



## HPA Engineering Excellence Award

### Schedule

Submission Period – Engineering Category.....	April 6, 2016 – May 20, 2016
Engineering Presentations and Judging Day.....	June 2016
Winners Announced.....	August 2016
Awards Event.....	November 17, 2016

1. The Engineering Excellence Award is intended to showcase and reward inventors, manufacturers, vendors and/or peer **production, post production, distribution, and/or archiving** companies for their outstanding product. Valid entrants are a *single* ‘product’ --i.e. hardware and/or software-based-- but must represent a step forward for its industry beneficiaries. One award trophy will be presented per winning entry.
  - a. Presentation and Judging: All entrants will have the opportunity to showcase their entries at a special pre-award event, currently scheduled for a Saturday in June, 2016, called the Engineering Judging Day, which is held specifically for this purpose at a venue suitable for this purpose in the Los Angeles area. The Engineering Judging Day will take place in advance of the HPA Awards Ceremony and will be attended by eligible engineering peers. Presentations may consist of an electronic graphics presentation (i.e. PowerPoint presentation) with enough detail to adequately describe the offering. Presentations may not include product demonstrations, either in person or via video. Presentations are limited to a maximum of 12 minutes in length, with 3 minutes for judges' Q&A, and should be geared toward an explanation of the engineering process and technology involved, not focused on the marketing aspects of a product. Presentations should contain only publicly available, non-confidential information. Presenters shall assume the risk of disclosing any confidential or proprietary information and the HPA shall not be responsible for the dissemination of any information provided during the presentations. Any requirement or provision in a presentation about the protection of confidential or proprietary information shall not be valid.
  - b. Submission Eligibility:

- i. The Engineering Excellence Award is open to any individual, group of individuals or entity offering a submitted entry to the production, post production, distribution, and/or archiving industry at large. Therefore, a proprietary workflow not offered or not available to larger professional media content industry peers would not be eligible. A process shared with the larger professional media content industry and available for general adoption would be eligible.
  - ii. The submission must have been introduced and be commercially available to the market, prior to the submission deadline. Submissions can consist of hardware, software, a combination of the two and/or a technological development or post production process.
  - iii. Any individual may submit, but the submission must be authorized by the owner of the product.
  - iv. Participation of the Submitter is not required at the Engineering Judging event.
- c. Submission Materials - each entry must be accompanied by the following:
- i. A completed submission form
  - ii. A written description of the development application must be submitted with the entry and will be posted on the HPA Awards website for review by judging participants. As an example, a white paper would make an appropriate written description.
  - iii. The written description can go into as much detail as required to describe the product and may contain drawings or other descriptive materials.
  - iv. Submitter must also provide marketing materials, press releases, trade show directories or other proof of public commercial availability.
  - v. The written description and marketing materials can be uploaded to the HPA Awards website while you are filling out your submission form or can be e-mailed to [info@hpaawards.net](mailto:info@hpaawards.net).
  - vi. A check made out to Hollywood Professional Association for the \$595 submission fee.
- d. Award Criteria
- i. There may be multiple awards.
  - ii. The number of awards will be limited to a maximum of 4 winners, but at least one.
  - iii. In addition to the no more than 4 winners in this category, the Awards Committee, at its discretion, but depending on the judges' scoring, may give a Special Recognition Award to an entrant that scores in close proximity to the winner(s) but is ineligible to receive a trophy due to the maximum award cap.
  - iv. Each entry will be scored on a scale of 1-100.
  - v. Judging criteria for the technology may include, but is not limited to, the following: uniqueness, significant contribution to the industry at this time, excellence, outstanding implementation, design and utility, offers a path to continued industry progress, represents an achievement that allows for increased efficiency or creativity, and streamlines or enhances current processes.

- vi. This award will be judged by individuals that represent a significant cross section of the industry including, but not limited to, backgrounds such as post production service company engineers, technologists and thought leaders; manufacturer, technology and engineering personnel; studio technology experts, technical journalists and other industry professionals whose knowledge and abilities in the sole judgment of the HPA are qualified to evaluate this award. Judges can and will ask questions of a technical nature during the course of presentations. Presenters should be prepared to cover these topics during a presentation and answer questions afterward.