

Publisher's Note

Andreas Thoss and Michael Pfeffer

Starting an optics journal in troubled times

Throughout the last year, the question of an economic crisis flashed in the newspaper headlines. In this unstable situation, we embarked on the foundation of a journal on applied optics in industry and research. The first year of *Advanced Optical Technologies* is now over and – despite all the fears – authors as well as readers have adopted this new journal. Seventy-eight authors have published 61 papers in *Advanced Optical Technologies* to the end of 2012, including 14 tutorials and 21 review articles. Thousands of interested readers have used the electronic or the print versions of the journal to get excellent articles with recent findings and the know-how of well-established experts. In particular, the latter was broadcast in the newly established format of tutorials, and we received enthusiastic comments from the optics community. Industry-related magazines such as *Laser Focus World* followed our efforts carefully and featured AOT articles from the very beginning.

Optics experts from 36 countries applied for a free subscription

A promotion campaign on the social network LinkedIn offered free subscriptions (using the FLAVOR token) until the end of 2012. Articles from AOT were promoted in various LinkedIn groups and received very positive feedback with a considerable number of Comments and Likes. The campaign delivered not only a large number of new readers but also our first feedback on where these readers are located. Optics experts from no less 36 countries registered for free access to *Advanced Optical Technologies*. Fifty-eight percent came from the Americas, 25% from Europe, and 17% from Asian countries. The relatively low share of Europeans in this data set might be influenced by the free access that is offered to the 5000+ members of the European Optical Society EOS as a member benefit. They can access the journal via their society's website and, hence, did not need to register for free access. The FLAVOR program for free electronic access to De Gruyter's journals

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expired at the end of 2012, whereas the free access for EOS members continues throughout 2013.

Fast processing of manuscripts

With the online submission platform *ScholarOneManuscripts*, we achieved very short processing times for the manuscripts. The average time from submission to final decision for double peer-reviewed manuscripts is about 33 days. The online publication, including typesetting and proof corrections, takes another 3 weeks. Immediately after typesetting, all the manuscripts are published ahead of print with a fully citable DOI. For those authors who experience trouble with the online submission process, we offer direct and personal support by our Managing Editor Holger Kleessen (contact@advanced-optics.org).

Call for papers

So what is next? We have an ambitious editorial schedule for 2013. The year starts with a topical issue on Optical Design – you might be holding it in your hands right now. The data for the other topical issues are shown in Table 1. In 2013, *Advanced Optical Technologies* will continue to focus on certain topics with this concept of topical issues. In addition, there will be regular content from various fields of optics in each issue. Therefore, authors from all fields of applied optical technologies are now invited to submit their papers for publication in *Advanced Optical Technologies*.

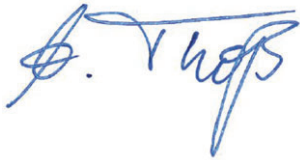
Table 1 Editorial schedule 2013.

Issue number	Topical issue	Manuscript submission
1/2013	Optical design	Done
2/2013	Imaging cameras/sensors	Done
3/2013	Microscopy technology	28 February 2013
4/2013	Lighting and illumination	15 April 2013
5/2013	Optical materials	15 May 2013

With a fast double peer-review process, we enable a high-quality publication visible to the whole optics community. The journal has applied for an ISI impact factor and other indices. Citations are now counted. For more

information such as the Instructions for Authors or free sample articles, please visit our website, www.degruyter.com/aot. For even more information, you may send us an email at contact@advanced-optics.org.

Yours sincerely,



Andreas Thoss
Publisher



Michael Pfeffer
Editor-in-Chief



Andreas Thoss studied physics and received his diploma and PhD degrees from the Free University Berlin in 1995 and 2003, respectively. For both degrees, he did research at the Max-Born-Institute Berlin on the field of ultrashort and ultra-intense laser pulses. From 1996 to 1999, he worked as a development engineer for medical laser systems with Aesculap-Meditec (now ZEISS Meditec) in Jena. In 2003, he joined the international publishing house, John Wiley & Sons. There, he gathered comprehensive experience as Publisher, Editor, and Commissioning Editor in the areas of book, journal, and online publishing. Among others, he cofounded the journals, *Laser & Photonics Reviews* (2007) and the *Journal of Biophotonics* (2008). Since its foundation in 2010, he manages THOSS Media, where he cofounded *Advanced Optical Technologies*. Andreas Thoss is a member of various societies, e.g., the German Physical Society, the German Society of Applied Optics DGaO, the American Optical Society, and SPIE. He holds several patents.



Michael Pfeffer graduated in 1998 at the Institute of Applied Optics at EPFL (Switzerland), obtaining his PhD for a thesis in the field of optical nanotechnology. In 2002, after several years of working in the Swiss optics industry, he was appointed Full Professor of Optics and Engineering in the Department of Physical Engineering of Hochschule Ravensburg-Weingarten, University of Applied Sciences (Germany). Dr. Pfeffer teaches and researches in the field of optics, physical instrument design, and nanotechnology. Currently, he serves as Vice-Rector for Research and International Relations. In 2005, the General Membership Meeting elected him to the Executive Board and CEO for the DGaO-Annual Meeting 2006. From 2008 to 2012 he served as President of the German Society of applied Optics (DGaO). In 2012 he was elected as Secretary of the Board of the European Optical Society (EOS). Dr. Pfeffer is member of the German Physical Society (DPG), the German Society of Engineers (VDI), and the Standards Committee Precision Engineering and Optics of the German Institute of Standardization (DIN).