











## **The Innovations Awards**

The Innovations Design and Engineering Awards is an annual competition which honors consumer technology manufacturers' and developers' outstanding design and engineering in CE products. It is sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, 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 www.CESweb.org/Innovations or e-mail Innovations@CE.org for details.

# **Important Dates**

Online Entry Process Opens	August 27, 2007
Early-bird Deadline	September 7, 2007
Final Entry Deadline	September 28, 2007
Innovations Judging	October 1-19, 2007
Entrants Notified	October 31, 2007
Innovations Honorees Announced	November 13, 2007
Innovations Design and Engineering Awards Showcase at the 2008 International CES	January 7-10, 2008

# **Entry Fees**

Program Fees (Per Entry)

Submit your entries before September 8, 2007, and save \$200.

rtees are non-refundable.	Early Bird (August 27 - September 7, 2007)	Regular Entry Fee (September 8-28, 2007)
CEA Member, Exhibitor	\$225	\$425
Non-member, Exhibitor	\$450	\$650
Member, Non-exhibitor	\$600	\$800
Non-member, Non-exhibitor	\$750	\$950

### **New! Improved Online Entry Process**

The Innovations 2008 online entry process is new and offers vast improvements, including:

- Easier user interface
- Pre-populated submitter data fields
- Improved photo submission requirements
- Ability to make a single payment for multiple submissions
- Automatic invoice generation



# **Innovations 2008 Entry Qualifications**

- Products entered must fit within one of the official awards categories.
- Products entered must be available for sale to the general public in U.S. retail outlets or on the Internet between March 1, 2007 through February 29, 2008.
- Products will be announced at the 2008 International CES Press Preview event in New York, November 13, 2007, and be included in the launch of www.CESweb.org/Innovations on November 13, 2007.
  - If a company wishes to have the product honoree announcement delayed until the opening of the International CES, written notification must be sent to Innovations Awards Team at innovations@CE.org no later than November 2, 2007.
- One sample of all products (mock-ups or the final product) selected as Innovations honorees must be available for display in the Innovations Showcase in the Sands Expo and Convention Center at the 2008 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 one sample of the product or mock up for up to one year, for display at other CEA-related events.)

### Non-International CES exhibitors may enter the Innovations 2008 competition.

- If selected as an honoree, a non-International CES exhibitor is not eligible to display their product in the Innovations Design and Engineering Awards Showcase and have their product listed in the onsite Innovations listing.
- If the company has fully paid for exhibit space by November 2, 2007, they can be listed in the onsite Innovations listing in *CE Vision* magazine and the product will be displayed in the Innovations Design and Engineering Awards Showcase.

## **Contest Rules**

### **ENTRANTS AGREE TO THESE RULES:**

- Products entered must fit within one of the official award categories.
- Products entered must be available for sale to the general public in U.S. retail outlets or on the Internet between March 1, 2007 through February 29, 2008.
- Products will be announced at the 2008 International CES Press Preview event in New York, November 13, 2007, and be included in the launch of www.CESweb.org/Innovations on November 13, 2007.
  - If a company wishes to have the product honoree announcement delayed until the opening of the International CES, written notification must be sent to Innovations Awards Team at innovations@CE.org no later than November 2, 2007.
  - If a company does not wish to have their honored product announced at the New York Press Event on November 13 or at International CES, 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.
- One sample of all products (mock-ups or the final product) selected as Innovations honorees must be available for display in the
  Innovations Showcase in the Sands Expo and Convention Center at the 2008 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 one
  sample of the product or mock up for up to one year, for display at other CEA-related events.)
- Non-International CES exhibitors may enter the Innovations 2008 competition.
  - If selected as an honoree, a non-International CES exhibitor is not eligible to display their product in the Innovations Design and Engineering Awards Showcase and have their product listed in the onsite directory.
  - However, if the company has fully paid for an exhibit space by November 2, 2007, they can be listed in the onsite Innovations listing in CE Vision magazine 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 entry.
- 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, then 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 no longer 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 .eps form.
- All photos must be submitted via the online submission process. E-mailed and hard copy photos will no longer 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 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.
- A credit card is the preferred form of payment for each Innovations entry. This credit card may be used in the event that no other credit
  card information is on file for the shipment of products selected as Innovations honorees to and from the International CES and related
  events.
- Materials must meet CEA standards for appropriate product presentation and taste and may be asked to be resubmitted or disqualified at any time, if the 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.

# **Innovations 2008 Entry Categories**

Audio Accessories High-Performance Audio Personal Electronics

Audio Components Home Appliances Portable Media Accessories

Computer Accessories Home Networking Portable Media Players
Computer Hardware Home Theater Accessories Portable Power

Computer Peripherals Home Theater Speakers Telephones

Digital Imaging In-Car Audio Video Accessories

Eco-DesignIn-Car AccessoriesVideo ComponentsElectronic GamingIn-Car Control/OEM IntegrationVideo Displays

Enabling Technologies In-Car Navigation/Telematics/ITS Wireless Handsets Accessories

Furniture In-Car Video Wireless Handsets

Headphones Integrated Home Systems
Healthcare Multi-Room Audio/Video

# To Submit an Entry

- 1. Visit www.CESweb.org/innovations
- 2. Complete and submit your entry form online before the deadline on Friday, September 28, 2007.
- 3. E-mailed and/or hard copy submission forms are no longer accepted.

#### REMEMBER:

You must provide a minimum of two different high-resolution photos of your product, with up to five different views of the product.
 Computer renderings are not acceptable. Images must be submitted in an .eps format. All photos must be submitted via the online submission process. E-mailed and hard copy photos will no longer be accepted.

## **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, per question.

- 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 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 ENTRIES**

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

- 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.
- 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.

# **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. Entries will be
  given a standardized look before the judges see them.
- Don't submit an entry that will not be commercially available by February 29, 2008
- Don't submit an entry that has been available in the United States at retail before March 1, 2007.
- You are now able to provide up to five different views of your product. Show off that awesome design! Take advantage of it!

REMEMBER: If you are selected as an honoree and a 2008 International CES exhibitor, you are required to make your product available for the Innovations Showcase during the 2008 International CES, January 7-10, 2008.



# Additional Information

### **Entry Eligibility Rules**

Anyone who manufactures, designs, engineers or promotes consumer electronics products marketed in the United States between March 1, 2007 and through February 29, 2008 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, 2007 and no later than February 29, 2008 are eligible to enter.

Selected products must also be available for display in the Innovations Showcase at Innovations Plus, located at the Sands Expo and Convention Center at International CES, held January 7-10, 2008 in Las Vegas, Nevada. However, non-exhibitor honoree products will not be included for display in the Innovations 2008 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, 2007 through February 29, 2008. 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 high resolution photos of your product. 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 31, 2007. If selected as an honoree, you are requested to confirm information included in your entry. It is essential that we receive this information for the announcement scheduled at the New York press event on November 13, 2007.

### **Public Award Announcements**

Honored products will be announced at the New York press event on November 13, 2007.

- 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, written notification
  must be sent to Innovations Awards Team at innovations@CE.org no later than November 2, 2007.

### **Honoree Requirements**

International CES exhibitor honoree products will be displayed in the Innovations Showcase at Innovations Plus at the Sands Expo and Convention Center at the 2008 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. (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 honoree will be required to provide two products. One will be displayed in the Showcase at the Sands Expo and Convention Center in Innovations Plus and the other will be displayed at Experience CEA 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.

Visit http://www.cesweb.org/attendees/awards/innovations/about.asp#2571 for details.

## **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 highest score in the group of honorees is awarded the Best of Innovations designation for that 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:

- 1. Engineering qualities, based on technical specs and materials used
- 2. Aesthetic and design qualities, using visuals provided
- 3. The product's intended use/function and user value
- 4. Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers will find attractive

## Judges review and evaluate each ECO-DESIGN entry based on summaries of the following criteria:

- 1. Environmentally-friendly engineering qualities, based on technical specs and materials used
- 2. Environmentally-friendly aesthetic and design qualities, using visuals provided
- 3. The product's intended use/function and user value, as it impacts the environment
- 4. Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers will find attractive

## **Questions?**

If you have questions regarding the Innovations 2008 Design and Engineering Awards, please contact:

Innovations Awards 1919 S. Eads St. Arlington, VA 22202 703-907-4312 Innovations@CE.org www.CESweb.org/Innovations









