



RULES AND ELIGIBILITY

International CES Innovations 2012 Design and Engineering Awards



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®), the producer of the International CES®, the world's largest consumer technology tradeshow.

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 15, 2011
Early-Bird Deadline	August 31, 2011
Final Entry Deadline	September 16, 2011
Innovations Judging.....	September 26-October 7, 2011
Entrants Notified	October 17, 2011
Innovations Honorees Announced	November 8, 2011
Innovations Design and Engineering Showcase at the 2012 CES®	January 9-13, 2012

ENTRY FEES

Program Fees (Per Entry)

Submit your entries before August 31, 2011 and save \$200.

Entry fees are non-refundable.

	Early-Bird (Deadline: August 31)	Regular Entry Fee (September 1-16)
CEA Member, Exhibitor	\$265	\$465
Non-member, Exhibitor	\$550	\$750
Member, Non-exhibitor	\$675	\$875
Non-member, Non-exhibitor	\$1,000	\$1,200

ONLINE ENTRY PROCESS

The Innovations 2012 online entry process is easy to use. It includes:

- The ability to submit multiple nominations across multiple product categories
- Photo and document upload tools
- Video link tools

Apply online between August 15 and September 16, 2011, at www.CESweb.org/innovations.

HONOREE BENEFITS

Earn the right to place the free coveted Innovations logo on your product's packaging and advertising.

- Receive additional exposure by displaying your product in the Innovations Design and Engineering Awards Showcase at the 2012 International CES (for official International CES exhibitors only).
- Sign up for a free product demo time slot on the Innovations stage in the packed Innovations Showcase (available on a first-come, first-served basis, for official International CES exhibitors only).
- As a Best of Innovations Honoree, have your product on display front-and-center at CES Unveiled, the official press event of the International CES.
- Innovations Honorees are often featured on the live radio broadcast of "Into Tomorrow" with Dave Graveline. This nationally syndicated consumer electronics radio program will launch its 17th season at the 2012 International CES. Host Dave Graveline will interview CEOs, presidents and senior executives from the hottest companies exhibiting at CES, producing three entire programs (nine hours of programming), live from the International CES show floor.
- Reserve your International CES broadcast airtime now. Call now to pitch your story. Contact Producer Rob Almanza at 305-824-9000 x20 or rob@graveline.com (for official International CES exhibitors only).
- Receive a beautiful Innovations 2012 Design & Engineering award to display in your booth and in your company's trophy case.
- Receive a listing in the Innovations 2012 on-site directory (for official International CES Exhibitors only).
- Receive the Innovations icon published next to your company listing in the Official CES Show Directory (for official International CES exhibitors only).
- Gain industry-wide recognition and media attention through a CEA press release. Garner the attention of key industry journalists and retailers who visit the Innovations honoree displays.
- Get exposure on the official CES website. The Innovations pages are among the most heavily trafficked pages on the entire site.
- Best of Innovations honorees have the option to display their product at other CEA events throughout the year.
- Take advantage of advertising opportunities in CEA's CE VISION magazine. Innovations honorees receive substantial discounts. Contact Innovations@CE.org for more information.

CONTEST RULES

If you've recently introduced a product that has raised the standard of consumer electronics innovation, chances are it deserves an Innovations 2012 Design and Engineering Award. Entries must qualify for each of the following criteria:

- Products entered must fit within one of the official award categories.
- Products entered must be available for sale or accessible to the public in U.S. retail outlets or on the Internet between April 1, 2011, and April 1, 2012.
- Entries must be submitted, in full, via the online entry process.
- If you are a CES exhibitor, one sample of your Innovations honoree product (mock-ups or the final product) must be available for display in the Innovations Showcase at the 2012 International CES, from January 9-13, in Las Vegas, Nevada. The Showcase opens one day prior to CES, to accommodate Press Day. Best of Innovations Honorees must allow CEA to hold one sample of the product for up to one year, for display at other CEA-related events.
- Unless indicated otherwise on the application, honorees will be announced at the 2012 International CES Press Preview event in New York, November 8, 2011, and will be included in the launch of the honoree portion of the International CES website (see contest rules).

Companies not exhibiting at CES may also enter the Innovations 2012 competition; however, restrictions apply if selected as an honoree (see contest rules). Entrants agree to these rules:

- Entry fees are non-refundable.
- The decisions of the judges are final.
- Products entered must fit within one or more of the official award categories. You are allowed to enter your product into more than one category, if you choose. However, a separate application and payment must be submitted.
- Products entered must be available for sale or accessible to the public at U. S. retail outlets or on the Internet between April 1, 2011, and April 1, 2012.
- Honorees will be announced at the 2012 International CES Press Preview event in New York, November 8, 2011 or the first day of International CES.
- 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. In the event of such notification, CEA may, in its sole discretion, remove the award designation and consider the product a non-entry; the company will then 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 you are a CES exhibitor, one sample of your Innovations honoree product (mock-ups or the final product) selected must be available for display in the Innovations Showcase at the 2012 International CES, from January 9-13, in Las Vegas, Nevada. The Showcase opens

one day prior to CES, to accommodate Press Day. Best of Innovations Honorees must allow CEA to hold one sample of the product for up to one year, for display at other CEA-related events.

- Non-International CES exhibitors may enter the Innovations 2012 competition. However, non-exhibitor honoree product will not be included for display in the Innovations 2012 Design and Engineering Showcase and will not be listed in the on-site honoree directory in CE VISION, if the company has not fully paid for an exhibit space by October 28, 2011. However, if the company has fully paid for an exhibit space by October 28, 2011, they can be listed in the onsite directory and have their product displayed in the Innovations Design and Engineering Showcase.
- Entries must be submitted, in full, via the online entry process by the Call for Entries deadline, September 16th.
- 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 not be accepted.
- At least two DIFFERENT product photographs must accompany each entry. Computer renderings are not acceptable. Entries may include up to five photos. Photos must be submitted in a .jpg format. Each photo should be less than 3MB. 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. If you are unsure if your entry is complete, please contact us at Innovations@ce.org.
- Entries must be paid using a credit card. Checks and invoice payments are not accepted.
- To evaluate a submitter's entry, the judges may ask for additional information, including a request to provide a product sample to be used for further judging.
- If improperly categorized, an entry may be moved to a different category based on the recommendation of the judging panel, without consent from the submitter.
- CEA reserves the exclusive right to set, modify, and interpret all conditions regarding this competition without claim for damage or recourse of any kind.
- Each company selected as an honoree grants CEA permission, without compensation, to use its name and photograph/likeness and/or entry in promoting this or similar awards programs in the future.
- 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 from any such person fully permitted by law.
- In the event a virus 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 product or entry in this competition.

AWARD CATEGORIES

Audio Components	Home Networking	Portable Media Players
Computer Accessories	Home Theater Audio/Video Accessories	Portable Multimedia Accessories
Computer Hardware & Components	Home Theater Speakers	Portable Power
Computer Peripherals	Integrated Home Systems	NEW! Software & Mobile Apps
Digital Imaging	In-Vehicle Accessories	NEW! Tablets, E-Readers &
Eco-Design and Sustainable Technology	In-Vehicle Audio/Video	Netbooks
Embedded Technologies	In-Vehicle Navigation/Control/Telematics	Video Components
Gaming Hardware & Accessories	Major Home Appliances	Video Displays
Headphones	Multi-Room Audio/Video	Wireless Handsets
Health and Wellness	Online Audio/Video Content & Delivery	Wireless Handset Accessories
High-Performance Home Audio	Personal Electronics	Portable Home Appliances

Need more information? View awards category definitions by downloading the 2012 Innovations Awards Category Guide, detailing examples of products for each category.

ENTRY FORM QUESTIONS

General Entries

Completed Innovations Design and Engineering Awards entries 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 1MB.
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

Completed 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 1MB.
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

Completed Innovations Design and Engineering Awards entries for the Software/Online Content categories (Software & Mobile Apps, Online Audio/Video Content Delivery) will address the following for each entry. Answers are limited to 250 words or less.

1. Describe the product's design qualities, intended use, and or/functions, including details about the user value.
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 program'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.

TO SUBMIT AN ENTRY

1. Visit Innovations Call for Entries page when it opens.
2. Complete, submit, and pay for your entry online between Monday, August 15 and Friday, September 16, 2011.
3. E-mailed and/or hard copy submission forms are not accepted.

Remember: You must provide a minimum of two different photos of your product (we encourage more). Computer renderings are not acceptable. Images must be submitted in .jpg format. All photos must be submitted via the online submission process.

TIPS FOR PREPARING YOUR STRONGEST ENTRY

Entry Eligibility Rules

- Do not wait! Begin preparing your entry as early as possible, and have your technical staff review it to ensure that it's accurate. Many companies miss the deadline each year, and we are unable to give extensions.
- 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.
- Don't submit an entry that will not be commercially available by April 1, 2012.
- Don't submit an entry that has been commercially available before April 1, 2011.
- Upload as many photos of the product as you are able. Show off that awesome design! Take advantage of those extra fields.

Remember: If you are selected as an honoree and a 2012 International CES exhibitor, you are required to make your product available for the Innovations Showcase during the 2012 International CES, January 9-13, 2012. **Products must arrive at International CES by January 8, 2012.**

JUDGING CRITERIA

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, technical specifications and answers to a series of 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 above criteria. 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 for the judges, entries must be very detailed and must include photos of the product for the judges to 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 photos 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 would find attractive
- How the design and innovation of this product directly compare to other products in the market place

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 photos 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 would find attractive
- How the design and innovation of this product directly compare to other products in the market place

Judges review and evaluate each SOFTWARE/ONLINE CONTENT 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 the design and innovation of this product directly compare to other products in the market place

QUESTIONS?

If you have questions regarding the Innovations 2012 Design and Engineering Awards, please contact:

703-907-7600

Innovations@CE.org

CESweb.org/Innovations