Security in the Energy Industry' by Jon Longstaff.

The screenshot shows the IET Digital Library website. At the top, there is a navigation menu with 'Journals & magazines', 'Conferences', 'eBooks', 'Reference' (highlighted), 'Subjects', 'Collections', and 'About'. Below the menu, there are tabs for 'Reference home', 'Video', 'Coming soon', and 'Get involved'. The main content area features a large banner for 'ENGINEERING & TECHNOLOGY REFERENCE' with the tagline 'Technical case studies & lessons learned'. Below the banner, there is a section for 'Request a FREE trial for your organisation' with a 'Request a trial' button. To the right, there is a 'Login' section with a 'Forgot your password?' link and a 'Subscribe to this journal' button. At the bottom, there is a 'Sectors' section with links to 'Built Environment', 'Design & Production', 'Energy', and 'Information & Communications'. A 'Latest' section shows a featured article titled 'Cyber Security in the Energy Industry' by Jon Longstaff.

# Support from leading engineering organisations





# What makes Engineering & Technology Reference different?

- **More practical than traditional reference sources**
  - written & peer reviewed by practising engineers
- **The 'go-to' resource for trustworthy solutions**
  - avoiding irrelevant search engine results
- **Build up practical knowledge & skills quickly**
  - bridges multiple topics
- **Helping get students 'job-ready'**
  - provides 'learning by example'

# What subject areas does the **Engineering and Technology Reference** cover?



**Built Environment**  
Smart innovation for  
tomorrow's urban landscape



**Design and Production**  
Designing, developing,  
delivering; creating tomorrow



**Energy**  
Powering tomorrow; from  
smart homes to mega grids



**Information and  
Communications**  
Connecting tomorrow,  
digitally



**Transport**  
Engineering excellence for  
future transport systems

# Hard to reach or bridging the gap?

- No solution is perfect
- Bringing two worlds closer together can help
- Access to a range and varied source of information
- Existing curated or newly published volumes of work
- Enhanced by technology to make it easier for the researcher
- Use of metadata to aid discoverability
- Linking academia and industry expertise
- Providing access to the best of both worlds



[www.iet.tv](http://www.iet.tv)

**ENGINEERING  
& TECHNOLOGY  
REFERENCE**

[www.ietdl.org/etr](http://www.ietdl.org/etr)

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