



HEDY LAMARR ACHIEVEMENT AWARD
FOR “EMERGING LEADERS IN
ENTERTAINMENT TECHNOLOGY”

PRESENTED BY:

DEG: THE DIGITAL ENTERTAINMENT GROUP

THE HEDY LAMARR ACADEMIC AWARD

SCHOLARSHIP OVERVIEW

DEG: The Digital Entertainment Group is pleased to announce the annual "Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology," which recognizes female college students in their junior year whose studies in the fields of entertainment and technology have shown exceptional promise. The \$10,000 Award will be presented in November 2018, to coincide with the 104th 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 scholarship seeks to encourage and enable highly motivated students to pursue opportunities available to them in entertainment technology, be those pursuits academic or professional. The award winner will receive \$10,000 as they enter their senior year of undergraduate study. While there are no specific restrictions on the use of this monetary award, we hope and expect that the funds will be used to further the winner's study or efforts in their recognized area of excellence.

In 2017, the DEG awarded a total of \$35,000 to three young women: One a Performing Arts Technology major at the University of Michigan, one a in Media Arts and Practice major at the University of Southern California, and one a in Studio Art major with a minor in Arts and Technology at Smith College.

A sister award, the Hedy Lamar Award for Innovation in Entertainment Technology, which recognizes female executives in the fields of entertainment and technology who have made a significant contribution to the industry, was awarded to Geena Davis, acclaimed actress and Founder and Chair of the Geena Davis Institute on Gender in Media.

To be eligible to receive the Hedy Lamarr Achievement Award, the candidate must be a female student in good standing, in her junior year at an accredited, U.S. based, academic institution. The candidate must be a citizen of the United States and have a minimum 3.0 GPA. The candidate must submit the completed application by February 15, 2018 and to provide proof of eligibility or other information as reasonably requested by the DEG and the Judging Panel. The Judging Panel has sole discretion in the choosing the Award winner.

JUDGING CRITERIA

The Award seeks to recognize a female college junior who has demonstrated leadership, excellence and innovation in the field of entertainment technology. The DEG has enlisted a Judging Panel comprised of leaders from across the motion picture, television, music, IT and consumer electronics industries to determine the scholarship award winner. Among other factors, the Judging Panel will base their decision on the following criteria:

Innovation: Has the candidate made contributions to the entertainment technology area, either academically or commercially? Has the candidate addressed significant challenges facing the entertainment technology sector? Has the candidate overcome significant obstacles in her academic or development efforts?

Leadership: Has the candidate shown exceptional promise in the field of entertainment technology related subjects (i.e., computer science, media arts, business development, etc.)? Has the candidate demonstrated thought leadership in academic or personal endeavors? Has the candidate demonstrate excellence in leadership, within her institution and/or the entertainment technology industry as a whole?

Excellence: Has the candidate demonstrated personal excellence among her peers, her institution and society as a whole? Has the candidate demonstrated academic excellence, in terms of scholastic record, extracurricular or curricular achievements, and/or contribution to the education or entertainment technology communities?

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

NOMINATION DEADLINE

The original and one copy of the application package should be submitted in a single mailing to the address below and postmarked on or before **February 15, 2018**.

DEG: The Digital Entertainment Group

ATTN: Hedy Lamarr Achievement Award Judging Panel

10635 Santa Monica Blvd., Suite 160

Los Angeles, CA 90025

DECISION

We expect the top three finalists will be notified mid-April and to participate in a telephone or video interview with members of the Judging Panel.

Following these interview, the recipient of the Hedy Lamarr Scholarship Award will be notified in May 2018.

ABOUT DEG: THE DIGITAL ENTERTAINMENT GROUP

Established in 1997, the DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries.

The DEG's current objectives include:

- Providing a bridge from content providers to device makers and help drive sales of DEG member products and services.
- Supporting 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.
- Expanding education for members on emerging trends to prepare for further industry growth.
- Creating and implementing standards and best practices in the digital supply chain to improve efficiency.

DEG Members include: Amazon, BBC AMERICA, bitMAX, Broad Green Pictures, Cinedigm Entertainment, Cognizant, Comcast Cable, comScore, Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DTS, Inc., Ericsson, Fandango, GfK Entertainment, Giant Interactive, GoChip, Google, Great Courses, HBO Home Entertainment, IMAX, Intel, Irdeto, iRiver/Astell&Kern, Lenbrook, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Music Watch Inc., My Eye Media, Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Pioneer & Onkyo USA, Premiere Digital, PricewaterhouseCoopers, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, SellThruCo, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, TiVo, 20th Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, Walt Disney Studios, Warner Bros. Home Entertainment, and Warner Music Group.