

# INTERNATIONAL CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARDS **RULES AND ELIGIBILITY**



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## THE CES INNOVATIONS AWARDS

The International CES Innovations Design and Engineering Awards is an annual competition which honors consumer technology manufacturers' and developers' outstanding design and engineering in consumer electronics (CE) products. It is sponsored by the Consumer Electronics Association (CEA)<sup>®</sup>, the producer of the International CES<sup>®</sup>, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Entry categories represent current market trends and are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade press. Honored products are showcased annually at the International CES in Las Vegas, Nevada.

Please visit **CESweb.org/Innovations** or e-mail **Innovations@CE.org** for details.

### IMPORTANT DATES

Online Entry Process .....	Opens August 24, 2009
Early-Bird Deadline .....	September 4, 2009
Final Entry Deadline .....	September 25, 2009
Innovations Judging .....	October 5-16, 2009
Entrants Notified .....	October 23, 2009
Innovations Honorees Announced .....	November 10, 2009
Innovations Design and Engineering Showcase at the 2010 CES .....	January 7-10, 2010

### ENTRY FEES

Program Fees (Per Entry)

Submit your entries before September 4, 2009 and save \$200.

Entry fees are non-refundable.

	Early-Bird (August 24 – September 4)	Regular Entry Fee (September 5-25)
CEA Member, Exhibitor	\$225	\$425
Non-member, Exhibitor	\$450	\$650
Member, Non-exhibitor	\$600	\$800
Non-member, Non-exhibitor	\$750	\$950

**The CES Innovations 2010 online entry process is easy to use. It includes:**

- Easier user interface
- Pre-populated submitter data fields
- Photo upload tool
- Video link tool
- Ability to make a single payment for multiple submissions
- Automatic invoice generation
- Share entries with colleagues



## INNOVATIONS 2010 ENTRY QUALIFICATIONS

### Entries must qualify for each of the following criteria:

- Products entered must fit within one of the official product categories.
- Products entered must be available for sale or accessible to the general public in U.S. retail outlets or on the Internet between March 1, 2009 and April 30, 2010.
- Products will be announced at the 2010 International CES Press Preview event in New York, November 10, 2010, and be included in the launch of CESweb.org/Innovations on November 10, 2009. If a company wishes to have the product honoree announcement delayed until the opening of the International CES, it must be indicated on their entry form, or written notification must be sent to Innovations Awards Team at [Innovations@CEA.org](mailto:Innovations@CEA.org) no later than October 30, 2009.
- One sample of all products (mock-ups or the final product) selected as Innovations honorees must be available for display in the Innovations Showcase at the 2010 International CES, January 7-10, in Las Vegas, Nevada.
- Two product samples must be available for Best of Innovations honorees. Best of Innovations honorees will allow CEA to hold the product or mock-up for up to one year for display at other CEA-related events.

### Non CES exhibitors may enter the Innovations 2010 competition.

- If selected as an honoree, a non CES exhibitor is not eligible to display their product in the Innovations Design and Engineering Awards Showcase and have their product listed in the on-site Innovations listing.
- If the company has fully paid for exhibit space by October 30, 2009, they can be listed in the on-site Innovations listing in *Consumer Electronics Vision* magazine and the product will be displayed in the Innovations Design and Engineering Showcase.

## CONTEST RULES

### Entrants agree to these rules:

- Products entered must fit within one of the official product categories.
- Products entered must be available for sale or accessible to the general public in U.S. retail outlets or on the Internet between March 1, 2009 and April 30, 2010.
- Products will be announced at the 2010 International CES Press Preview event in New York, November 10, 2009, and be included in the launch of CESweb.org/Innovations on November 10, 2009.
  - If a company wishes to have the product honoree announcement delayed until the opening of the International CES, it must be indicated on their entry form, or written notification must be sent to Innovations Awards Team at [Innovations@CEA.org](mailto:Innovations@CEA.org) no later than October 30, 2009. The Innovations Awards Team will do its best to delay the product announcement until the opening of the 2010 International CES. However, we can make no guarantees.
  - If a company does not wish to have their honored product announced at the New York Press event on November 10, or at the 2010 International CES, CEA has the right to remove the award designation. The product will be considered as a non-entry. The company will have the right to submit the product as a new entry at the next year's Call for Entries provided it still meets the initial entry submission qualifications.
- One sample of all products (mock-ups or the final product) selected as Innovations honorees must be available for display in the Innovations Showcase at the 2010 International CES, January 7-10, in Las Vegas, Nevada.
- Two product samples must be available for Best of Innovations honorees. Best of Innovations honorees will allow CEA to hold the product or mock-up for up to one year, for display at other CEA-related events.
- Non CES exhibitors may enter the Innovations 2010 competition.
  - If selected as an honoree, a non CES exhibitor is not eligible to display their product in the Innovations Design and Engineering Awards Showcase and have their product listed in the on-site directory.
  - However, if the company has fully paid for an exhibit space by October 30, 2009, they can be listed in the on-site directory and the product displayed in the Innovations Design and Engineering Showcase.
- Entries must be submitted, in full, via the online entry process.
- A product can be submitted into several categories; however, separate entry fees will apply for each category entered.
- Entries submitted in previous Calls for Entries are not eligible for resubmission; however, if significant improvements have been made to the original product and/or significant enhancements that are truly unique and innovative have been made, the new model will be eligible for submission. If an entry of a similar model previously submitted is disqualified, the entry fees will not be refunded.
- All entries must be submitted via the online submission process. E-mailed and hard copy entries will not be accepted.
- Two product photographs must accompany and are required for each entry. The photos must be two DIFFERENT views of the product.
  - Computer renderings are not acceptable.
  - Entries may include up to five photos.
  - Photos must be submitted in JPEG format. Each photo should be less than one (1) Mb.



- All photos must be submitted via the online submission process. E-mailed and hard copy photos will not be accepted.
- All entry forms are the property of CEA. We suggest you make a copy of the online Entry Summary Page for your records.
- An entry is qualified for judging when all required sections of the online entry tool are completed and entry fees have been paid.
- Incomplete and unpaid entries will be disqualified. CEA is not responsible for follow-up of incomplete entries.
- To evaluate a submitter's product, the Judges may ask for additional information, including a request to provide a product sample to be used for further judging.
- An entry may be moved to a different category based on the recommendation of the judging panel, without consent from the submitter.
- By entering the competition, the submitter grants CEA permission to use the entry and images of the entered product in any promotional material produced by CEA and its sponsors.
- CEA reserves the exclusive right to set, modify and interpret all conditions regarding this awards program without claim for damage or recourse of any kind.
- Each company selected as an honoree grants CEA permission, without compensation, to use its company name and photograph/likeness and/or entry in promoting this or similar awards programs in the future.
- Entries must be paid using a credit card. Checks will not be accepted.
- Materials must meet CEA standards for appropriate product presentation and taste and may be asked to be resubmitted or disqualified at any time, if they are deemed inappropriate.
- Any attempt by a submitter to deliberately damage the Innovations website or undermine the legitimate operation of the Call for Entries may be in violation of criminal and civil laws. Should such an attempt be made, all entries submitted by such person will be disqualified. CEA reserves the right to seek damages fully permitted by law, from any such person.
- In the event a virus or act of God compromises the competition, non-authorized human intervention, tampering or other causes beyond the reasonable control of CEA, which corrupts or impairs the administration, security, fairness or proper operation of the Call for Entries, CEA reserves the right in its sole discretion to suspend, modify or terminate the Call for Entries. Should the Call for Entries be terminated prior to the stated closing date, CEA reserves the right to announce honorees based on the nominations received before the termination date.
- CEA reserves the right to rescind any awards granted to honorees that have misrepresented their entry or product in this competition.
- Unless otherwise stated above, entry fees are non-refundable.
- The Judges' decisions are final.

## TO SUBMIT AN ENTRY

1. Visit [CESweb.org/Innovations](http://CESweb.org/Innovations).
2. Complete and submit your entry form online before the deadline on Friday, September 25, 2009.
3. E-mailed and/or hard copy submission forms will not be accepted.

### Remember:

- You must provide a minimum of two different photos of your product, with up to five different views of the product. Computer renderings are not acceptable. Images must be submitted in a JPEG format. All photos must be submitted via the online submission process.

## INNOVATIONS 2010 CATEGORIES

Audio Accessories  
Audio Components  
Computer Accessories  
Computer Hardware  
Computer Peripherals  
Digital Imaging  
Eco-Design and Sustainable Technology  
Electronic Gaming Hardware  
**NEW!** Electronic Gaming Software  
Enabling Technologies  
Headphones  
Health and Wellness

High-Performance Audio  
Home Appliances  
Home Networking  
Home Theater Accessories  
Home Theater Speakers  
In-Vehicle Accessories  
In-Vehicle Control/OEM Integration  
In-Vehicle Navigation/Telematics/ITS  
In-Vehicle Video  
Integrated Home Systems  
**NEW!** Online Audio/Video Content Delivery  
**NEW!** Online Retail

Personal Electronics  
Portable Media Accessories  
Portable Media Players  
Portable Power  
**NEW!** Social Networks  
Video Accessories  
Video Components  
Video Displays  
Wireless Handsets Accessories  
Wireless Handsets



# INNOVATIONS DESIGN AND ENGINEERING AWARDS ENTRY QUESTIONS

## General Entries

Complete Innovations Design and Engineering Awards entries will address the following for each entry. Answers are limited to 250 words or less.

1. Provide the product's technical specifications. Can also be submitted as a PDF, WORD, EXCEL, POWERPOINT or TEXT document, with a limit of one full page of text and/or maximum file size of one (1) Mb.
2. Describe the engineering qualities of your product, including the materials, components and processes used to fabricate the product.
3. Describe the product's aesthetic and design qualities, intended use and/or functions, including details about the user value.
4. Describe why your product deserves this award. Include specifics regarding your product's unique and/or novel features and why consumers would find your product attractive.

## Eco-Design and Sustainable Technologies Entries

Complete Innovations Design and Engineering Awards entries for the Eco-Design and Sustainable Technologies category will address the following for each entry. Answers are limited to 250 words or less.

1. Please provide the product's technical specifications. Can also be submitted as a PDF, WORD, EXCEL, POWERPOINT or TEXT document, with a limit of one full page of text and/or maximum file size of one (1) Mb.
2. Describe your product's engineering qualities' impact on the environment, including the materials, components and processes used to fabricate the product and how the product is transported to market, reduces emissions, etc.
3. Describe the product's environmentally-friendly aesthetic and design qualities and intended use and/or functions, including details about the user value and environmental benefits, such as use of energy and materials, enhanced recyclability, etc.
4. Describe why your product deserves this award. Include specifics regarding your product's unique and/or novel features and why consumers would find your product attractive.

## Software/Online Content Entries

Complete Innovations Design and Engineering Awards entries for the Software/Online Content categories (Electronic Gaming Software, Online Audio/Video Content Delivery, Online Retail, and Social Networking) will address the following for each entry. Answers are limited to 250 words or less.

1. Please provide the product's technical specifications. Can also be submitted as a PDF, WORD, EXCEL, POWERPOINT or TEXT document, with a limit of one full page of text and/or maximum file size of one (1) Mb.
2. Describe the product's design, components and processes used to create this program.
3. Describe why your product deserves this award. Include specifics regarding your product's unique and/or novel features and why consumers would find your product attractive.
4. Describe how the product enhances the quality of life for the user.
5. If this is a web-based product, please include a link to the site.

## TIPS FOR PREPARING YOUR STRONGEST ENTRY

- To ensure technical accuracy, have your technical staff review your responses to technical questions.
- Answer the questions as clearly as possible and provide straightforward, informative photographs or illustrations.
- When preparing your entry, focus on providing substantive information, not on creative formatting or typefaces. Entries will be given a standardized look before the Judges see them.
- Do NOT submit an entry that will not be commercially available by April 30, 2010.
- Do NOT submit an entry that has been available in the United States at retail before March 1, 2009.
- Up to five different views of your product can be uploaded during the entry process. Take advantage of it and show off that awesome design!

**REMEMBER:** If you are selected as an honoree and are a 2010 International CES exhibitor, you are required to make your product available for the Innovations Showcase during the 2010 International CES, January 7-10, 2010.



## ADDITIONAL INFORMATION

### Entry Eligibility Rules

Anyone who manufactures, designs, engineers or promotes consumer electronics products marketed in the United States, or is an authorized agent of the organization or individual, is eligible to submit entries.

### Product Entry Rules

Any new products that are, or will be, in the marketplace and available to U.S. consumers no earlier than March 1, 2009, and no later than April 30, 2010 are eligible to enter. Selected products must also be available for display in the Innovations Showcase at the 2010 International CES, held January 7-10, 2010 in Las Vegas, Nevada. However, non-exhibitor honoree products will not be included for display in the Innovations 2010 Design and Engineering Showcase at the International CES.

### Entries Submitted Last Year

Entries submitted last year can probably not be submitted this year, since the competition is limited to new products that become available to consumers from March 1, 2009 through April 30, 2010. However, if you have developed a new model of the product that you feel is innovative and enhances the original product; you may submit an entry for the new model.

### Importance of Photos

The photos entered are the only visual references the Judges will have of the product. Your entry form will not be processed without a minimum of two different photos of your product. Screen shots will be accepted for the Social Networks, Online Audio/Video Content Delivery, Electronic Gaming Software, and Online Retail categories. While two photos are required, you can upload up to five photos per entry. All photos must be submitted via the online submission process. E-mailed and hard copy photos will no longer be accepted.

### Entry Questions Word Limit

The limit is up to 250 words per question. You may also upload the technical specification sheet for your product. If you do not have a specification sheet, you may provide the same data in your own words.

### Incomplete Entries

An entry is qualified for judging when all required sections are completed, images are included, and all entry fees have been paid. While CEA is not responsible for the follow-up of incomplete entries, we will endeavor to notify submitters of the status of their entry. Ultimately, it is the submitter's responsibility to ensure the entry is complete. Incomplete entries will be disqualified. Entry fees are non-refundable.

### Award Notifications

All applicants will be notified via e-mail October 23, 2009. If selected as an honoree, you are requested to confirm information included in your entry by October 30, 2009. Only web modifications will be made after this date. It is essential that we receive this information for the announcement scheduled at the New York Press Preview event on November 10, 2009.

### Public Award Announcements

Honored products will be announced at the New York Press Preview event on November 10, 2009.

- If a company does not wish to have their product announced for any reason other than stated above; CEA has the right to remove the award designation. The product will be considered as a non-entry and the entry fees, under these circumstances only, will be returned. The company will have the right to submit the product as a new entry at the next year's Call for Entries provided it still meets the initial entry submission qualifications.
- If a company wishes to have the product honoree announcement delayed until the opening of the International CES, it must be indicated on their entry form, or written notification must be sent to Innovations Awards Team at [Innovations@CE.org](mailto:Innovations@CE.org) no later than October 30, 2009.

### Honoree Requirements

International CES exhibitor honoree products will be displayed in the Innovations Showcase at the 2010 International CES and will be obliged to comply with the following show-related requirements:

- Companies whose products will be displayed "live" must supply the necessary auxiliary equipment, including all cables, connectors, and program sources, along with copyright-cleared audio and video programs. Only specifically chosen products will be displayed live. Most products in the Innovations Showcase are in a static display. (Note: The playback source of such programming will not be out for public display unless that product has been selected for an award.)
- Only International CES-supplied descriptive signage will be displayed in the Showcase.





- Best of Innovations honorees will be required to provide two products. One will be displayed in the Innovations Showcase and the other will be displayed in the Grand Lobby of the Las Vegas Convention Center.
- Best of Innovations honorees will allow CEA to hold one sample, for up to one year, for display at other CEA-related events.

## JUDGING PROCESS

Each product category has a three-member judging team comprised of an independent industrial designer, an independent engineer and a member of the trade press. Entries include photos or illustrations, technical specifications and answers to four questions. Judges will determine the relative importance/weight for each of the evaluation criteria, according to its relative importance in its product category.

The three-member judging team gives a numerical value to each of the four questions. The scores are combined, resulting in a single score for each product. A baseline value is derived from the cumulative scores in a category. All scores above the baseline are designated as honorees. The Best of Innovations Awards will be awarded to the product scoring 90-percent or higher in their particular category.

Since product samples will usually not be available to the Judges, entries must be very detailed—and must include photos of the product—for the Judges to make the best possible decisions. All award designations by our Judges are final.

### **Judges review and evaluate each general entry based on summaries of the following criteria:**

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using visuals provided
- The product's intended use/function and user value
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers will find attractive
- How does the design and innovation of this product directly compare to other products in the marketplace?

### **Judges review and evaluate each Eco-Design and Sustainable Technologies entry based on summaries of the following criteria:**

- Environmentally-friendly engineering qualities, based on technical specs and materials used
- Environmentally-friendly aesthetic and design qualities, using visuals provided
- The product's intended use/function and user value, as it impacts the environment
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers will find attractive
- How does the design and innovation of this product directly compare to other products in the marketplace?

### **Judges review and evaluate each Software/Online Content (Electronic Gaming Software, Online Retail, Online Audio/Video Content Delivery, and Social Networks ) entry based on summaries of the following criteria:**

- Design qualities, components, and processes used to create the software
- Aesthetic design qualities
- Ease of use/user friendly
- The product's intended use/function and user value
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers would find attractive
- How does the design and innovation of this product directly compare to other products in the marketplace?

## QUESTIONS?

If you have questions regarding the Innovations 2010 Design and Engineering Awards, please contact:

703-907-7751

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CEWeb.org/Innovations

