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TELECOM NEWS

PTC Research Prizes Honor O.S. Braunstein and Meheroo Jussawalla

Thousands Being Offered for Research Papers at PTC'08

HONOLULU – 16-04-07 - He was a visionary who lived the American dream. His family story is one of Pennsylvania's unique immigrant successes. Today his name – O.S. Braunstein – is memorialized by the Pacific Telecommunications Council (PTC), an international industry association, with the O.S. Braunstein Prize. The prize will be bestowed on a student whose research paper is recognized for excellence in the field of telecommunications and will include funded participation to present at PTC'08.

PTC also announces the establishment of a new prize for the best participant research paper at the annual conference named in honor of international telecommunications scholar Meheroo Jussawalla.

PTC's O.S. Braunstein and Meheroo Jussawalla Prizes

The O.S. Braunstein award memorializes PTC's existing student research prize which has been awarded by PTC for many years. It will be funded for the next five years by Yale Braunstein, a long-time PTC member and son of the late O.S. Braunstein, on behalf of his family. The prize is valued at over \$1700 and includes a \$500 cash award, conference registration, and up to \$1000 for travel and accommodations to present at the PTC'08 conference to be held January 13 – 16 in Honolulu.

Oscar Samuel (O.S.) Braunstein, a photographer, chemist, and entrepreneur, may be best known for his two successful Philadelphia-based businesses, Braun Labs and Decor Bulbs, Inc., which produced the famous "Flicker Flame". Born in Philadelphia on October 17, 1909, he was one of four sons of Russian Jewish immigrants from Ukraine. His father was a tailor who later owned men's clothing manufacturing operations in Philadelphia and Allentown.

O.S. Braunstein became a professional photographer whose work was published when he snapped photos of international icons such as Albert Einstein. He later became a chemist, by way of an apprenticeship, and combined his two interests by launching Braun Labs which manufactured photographic chemicals for commercial labs and amateur photographers.

He married Betty E. Seidman of Philadelphia and had two children, Yale M. Braunstein and Hetty Jane Braunstein Dorn. In 1962, he started manufacturing and distributing decorative light bulbs. Long before the concept of "virtual corporations" or globalization became popular, he created an international network of small businesses to manufacture and distribute light bulbs and electrical parts throughout Japan, Hong Kong, Chinese Taipei, Australia, and the U.S. This was accomplished with the help of Pan American World Airways' trade promoters. O.S. Braunstein passed away on February 12, 1984, leaving a legacy of innovation, education, and entrepreneurship.

PTC's second research prize is the new Meheroo Jussawalla Research Paper Prize. It is open to all participants at the annual conference with research papers accepted for presentation. The award is being funded for the next five years by Richard Taylor, Palmer Chair in Telecommunications Studies

at the Pennsylvania State University and Affiliate Professor of Information Sciences and Technology. Recipients will receive a cash award of \$1000.

Meheroo Jussawalla is an Emerita Senior Fellow/Economist at the prestigious East West Center in Honolulu. She serves as Affiliate Faculty in the Department of Economics and the School of Communications at the University of Hawaii at Manoa. A leading scholar in the Economics of Telecommunications, she has published 15 books in that field and has garnered several national and international awards including two from the Pacific Telecommunications Council.

In 1998, she was awarded a Festschrift Book edited by D.M. Lambertson under the title of "Communications and Trade: Essays in Honor of Meheroo Jussawalla" (Hampton Press, NY). Her book, "Information Technology Parks in the Asia Pacific," co-authored with Richard Taylor, has been translated into Chinese by the Beijing University of Posts and Telecommunications. She recently published her memoirs under the title "On Six Dollars to America" available on Amazon.com.

"Meheroo has been a mentor, colleague, editor, co-author, and adviser for many of us working in telecommunications research. We are greatly pleased that PTC is honoring her with this research prize," Taylor said.

Both award funds are open to additional tax-deductible contributions. Further information about the prizes will be available in late April through the PTC'08 Call for Participation or by clicking on www.ptc.org. Paper proposals for conference participation will be due June 25. If accepted for participation, the full research paper must be submitted for award adjudication by September 10.

Only papers that are accepted for conference participation will be considered for the awards. Papers cannot be previously published. Further inquiries can be directed to the PTC Secretariat at (808) 941-3789, ext. 112 or info@ptc.org.

Established in 1978, Pacific Telecommunications Council (PTC) is an international, non-profit, non-government membership organization based in Honolulu, Hawaii, USA. Its mission is to promote the development, understanding, and beneficial use of telecommunications and information technology throughout the Pacific region. For additional information about PTC, go to www.ptc.org.

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