

The E-evolution of *Gear Technology*

Technology creates excitement. Just consider the natural buzz around IMTS, where manufacturers will go to explore ways they can increase productivity, improve quality, decrease costs or provide better service.

But technology is not just for manufacturers. At *Gear Technology*, we're creating a buzz of our own. That buzz is over *E-GT*, the next phase in our technological evolution. *E-GT* stands for *Electronic Gear Technology*. It's one of the biggest changes we've made in 18 years, and it's going to make access to *Gear Technology's* information easier than ever before. Beginning with the January/February 2003 issue, the entire contents of the magazine will be available electronically. That includes all the articles, all the advertisements, all the figures and formulas, exactly as they appear in the print version.

Of course, we're not changing the printed magazine. The regular version of *Gear Technology* will continue to be available to all our qualified U.S. readers—for free—just as it always has. Also, people outside the United States will still be able to purchase subscriptions to the printed version.

Part of what makes *E-GT* exciting is that we're doing something that very few other magazines are able or willing to do. While we've always brought you information on leading edge technology related to gear manufacturing, *E-GT* keeps us on the leading edge ourselves. I'm proud of that capability. But what's really exciting about *E-GT* is how it will enable us to better serve our industry.

E-GT means that qualified subscribers will have access to an exact copy of our magazine (in PDF format) via *The Gear Industry Home Page™*. You'll be able to retrieve an electronic version of the current issue whenever you want. You'll be able to store it on your hard drive to create an archive of issues for easy reference. And you'll be able to search through a particular issue for keywords or company names. You'll be able to receive *E-GT* when you're traveling. You'll be able to carry it on your laptop or burn it onto a CD.

Since we began publishing *Gear Technology* in 1984, our mission has been to serve the gear industry with the best possible technical and educational information related to the design, processing, manufacturing and inspection of gears. Today, our mission is the same. *E-GT* makes it easier for us to carry it out.

For example, with each passing year, the gear industry has become more global. Until now, we've had to charge subscribers outside the United States to offset the substantial costs of mail-

ing the magazine. *E-GT* eliminates those costs. It will be available for free to qualified subscribers anywhere in the world.

Another benefit for subscribers outside the United States is that they'll no longer have to wait two or more weeks extra to receive their issues by mail. They'll have access to the content as soon as the issue is published and the electronic version is uploaded to our website.

To ensure that our magazine is reaching the right audience, our electronic subscribers will fill out a qualification card once per year, just as they do with our printed version. Part of that qualification card will include the subscriber's e-mail address. When each issue becomes available online, we'll e-mail the subscribers a notice to let them know they can download the issue at their convenience.

E-GT is a continuation of the process we began in 1996, with the launching of *The Gear Industry Home Page™*, which remains the Internet's premier marketplace for the machinery, cutting tools and services related to gear manufacturing. In 1997, we launched *powertransmission.com™* to serve as a portal for manufacturers and buyers of gears, gear drives and other power transmission components. Today, those two websites deliver more than 200,000 page views and 50,000 user sessions per month. They've grown, evolved and taken on a life of their own, becoming an everyday part of the fabric of the industry. I expect *E-GT* to do the same.



Michael Goldstein,
Publisher & Editor-in-Chief

P.S. Those of you who are interested in becoming *E-GT* subscribers can now log on to *The Gear Industry Home Page™* and fill out the simple qualification form. Visit www.geartechnology.com and look for the *E-GT* button. We're interested in your comments about how *E-GT* and our other products can make you more effective and successful. What ideas do you have that we haven't thought of yet? Let us hear from you at people@geartechnology.com.