



## HPA Engineering Excellence Award

**Judging for the 2021 HPA Engineering Excellence Award will be completed virtually. As currently envisioned, the 2021 HPA Awards will be held in-person, with a potential for a virtual event to stream alongside.**

### Schedule

Submission Period – Engineering Category .....	May 5, 2021 – June 24, 2021
Engineering Judging.....	July 2021
Winners Announced.....	September 2021
HPA Awards .....	November 2021

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. 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.

- b. Submission Materials/Procedures - each entry must be accompanied by the following:
- i. A completed submission form
  - ii. **\*Per Revised Protocols Used in 2020\*** A video presentation uploaded to HPA's Dropbox <https://www.dropbox.com/request/bRYewg0j1p8v0S29xFOU> detailing why this product should be considered for an HPA Engineering Excellence Award..
    - **Please Note:** Judging will occur in two (2) parts; the brief pre-recorded video presentation and a live Q&A session with the judges.
  - iii. 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.
    - 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 material, press release, published article, product website, tradeshow directory listing 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 [awards@hpaonline.com](mailto:awards@hpaonline.com).
  - vi. Submission Fees – payable by credit card at time of entry
    - HPA corporate member fee – \$450
    - Non-member fee - \$595
- c. 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.
- d. Judging Procedures - Judging for the HPA 2021 Engineering Excellence awards will take place online on a platform designated by HPA with a secure link

for judges to review submissions.

- i. **Video Presentation** – Entrants will need to submit a video presentation which should be geared toward an explanation of the engineering process and technology involved. The presentation must not be focused on the marketing aspects of a product.
  - Presentations are limited to a maximum of 10 minutes in length. Presentations may include a brief product demonstration or walk-through but cannot be commercial in nature or contain any marketing language.
  - Video Specs - <https://vimeo.com/help/compression>
    - Video should be headed with a color bar test image, downloadable by clicking [here](#). (when playing back your finished clip on your playback device, check that you see all 13 bars equally spaced and take care that the black patch is not lifted)
    - Video should be slated with submission number, company and technology name.
  - Presentations must be uploaded to <https://www.dropbox.com/request/bRYewg0j1p8v0S29xF0U> no later than 4:00 pm on Friday, June 24, 2021.
  - 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.
  - Submitted materials may be used by the HPA for promotional or educational purposes.
  - Once the judges' panel has viewed all presentations, a live Q&A session for judges and entrants will be scheduled.
- ii. **Live Q&A Session** – A short, live Q&A session will be scheduled to allow judges to ask the entrants(s) any questions they have after watching the video presentations. All entrants will be invited to attend the Q&A session. Participation is recommended but not required. Judges can and will ask questions of a technical nature during this session. Entrants should be prepared to answer these types of questions, during the session.