



**F1® CONNECTIVITY INNOVATION PRIZE –  
DATA SCREEN CHALLENGE**

ENTRY GUIDELINES

Thank you for registering for the F1® Connectivity Innovation Prize and downloading the entry guidelines for Challenge 1: The Formula One Management Data Screen Challenge

Please read all these guidelines carefully before submitting your entry  
In the interests of impartiality, no additional guidance can be offered beyond the outline offered in this guideline document and no correspondence will be entered into concerning the entry requirements

**DEADLINE:**  
**17:00 BST ON FRIDAY 18TH JULY 2014**

## BACKGROUND

Formula One Management's timing information screens introduced in the early 80s were initially exclusively available at trackside and fed to officials and team personnel via a radio frequency distribution system. With the advent of newer technologies, the distribution of the timing information has become far more extensive being available in data form to the F1 teams and broadcasters, and more recently, via Formula1.com and the Official F1 App.

## THE CHALLENGE

The Formula One Management Data Screen Challenge is to propose what new and insightful information can be derived from the sample data set provided and, as a second element to the challenge, show how this insight can be delivered visually to add suspense and excitement to the audience experience.

The display parameters for your proposals should span traditional rendering through a web browser interface with additional consideration to format information design for use in tablet application.

Proposals should address the following six key criteria that will provide the basis for the judges' decision-making:-

### 1. Innovation & Creativity

Judges will give clear preference to submissions that clearly show innovative thought and creative application. Innovation will be particularly considered in instances where new technical solutions are proposed; evaluation of creativity will be less reliant on new solutions but rather on the adaptation and reformatting of existing solutions to provide a new user experience

### 2. Technical Content

The technical dimension of your submission should demonstrate a clear understanding of the technical architecture required to deliver the proposed solution. While only headline detail is required, applications should reference any proprietary technologies used and outline the function and specification of any bespoke development

### 3. Quality of material and input

Due regard will be given to the quality of each submission, the clarity and presentation of concepts and the degree to which objectives are clearly stated and met in both written and visual materials. In addition, evidence of underlying research to validate concepts will also be rewarded

### 4. Originality of solution

One of the key criteria for the F1® Connectivity Innovation Prize is to demonstrate original thought that has the potential to deliver a transformative experience for the sport's audiences. This is the single most important criterion in the evaluation of your submission and an explicit statement of originality is strongly encouraged

### 5. Feasibility of solution

Judges will make a viability assessment of each submission and applicants are encouraged to clearly outline the feasibility case from a technical perspective for their concept (no statement of financial viability is required)

### 6. Understanding of the challenge and proposed solution

Conformity to the brief is essential and applicants are reminded that any content that falls outside of the stipulated challenge requirements cannot be rewarded

## DATA SETS

The sample dataset provided by Formula One Management includes Practice 1, Qualifying and race data, and contains the following elements:

- Position
- Car number
- Driver's name
- Fastest lap time
- Gap to the leader's fastest lap time
- Sector 1 time for the current lap
- Sector 2 time for the current lap
- Sector 3 time for the current lap
- Number of laps

Submissions must exclusively be based on these parameters using the sample dataset provided on the Official Website.

## SUPPORTING IMAGERY

The current visual format for the timing screen is shown below

Position	Car number	Driver name	Fastest lap time	Gap to the leader's fastest lap	Sector 1 time for the current lap	Sector 2 time for the current lap	Sector 3 time for the current lap	Number of laps
			BEST LAP	GAP				
1	6	N. ROSBERG	1:25.887		23.5	32.4	29.8	16
2	44	L. HAMILTON	1:26.756	0.869	23.5	32.5	30.4	9
3	14	F. ALONSO	1:27.188	1.301	25.7			14
4	19	F. MASSA	1:27.223	1.336	23.6	32.9	30.5	10
5	8	R. GROSJEAN	1:27.682	1.795	28.6			15
6	20	K. MAGNUSSEN	1:27.806	1.919	26.2	36.0		14
7	3	D. RICCIARDO	1:27.808	1.921	24.0	32.8	30.9	10
8	22	J. BUTTON	1:28.006	2.119	24.2			10
9	13	P. MALDONADO	1:28.076	2.189	28.2			17
10	1	S. VETTEL	1:28.085	2.198	25.3	37.4	31.9	18
11	25	J. VERGNE	1:28.242	2.355	29.1			14
12	26	D. KVYAT	1:28.298	2.411	23.7	33.3	31.1	14
13	7	K. RAIKKONEN	1:28.419	2.532	24.3	33.9		13
14	99	A. SUTIL	1:28.715	2.828	24.1	33.5	30.9	14
15	11	S. PEREZ	1:28.720	2.833	24.1	33.2		11
16	77	V. BOTTAS	1:28.733	2.846	24.1	33.1		10
17	27	N. HULKENBERG	1:28.751	2.864	27.4			11
18	21	E. GUTIERREZ	1:29.804	3.917	24.2			15
19	4	M. CHILTON	1:30.169	4.282	24.6	STOP		15
20	17	J. BIANCHI	1:30.670	4.783	24.6	34.2	31.6	12
21	10	K. KOBAYASHI	1:31.195	5.308	24.7	34.1		16
22	9	M. ERICSSON	1:31.800	5.913	24.7	34.5		16

11:57:02

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ROLEX

2:58

## HOW TO SUBMIT YOUR ENTRY

You will be required to submit your entry via the [Official Website](#), in the form of a written solution to the Challenge in no more than 1,000 words. Entries must include at least one, but no more than three, supporting documents (in JPG, JPEG, PNG, MS Word, or PDF format) each consisting of no more than one file and up to 5 MB.

## DEADLINES

Entries will close at 17:00 BST on Friday 18th July 2014 and the upload area on the F1® Connectivity Innovation Prize website will no longer accept uploads after this time.

# OFFICIAL RULES FOR THE F1® CONNECTIVITY INNOVATION PRIZE

## 1. Overview

- a. Individuals who meet the eligibility criteria below will be invited to apply their creativity and problem-solving skills to at least one (1) of three (3) separate challenges (the “Challenges”). Individuals may compete on their own or as part of a team of up to four (4) people. There is no purchase necessary to participate.
- b. The terms “we,” “us,” or “our” in these Official Rules refer to Tata Communications, and the term “you” refers to you, the entrant, both as an individual and as part of your team, as applicable.

## 2. Eligibility

- a. This skill-based Contest is open to legal residents of the following countries who are at least 18 old, or the age of majority in the jurisdiction where they reside, whichever is older, at the time of entry: Australia, Brazil, Canada (excluding Quebec), Finland, Germany, Hong Kong, India, Norway, Singapore, Spain, the United Kingdom, and the United States. Employees of Tata Communications, MERCEDES AMG PETRONAS Formula One Team, Formula One Management, Sidhu & Simon Communications, or Hill & Knowlton Strategies as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter.
- b. If you are an employee of a corporation, government agency, or an academic institution, you are responsible for ensuring that your participation in the Contest complies with any policies your corporation, agency, or institution may have regarding participation in contests of this type. If we have reason to believe that you violate any of those policies, we reserve the right to prohibit you from participating in the Contest or receiving a prize at any time. We are not responsible for any disputes arising between you and your employer.
- c. By entering the Contest, you confirm that you have not breached any laws in your country of residence regarding the legality of entering the Contest. We will not be responsible for any person entering the Contest unlawfully or otherwise in breach of local laws.

## 3. Entry Schedule:

The Challenges will be announced on the [Contest site](#) at approximately 09:00 BST on the Start Dates below. Entries for each Challenge must be received by 17:00 BST on the applicable End Dates below. Dates are subject to change. Keep checking the site for updates on future challenges. Entries received after these periods will not be eligible. Our computer is the official time-keeping device for the Contest.

	Start Date	End Date
Challenge 1	2 July 2014	18 July 2014
Challenge 2	3 September 2014	19 September 2014
Challenge 3	29 October 2014	14 November 2014

#### **4. Entry Requirements**

- a. You will be required to submit your written solution to a Challenge in no more than 1,000 words. You must submit also at least one (1), but no more than three (3), supporting documents (in JPG, JPEG, PNG, MS Word, or PDF format) each consisting of no more than one (1) file and up to 5MB. All materials must be in English. Everything you submit constitutes part of your Entry.
- b. Please make sure your Entry does not: (i) violate the rights — including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights— of any third party; (ii) prominently feature any trademarks or logos; (iii) portray us, MERCEDES AMG PETRONAS Formula One Team, or Formula One Management in a negative light; or (v) contain content that is defamatory or in violation of any law, irrelevant to the Challenge, or otherwise inappropriate, as determined by us, in our sole discretion. We reserve the right to reject any Entry that does not comply with these Official Rules.
- c. Please see the section called ‘How Your Entry May be Used’

#### **5. How to Enter**

- a. Once you have completed your Entry, visit [www.tatacommunications.com/f1prize](http://www.tatacommunications.com/f1prize) and follow the instructions to submit the Entry. Entries cannot be changed after submission, so please make sure you are happy with what you submit. There is a limit of one (1) Entry per person per Challenge, regardless of whether you enter as an individual or as part of a team.
- b. If you enter as part of a team, you will be required to include contact information for each team member. Each team member must meet the eligibility criteria set forth above. You will also be required to designate a team leader. If we need to communicate with your team, all communications will be sent to the team leader. We are not responsible for, and will not assist in resolving, any disputes between teammates.
- c. By entering, you indicate your full agreement to, and acceptance of, these Official Rules, and you agree to be legally bound by them. You also agree and acknowledge that our decisions regarding the Contest are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.
- d. By entering, you represent and warrant that: (i) your Entry is your original work created solely for the purpose of this Contest, and you are the owner of all the rights, including, but not limited, to all intellectual property rights in the Entry; (ii) your Entry does not violate the rights — including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights — of any third party; and (iii) you have complied with these Official Rules.

#### **6. Selection of Winners**

- a. Within 14 days of the End Date of each Challenge, a panel of judges (including at least one (1) independent judge) will evaluate and score all Entries according to the following Judging Criteria: (i) innovation & creativity; (ii) technical

content; (iii) quality of material and input; (iv) originality of solution; (v) feasibility of solution; (vi) understanding of the challenge and proposed solution.

- b. The two (2) Entries (whether individuals or teams) with the highest scores in each Challenge will be deemed Challenge winners (subject to their compliance with these Official Rules). Challenge winners will be notified approximately seven (7) business days after selection. Each Challenge winner wins one Challenge Prize.
- c. After all of the Challenges have been completed, a panel of judges will evaluate each of the Challenge winners according to the Judging Criteria. The Challenge winner (whether an individual or team) with the highest score will be deemed the Grand Prize winner, and will be notified by 5th December 2014.

## 7. Winner Requirements

- a. Each Challenge winner (including without limitation, each member of a winning team) may be required to sign a Declaration of Eligibility, Liability and Publicity Release, and W-9 tax form (for U.S. residents) or W-8BEN tax form (for non-U.S. residents) within five (5) business days of notification in order to receive a Challenge Prize.
- b. If we do not receive the required forms and information from a Challenge winner in a timely manner, we may disqualify the Challenge winner (and his/her teammates, as applicable) from receiving any prize.

## 8. Challenge Prizes

- a. The Challenge Prize is a trip for two (2) to the FORMULA 1 GRAND PRIX DE MONACO 2015. **If a Challenge Prize winner is a team, only two (2) team members will have the opportunity to take the trip, and they will not be able to take any guests. If a Challenge Prize winner is an individual, he/she will receive a trip for two (2), the Challenge winner and one (1) guest.** Team leaders are responsible for letting us know which team members will travel.
- b. The Challenge Prize consists of: (i) round-trip Economy-class airfare from a major airport near the Challenge winner's home to Nice International Airport; (ii) double-occupancy hotel accommodation for three (3) nights; (iii) ground transportation from the airport to the hotel and from the hotel to the race events; and (iv) two (2) (Thursday/Saturday/Sunday) tickets to the Practice, Qualification and Race sessions of FORMULA 1 GRAND PRIX DE MONACO 2015. The approximate retail value of the Challenge Prize is \$4,000 USD (approximately \$4,296 CDN). The actual value of the prize will vary depending on various factors, including the point of departure. The Challenge winner is responsible for paying any costs and expenses not listed above.
- c. Each Challenge winner and his/her guest (if applicable) are responsible for obtaining passports and any other necessary travel documents, and must have no impediment to entering France and Monaco. We will not provide any travel assistance, other than providing the necessary tickets. A Challenge winner and guest must travel on the same



itinerary. Once travel documents are issued, they cannot be changed. The guest must be at least eighteen (18) years old, and must sign and return to us a liability and publicity release prior to issuance of travel documents. We may determine any Challenge Prize details that are not specified above, in our sole discretion. If a winner cannot travel on the dates we specify, he/she will forfeit the prize. If the race is cancelled for any reason, our sole responsibility will be to award the remaining elements of the Challenge Prize. The Challenge Prize may not be transferred and must be accepted as awarded. A winner may not request cash or substitute prize component; however, we reserve the right to substitute the Challenge Prize (or component thereof) with another prize of equal or greater value if the Challenge Prize is not available for any reason. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes on the prize.

## **9. Grand Prize:**

One (1) Grand Prize winner will receive \$50,000 USD. (If a Grand Prize winner resides in Brazil, the prize will be awarded in gold.) If the Grand Prize winner resides outside of the United States, the actual value of the Grand Prize in the winner's currency will depend on the exchange rate when the prize is paid. If a team wins the Grand Prize, the Grand Prize will be divided evenly among all team members. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes on the prize.

## **10. How Your Entry May be Used**

- a. You do not transfer ownership of your Entry by entering the Contest. However, by entering, you grant us, our agents, licensees, and assigns an irrevocable, perpetual (non-exclusive) right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use and communicate to the public your Entry as-is or as-edited (with or without using your name) in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party. By entering the Contest, you unconditionally and irrevocably waive any and all copyrights, trademark rights, privacy rights, and other legal or moral rights that may preclude us, our agents, licensees, and/or assigns from any use of the Entry anywhere in the world and you agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against us, our agents, licensees, and/or assigns on the grounds that any use of the Entry, or any derivative works, infringes any of your rights as creator of the Entry, including without limitation copyrights, trade mark rights and moral rights. You agree to sign any necessary documentation that may be required for us to make use of the rights you granted.
- b. You acknowledge that we or other entrants may have developed or commissioned materials similar or identical to your Entry, and you waive any claims you may have resulting from any similarities to your Entry.
- c. You understand that we cannot control the information you disclose to us during the course of participating in the Contest, or what we or our representatives will remember about your Entry. You also understand that we will not



restrict work assignments of representatives who have had access to your Entry. By participating in the Contest, you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us.

- d. You understand that you will not receive any compensation or credit from us for use of your Entry, other than what is described in these Official Rules.

## **11. General Terms**

- a. We reserve the right, in our sole discretion, to disqualify and seek damages from any individual or team who fails or failed to comply with any provision of these Official Rules, cheats, tampers with the operation of the Contest, or otherwise acts in a disruptive or unsportsmanlike manner.
- b. In the event that the operation, security, or administration of the Contest is impaired in any way, we may, in our sole discretion, either: (i) suspend the Contest to address the impairment and then resume the Contest; or (ii) award the prizes according to the criteria set forth above from among the eligible entries received up to the time of the impairment.
- c. Except where prohibited by law, in cases of death or personal injury caused by our negligence, or fraud or breach by us of these Official Rules, you agree to release and hold harmless Tata Communications, MERCEDES AMG PETRONAS Formula One Team, Formula One Management, or Sidhu & Simon Communications and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest, including, but not limited to: (i) unauthorized human intervention in the Contest; (ii) technical errors that may impair your ability to participate in the Contest; (iii) errors in the administration of the Contest arising from circumstances beyond our reasonable control; (iv) any claim or allegation that your Entry infringes any copyright, trademark, or any other intellectual property right; (v) disputes between team members; (vi) disputes between team members and their employers; and (vii) claims relating to injuries, death, or damage to persons or property relating in any way to your participation in the Contest or use of a prize.
- d. Except where prohibited by law, you agree that any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York, NY, USA. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or our rights and obligations in connection with the Contest, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York. (For residents of Finland: Should you be considered a consumer under the applicable mandatory consumer protection legislation, nothing contained herein shall prevent your rights to present claims in the Market Court.)

- e. Our failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Contest is subject to federal, state, and local laws and regulations and is void where prohibited by law.
- f. Any clause of these Official Rules that is prohibited or unenforceable in any jurisdiction is ineffective as to that jurisdiction to the extent of that prohibition or unenforceability. That does not affect the validity or enforceability of that clause in any other jurisdiction nor invalidate the remaining clauses of these Official Rules.

## **12. Privacy and Publicity:**

Any information you submit as part of the Contest will be used for purposes of this Contest and treated in accordance with our [Privacy Policy](#). Except where prohibited, participation in the Contest constitutes your consent to our use of your name, likeness, voice, opinions, biographical information, and jurisdiction of residence for promotional purposes in any media without further payment or consideration.

## **13. Organizer:**

The Contest is organized by Tata Communications Limited, 1st Floor, 20 Old Bailey, London, EC4M 7AN, United Kingdom.

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