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**AUTHORS/RESEARCHERS — HEADLINE & TEASER COPY (BEFORE LAUNCH)**

HEADLINE: Coming Soon: IEEE CollabratecTM

 The professional networking online community designed for authors, researchers, and other technology professionals.

ALT. HEADLINE: IEEE CollabratecDesigned to help you collaborate smarter — publish or research faster.

TEASER BLURB: Scheduled to launch in 2015, IEEE Collabratec is an integrated online community where technology authors, researchers, IEEE members, and other professionals with similar fields of interest can network, collaborate, create, and even manage content — all within a centralized hub.

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COPY: IEEE Collabratec

 The premier destination for authors, researchers, and other technology professionals to network and collaborate with colleagues around the world, manage content, and develop articles within a centralized hub.

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**AUTHORS/RESEARCHERS — NEWSLETTER ARTICLE**

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LEDE: [IEEE COLLABRATEC LOGOTYPE]

 Imagine an integrated online community dedicated to the specialized needs of technology authors and researchers — where technical professionals with similar fields of interest can network, collaborate, and create within a centralized hub. All for free.

COPY: IEEE is proud to announce the launch of IEEE Collabratec, a robust community and suite of tools serving the needs of multiple groups — including technology authors and researchers.

 Developed with input from authors, researchers, and other technology professionals, IEEE Collabratec is unique because it offers both networking and online collaboration and authoring tools on the same site.

CROSSHEAD: The ultimate collaboration and authoring tool for the technology community

COPY: Would you like the power to set up a private virtual workspace and assemble and collaborate with a global team? How about the ability to manage a personal research library and personal bibliography? Enjoy an efficient, seamless workflow that integrates search and discovery with collaboration tools? Collaborate with others on new ideas and the development of new articles — in real time? IEEE Collabratec lets you do all of this and more, within a centralized online hub that you can access from anywhere you can browse the web.

CROSSHEAD: The ultimate networking tool for anyone in — or connected to — the IEEE community

COPY: Existing professional networking sites are great for the general business community, but can be cumbersome for people in more specialized fields. IEEE Collabratec includes all the good things about these sites but focuses on the IEEE community and other technical professionals. So instead of having to wade through contact after contact to find people who have a similar field of interest, IEEE Collabratec connects you directly to this select group. And of course, you’ll have the convenience of searching and networking based on geographic location.

 IEEE Collabratec also helps you connect with professional opportunities. Start by setting up a more visible professional identity, then search the community for other members and organizations looking to hire. You can also use IEEE Collabratec to help find people to add to your own team.

CROSSHEAD: Plus additional utility for other technology professionals!

COPY: You don’t have to be an author, researcher, or be looking for a job to benefit from IEEE Collabratec’s many robust features.

 Find out what IEEE Collabratec can offer you today. Sign up is free.

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