



2010 imagina awards - Rules

Article 1 - Definition –The “**imagina awards**” is a 3D simulation and visualisation competition organized on the occasion of imagina 2010, which will take place in Monaco from 3rd to 5th February 2010.

Article 2 - Registering entries – This competition may only be entered via the imagina website: <http://www.imagina.mc>

Participants must fill out the online form corresponding:

- to their specific activity sector;
- to their specific award.

They will have to register an English synopsis of the submitted programme.

The work must be sent in no later than one week after the form has been submitted on the website. Failing this, the entry will be cancelled.

Any corporation (schools & universities, film studios, companies, communities, independents...) will have the opportunity to submit one or more works to the competition.

Article 3 - Participating entries – A work which is older than two years (i.e. created before 2008) is not eligible to enter. A work may only be entered once for the imagina awards.

Registration on line is open from Wednesday 9 September until Friday 20 November 2009 included.

The official selection will be announced on the imagina website on Friday 8 January, 2010.

Employees of Monaco MediAx may not enter the competition.

Article 4 - Medium – The Organization reserves the right to refuse an entry if it feels that the picture or sound quality does not conform to the following criteria:

Entries should be submitted as files and should meet the given criteria:

- HD media (Full HD) should be in QuickTime format with a 1920x1080 resolution (Full HD) and a frame rate of 25 ips.
- Compression: Animation codecs, JPEG PHOTO, H264, MPEG4, PNG.

No compressed AVI files or WMV files.

- The following storage media may be used to submit entries to us:

- hard disk (or USB key),
- Blu-Ray,
- DVD (please note – no DVD-Video as DVD-Video applications cannot be processed),
- 1080/50i Broadcast HD or HDV media (HDCAM, HDV1080i, PAL standard 16/9 for SD DVCAM).

Due to environmental considerations, however, and in order to limit the ecological impact connected with media formats and their transportation, the Organizing Committee recommends that digital media be sent using FTP servers (such as 'Yousendit' and similar).

In order to make it easier to transfer files, participants will be able to use a server provided by the Organizing Committee.

Any DVD entry that features a menu or that is separated into different chapters, for example, will not be considered for the competition.

All entrants in the imagina awards must supply a separate CD with three photographic stills of the work(s) presented (JPEG format, high definition, 300 DPI, CMJN mode) with details of the author's rights printed directly on each photo.

The Organizing Committee reserves the right to cancel any of the competition's categories or awards if either the number of entries or their quality is deemed insufficient.

The Organizing Committee also reserves the right to change the title of a category or prize if the Juries suggest it.

Article 5 - Sending the work – The work(s) entered must be clearly identified with the following information:

- the internet registration number;
- the time code chosen for the 30 seconds trailer broadcasted during the imagina ceremony, in case of an official nomination.

Entries are to be sent to the following address:

IMAGINA

Nathalie Lacroix - Competition

Villa Le Mas

4 Boulevard du Jardin Exotique

98000 Monaco

email : n.lacroix@imagina.mc

Any costs (freight and customs clearances) relating to sending the works in will be the responsibility of the entrant. Please mention that the parcel has no commercial value.

The material will be destroyed after the event unless otherwise stated in writing no later than Friday 12 February 2010.

If the work is to be returned, those costs will also be met by the entrant on his/her courier service account number.

Article 6 - Communications – The copyright owners of each entered work agree, by entering it in the competition, to grant (without any form of compensation due) imagina the rights to reproduce the photos sent in with their entry (or entries) in order that imagina may circulate them to the press and/or publish them on its website, except upon request in writing from the participant on the registration day.

The copyright owners also authorize extracts of their films (on condition that the extracts are no longer than two minutes long) to feature on the TV media outlets covering the event, for a period of one year after the end of the event.

All the expenses concerning the SACEM rights (music) will be taken in charge by the participant.

Article 7 - Awards – All the information submitted to the Juries during the deliberations is strictly private and confidential and will not, under any circumstances, be disclosed. The Juries decisions will be final and irrevocable.

➤ Architecture & Urbanism category: 2 awards

- **Best Communication Film**: this prize recognizes entries that enhance an architectural project. In choosing a winner, the jury's selection criteria will include writing, quality of graphics and originality.

- **Best Technical Animation**: this prize recognizes entries that show the technical aspects of an architectural project. In choosing a winner, the jury's selection criteria will include educational value, quality of graphics and technical expertise in using simulation tools.

➤ Industry category: 2 awards

- **Best Design and Communication**

- **Best Simulation in Real Time**

The 'technological' criteria for entry are that projects are:

- 3D (IT-based) in that they help decision-making in a way that is only possible using a 3D representation;

- Modal – Multimodal (visual, auditory, tactile, speech...) linking several relevant senses to represent actual characteristics.

Projects will be judged according to a number of criteria:

- innovation (in products and services, use, appeal, ergonomic design, means of communication and technology)
- re-engineering
- competitiveness
- performance (productivity) specially in real time
- eco-friendliness (sustainable development, 'Green 3D')
- process control
- creativity and application
- reutilisation and knowledge transfer (carry-over)
- knowledge (integration limits)

Those working in Industry are invited to send entries from any of the following categories: Automotive, Aeronautical, Transport, Maintenance, Appliances (Electrical Household Items, Toys, Electromechanical Items, Domestic Appliances, Home Automation - also known as 'demotics' - ...), Simulators, Robotics, etc.

➤ Media & Entertainment category: 5 awards

- **Best Short Film**

- **Best School & University**

- **Best Special Effects**

- **Best Commercial**

- **Best Video Clip**

Any work containing one or more computer graphic (CG) or special effect sequences can be entered in the competition.

(1) Computer Graphics are composed of images which have been digitally manipulated or synthesized on a computer, and which may be combined with other production instruments.

(2) Special effects are effects resulting from a digital manipulation of a cinema image or any other type of image.

Those working in Media & Entertainment are invited to send entries from any of the following categories: film studios, schools, universities, production or distribution companies, independents, advertising agencies...

➤ Landscape & Territory category: 2 awards

- **Best 3D Territory Model**: this prize recognizes the best use of a georeferenced 3D mock-up produced by a local authority. Each presentation can present a mock-up itself (in real time) or can be a film that shows its use. This prize is aimed solely at public and private bodies that provide public services.

- **Best Communication and Promotion Film:** this prize recognizes the best promotional and/or communications film to use georeferenced 3D modeling promotional in a territory management project. The category covers public and private developers (working in communications services, whether for a local authority or a private group or contractor, consultants...).

A trophy will be presented to each winner on the occasion of the imagina awards ceremony, on Thursday 4 February 2010 at the Grimaldi Forum, in Monaco.

The nominees agree to be present – or to send a representative – for this ceremony.

In case of no representative will be able to attend, the award will be sent to the winner at the expenses of the participant.

Written request to:

IMAGINA

Nathalie Lacroix - Competition

Villa Le Mas

4 Boulevard du Jardin Exotique

98000 Monaco

or: n.lacroix@imagina.mc

Article 8 – Insurance - The organizers may under no circumstance be held responsible for the loss of, or damage to, any of the works entered in the competition.

Article 9 - Queries – The organizers reserve the right to make a decision on any occurrence not explicitly covered in the present rules and are at liberty to grant exemptions to these rules following any specific and justified request. The organizers may not be held responsible for any event of force majeure which may require the competition to be cancelled.

The competition's official rules are deposited with: Maître Escaut-Marquet, Huissier de Justice, 29 boulevard des Moulins, MC 98000 Monaco.

Entry in the imagina awards implies the unconditional acceptance of the terms of its rules.

- I accept

Thank you for participating in the 2010 imagina awards!