

6th - 8th of Oct, Tampere Finland

# MINDTREK

2010

conference

**Call to participate in the**

## **4<sup>th</sup> Nokia Ubimedia MindTrek Awards Competition**

6<sup>th</sup> – 8<sup>th</sup> October 2010

Tampere, Finland

<http://www.mindtrek.org>

**Competition deadline: July 30<sup>th</sup> 2010**

The Ubimedia competition seeks to broaden our understanding of where and how ubiquitous media will influence our future life. We are looking for disruptive artistic visions as well as clever near-to-market solutions off the beaten tracks! This includes any range of innovative ubimedia, pervasive, or ambient products and services. The Ubimedia Award is a highly interdisciplinary competition and we invite Designers, Computer Scientists, Artists, Economists and Engineers to take a stand on the following questions with their entries:

- \* **What is the particular aesthetic experience opened up by the rise of ubiquitous and ambient media?**
- \* **What constitutes the specific intelligence that drives future media environments?**
- \* **How will location- and context-aware media services change our social life?**
- \* **How will our future lives look like in the era of ubiquitous computation, and how can society benefit from these advanced technologies?**

**The total award sum for the Nokia Ubimedia MindTrek Award is 7 000€.**

The sum can be awarded to one entry, divided between several entries or not awarded at all if the award criteria set by the jury are not fulfilled.

**Valid competition entries include e.g.:**

- \* Pervasive and ubiquitous games
- \* Ambient installations
- \* Artistic works related to ubiquitous media and computation
- \* Business models and management strategies
- \* Ambient and ubiquitous media technology
- \* Ubiquitous and ambient media services, devices, and environments
- \* Context aware, sensing, and interfaces for ubiquitous computation
- \* Ergonomics, human-computer interaction designs, and product prototypes
- \* Software, hardware and middleware framework demonstrations

Nokia Ubimedia MindTrek Award 2010 [MindTrek.org/ubimedia](http://MindTrek.org/ubimedia)

- \* Ambient television
- \* etc.

**To be inspired, please take a look at the entries from previous years:**

<http://www.ambientmediaassociation.org/node/18>

All ubiquitous, pervasive, or ambient media products, services or prototypes which have been finalized during the previous year after 1<sup>st</sup> January 2009 are eligible to take part in the competition.

**Competition deadline is July 30<sup>th</sup> 2010**

### **How to participate?**

Please check out the website <http://www.mindtrek.org/2010/ubimedia> for entry forms and current information.

**In case of questions, please contact:**

[ubiaward \(AT\) mindtrek.org](mailto:ubiaward(AT)mindtrek.org)

## **Rules of the Nokia Ubimedia MindTrek Awards**

### **1. Organizers**

The Nokia Ubimedia MindTrek Award is a category of the 2010 MindTrek competition. The category is organized collaboratively by MindTrek, Tampere Region Centre of Expertise in Ubiquitous Computing, New Ambient Multimedia Group (NAMU)/Tampere University of Technology, the Tampere University of Applied Sciences, Nokia, and the Ambient Media Association (AMEA). The award is funded by Nokia and the Tampere Region Centre of Expertise in Ubiquitous Computing.

### **2. Products qualifying for participation**

All Ubimedia products or product and service concepts which have been finalized during the previous year after 1<sup>st</sup> January 2009 are eligible to take part in the competition.

An example of a suitable competition entry is a finished product, product pilot or demo. No drafts or mere ideas without relevant documentation will be accepted.

The competition rules do not place limitations on the technology used in the products.

The jury has the right to reject the participation of an entry if it does not fulfill the participation criteria. All jury decisions are final.

### **3. Entry Submissions**

For completing a successful submission, the following information is required from your side:

- filled application form;
- video documenting the submission (3-5 minutes, longer will be accepted too);
- documentation of the concept;

A demonstration, production, pilot, or demo is eligible to be submitted to the competition. Each entry should be in form of a video documenting the submission (approx. 3-5 minutes, however also longer videos will be accepted). The video should clearly indicate how the demonstration, production pilot, or demonstration works and relates to ubiquitous media.

In addition to the video, a short English-language based description of the concept should be attached to the competition entry in form of e.g. sketches, images, power points, word documents, or implementations. The description should present the key characteristics and benefits of the product or service in a concise and marketing-oriented manner. In addition, also other materials supporting the jury in their decision (e.g. sketches, images, power points, word documents, implementations) can be attached to the competition entry.

However, the jury decision will primarily be based on the video submissions, and additional materials will be used in case of further questions. We welcome also links to project homepages, but the jury decision can only base the decision on submitted materials.

#### **4. Participation**

Registration for the competition ends on 30<sup>th</sup> July 2010 at 15:00 (+2 GMT).

If the competition entry is delivered to MindTrek via mail, it must arrive at the MindTrek Association's office in three (3) copies no later than 30.7.2010 at 15:00 (+2 GMT). If the competition entry is implemented on the internet, its web address must be submitted to MindTrek when registering within the deadline. Late entries will not be accepted.

In addition to submitting the competition entry, participation requires registration using the registration form at the MindTrek website.

All submissions must be in English.

Originals sent to the competition will not be returned, so you should keep a copy for your own use. Post and packaging costs are the responsibility of the entrant.

#### **5. Award**

The total award sum for the Nokia Ubimedia MindTrek competition category is EUR 7,000. The sum can be awarded to one entry, divided between several entries or not awarded at all if the award criteria set by the jury are not fulfilled.

#### **6. Immaterial property rights**

The immaterial property rights related to the competition works remain the property of the competitors. The entrants are responsible for ensuring that they have full copyrights to their competition entries and the right to use the works and their elements when participating in the competition.

The material submitted to the award programme remains the property of the author and may not be modified, changed in any way or used in whole or in part for the production of any other work.

## **7. Evaluation of the entries**

The participating works will be evaluated in the following areas:

- Innovativeness
- Commercial potential
- Entertainment value and/or usefulness and/or artistic merit and creative implementation
- The usability of interactive and context-aware functions and functions utilizing ubiquitous computing in some other manner
- Feasibility (in terms of technology and production)
- Visual implementation and technical functionality

## **8. Reference rights**

MindTrek has the right to use the competition entries and a mention of the entrants as references in its marketing communications.

MindTrek, Nokia and Tampere Region Centre of Expertise in Ubiquitous Computing have the right to disseminate information about the competition arrangements, competition entries, the awarding of the winners and other details related to the competition in their marketing and advertising, e.g. on the web and in brochures and newsletters.

The submitted works may be used by MindTrek without any restrictions or written permission in all presentations, TV broadcasting, CD/DVD productions, CD/DVD compilations and advertisements (internet, CD-ROM, TV, print).

MindTrek has the unlimited right to use the submitted material for distribution on DVDs and other media, especially the right to distribute the video material to labels and broadcasting companies.

## **9. Announcement of the results and presentation of the awards**

The results of the competition category will be announced and the awards presented at the MindTrek Awards Ceremony. The winners will be announced at Hotel Rosendahl on 7.10.2010 at the MindTrek Awards Ceremony. Later there will be the Awards Party to honor the winners of the competitions.

Award nominees will be notified in advance. The presence of the nominees at the MindTrek event in October is strongly recommended.

All nominees are invited to give a half day workshop around the ideas of their nominated project with the students and tutors at Demola, [www.demola.fi](http://www.demola.fi)

## **10. Compensation of the finalists' travel and other expenses**

MindTrek will pay travel and accommodation costs up to the sum of EUR 800 per team for a maximum of three invited finalists/teams flying from abroad in economy class. Any Finnish entrants among the finalists will not receive compensation for their travel costs. However,

MindTrek will pay for one conference ticket (includes entrance to the MindTrek Awards Party) and one entrance ticket to the MindTrek Awards Party for all finalist teams. MindTrek will not pay compensation for any other possible costs incurred by the entrants due to their participation in the competition.

### ***Further Information***

#### **Nokia Ubimedia MindTrek Awards Competition**

[ubiaward \(AT\) mindtrek.org](mailto:ubiaward(AT)mindtrek.org)

Or in urgent matters the competition chairs:

Artur Lugmayr, [artur.lugmayr \(AT\) tut.fi](mailto:artur.lugmayr(AT)tut.fi), Tel.: +358 40 821 0558

Kirsi Lindfors, [kirsi.lindfors \(AT\) hermia.fi](mailto:kirsi.lindfors(AT)hermia.fi), Tel.: +358 40 820 4608

Cai Melakoski, [cai.melakoski \(AT\) tamk.fi](mailto:cai.melakoski(AT)tamk.fi), Tel.: +358 50 555 6581

## **About the MindTrek Conference**

### ***Conference Venue***

MindTrek takes place at Hotel Scandic Rosendahl, in Tampere, Finland. The organizer of the conference has booked quota for the conference delegates from this hotel. Please, look for more information on accommodation and registration later from our website. Please note that the accommodation is not included in the participation fee. There is also other accommodation available in Tampere, ranging from modern first-class hotels to smaller traditional hotels and dormitories. If you select one of these options, you should make the reservations by yourself with that specific hotel.

[www.mindtrek.org](http://www.mindtrek.org)