



HEDY LAMARR AWARD FOR
“INNOVATION IN ENTERTAINMENT
TECHNOLOGY”

PRESENTED BY:

DEG: THE DIGITAL ENTERTAINMENT GROUP

THE HEDY LAMARR INNOVATION AWARD

OVERVIEW

DEG: The Digital Entertainment Group is pleased to announce the annual "Hedy Lamarr Award for Innovation in Entertainment Technology," which recognizes female executives in the field of entertainment technology who have made a significant contribution to the industry. The Award will be presented in November 2017, to coincide with the 103rd anniversary of Hedy Lamarr's birth.

Austrian-American actress Hedy Lamarr was a Hollywood legend who is best known for her roles in a number of film classics including, *Samson and Delilah*, *The Strange Woman*, and *Tortilla Flat*. She was also a lifelong inventor whose innovative work included pioneering "frequency hopping" which became the foundation for spread spectrum technology. Conceived by Lamarr and composer George Antheil for radio guidance systems and patented in 1942, this highly secure technology resists interference and dropout, and is utilized today for a variety of cellular, WiFi and Bluetooth applications.

To honor Ms. Lamarr, the Innovation Award seeks to recognize and commemorate women industry leaders that have made a significant impact in the field of entertainment technology.

Nomination forms must be submitted to the DEG by March 1, 2017. The Judging Panel has sole discretion in choosing the Innovation Award winner.

NOMINATION FORM

Nominee's Full Name: _____
Last *First* *M.I.*

Position/Title: _____

Company/Organization: _____

Address: _____
Street Address *Apartment/Unit #*

_____ *City* *State* *ZIP Code*

Current Industry: Y _____

Years worked in Industry: _____

PLEASE INCLUDE THE FOLLOWING

1. *Biography, Resume or CV.*
2. *Brief Summary: How have your/her contributions advanced and impacted entertainment technology in a unique and positive manner or one that drove meaningful change? Please use specific examples.*
3. *If the application is being submitted by anyone other than the nominee, please include the following:*
 - a. *Nominator's Full Name*
 - b. *Title/Company*
 - c. *Please indicate your relationship to the Nominee*

JUDGING CRITERIA

The Innovation Award seeks to recognize a female executive who has advanced and impacted the industry in a unique manner that drove meaningful change. To determine the award winner, the DEG has enlisted a distinguished Judging Panel comprised of a cross-section of leaders representing the entertainment, technology, academic, IT and consumer electronics industries. Among other factors, the Judging Panel will base their decision on the following criteria:

Innovation: Has the candidate identified and addressed a need in the entertainment technology area? Has the candidate overcome significant challenges facing the entertainment technology sector? Has the candidate overcome significant obstacles in her development efforts? Has the candidate demonstrated thought leadership in making her contribution? Was the contribution innovative and unique?

Engagement: Has the candidate's contribution been adopted by her organization? By others? By the entertainment technology industry as a whole? Is there a consumer benefit to the contribution? Are the benefits of her contribution tangible and/or measurable? Is the contribution cost-effective, practical and adoptable? Is it sustainable over the long term?

Excellence: Has the candidate's contribution reflected the highest levels of excellence, both in the development process and the outcome? Does the contribution have a positive impact on entertainment technology? Has the candidate demonstrated excellence in leadership, both within her organization and the entertainment technology industry as a whole?

The Judging Panel has sole discretion in assessing eligibility for the Innovation Award and selecting the Innovation Award winner.

NOMINATION DEADLINE

The Nomination Form should be submitted in a single mailing to the address below and postmarked on or before March 1, 2017.

DEG: The Digital Entertainment Group

ATTN: Hedy Lamarr Innovation Award Judging Panel

10635 Santa Monica Blvd., Suite 160

Los Angeles, CA 90025

Nominations may also be submitted via email to Alex@degonline.org on or before March 1, 2017.

DECISION

The top finalists will be notified on or about May 1, 2017 and invited to attend the *DEG's Hedy Lamarr Innovation and Achievement Awards* in November of 2017. The Innovation Award winner will be announced at the ceremony.

ABOUT DEG: THE DIGITAL ENTERTAINMENT GROUP

The DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries. DEG's current objectives include:

- Provide a bridge from content providers to device makers and help drive sales of DEG member products and services
- Support marketing initiatives to increase awareness and encourage ownership of home entertainment products including 4K Ultra HD, 4K Ultra HD Blu-ray Disc, Blu-ray Disc and Digital HD
- Expand education for members on emerging trends to prepare for further industry growth
- Create and implement standards and best practices in the digital supply chain to improve efficiency

DEG membership is comprised of: Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, CenturyLink, Cinedigm Entertainment, Cognizant, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DreamWorks Animation, Giant Interactive, Giraffic Technologies, GfK Entertainment, Gibson Brands, Google Play, HBO Home Entertainment, Houghton Mifflin Harcourt, IHS, IMAX, Intel, Irdeto, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, Midnight Oil, MovieLabs, MQA, Music Watch Inc., My Eye Media, Neustar Media, Nielsen Entertainment, NPD Group, One+K, The Orchard, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Playster, PricewaterhouseCoopers, Random Media, Redbox, Rovi, Samsung Electronics, Screen Engine/ASI, ScreenPlay, SellThruCo, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, TiVo, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, and Western Digital.