How to Prepare a Strong Innovation & Technology Submission

A successful HPA Awards submission is complete, properly formatted, and designed to help technically sophisticated judges evaluate the innovation. Treat your submission as a concise technical case—not a product advertisement. Clearly explain what is new, how it works, why it matters, and what evidence supports your claims.

Sample Complete (strong) Entry Materials

- 60 Second Teaser
- Main Video Presentation
- Written Description
- Optional Technology Demo

Submission Checklist

Before submitting, confirm that your entry includes all required materials:

- Completed online entry form
- Video presentation of no more than 10 minutes
- Video teaser of no more than 60 seconds
- Written brief of 1,000–2,500 words
- Optional demonstration URL, if a live or hosted demonstration is available
- Optional supporting documentation, such as technical specifications, diagrams, test results, contributor lists, case studies, or standards references
- Correct company, technology, contact, and award-recipient information
- Entry fee payment

1. Build the Submission Around the Judging Criteria

Judges evaluate each entry equally across four areas:

- **Innovation:** What is genuinely new, and how does it advance beyond the current state of the art?
- **Industry Impact:** What measurable benefit does it provide, and how broadly could it affect professional media workflows?

- **Technical Merit:** How does the technology work, perform at scale, maintain reliability, and conform to applicable standards?
- **Adoption Readiness:** How well does it integrate into real workflows, address security and trust, support users, and scale?

Make it easy for judges to locate evidence addressing each area. Do not assume that a polished product demonstration will answer these questions on its own.

2. Educate—Do Not Sell

The judging panels include engineers, production technologists, vendor research and development leaders, academics, and other specialists. Write and present for an audience capable of evaluating detailed technical claims.

A strong submission should:

- Define the specific industry or workflow problem.
- Explain why existing approaches are insufficient.
- Describe the innovation's architecture, processing methods, integrations, dependencies, and use of standards.
- Identify the technical advance—not merely a new feature or commercial benefit.
- Provide measurable results, including the methodology or conditions under which they were obtained.
- Address limitations, implementation requirements, security considerations, and scalability where relevant.
- Distinguish demonstrated capabilities from planned or future functionality.
- Use diagrams, workflow examples, test data, and real deployments to make complex concepts understandable.

Avoid broad claims such as "revolutionary," "seamless," "industry-leading," or "AI-powered" unless the submission explains and substantiates exactly what those terms mean.

3. Prepare a Purpose-Built Video Presentation

The presentation may be no more than 10 minutes. Over-length presentations will be trimmed automatically at exactly 10 minutes.

Use the presentation to walk judges through:

1. The problem being solved
2. The prior state of the art
3. The technical innovation
4. Architecture and workflow integration

5. A demonstration or representative use case
6. Performance, reliability, and scalability
7. Measured outcomes and real-world adoption
8. Key limitations or deployment considerations

Create the presentation specifically for the HPA Awards. A corporate promotional video, sales reel, conference recording, customer testimonial, or general product demonstration is unlikely to give judges the information they need.

Before uploading, confirm that the video:

- Does not exceed 10 minutes
- Opens with the required HPA color-bar chart
- Includes a slate identifying the submission number, company, and technology
- Uses readable graphics and labels
- Provides clear audio
- Demonstrates the submitted innovation rather than primarily promoting the company
- Identifies one contact for technical follow-up

4. Create a Focused 60-Second Teaser

The teaser introduces the innovation during community voting and may also be published by HPA to generate awareness of the submissions. It may be excerpted from the longer presentation, but it should work as a complete, standalone introduction.

In 60 seconds or less, communicate:

- The problem and the innovation
- The principal differentiator
- One meaningful result, application, or measure of impact
- Do not substitute a company sizzle reel or general marketing video.

5. Use the Written Brief to Make the Technical Case

The written brief must be between 1,000 and 2,500 words. A product specification sheet, brochure, press release, or presentation transcript does not replace the brief.

A useful structure is:

1. **Executive summary**
2. **Problem and limitations of existing approaches**

3. **Description of the innovation**
4. **Technical architecture and operation**
5. **Integrations, interoperability, and standards**
6. **Performance, reliability, security, and scalability**
7. **Measured outcomes and test methodology**
8. **Adoption, deployments, or validated use cases**
9. **Limitations and future development**
10. **Technical contact**

Use the available word count to provide meaningful depth. Specifications can be included as supporting documentation, but the brief should explain why those specifications matter and how they support the entry's claims.

6. Support Claims With Evidence

Whenever possible, include concrete evidence such as:

- Before-and-after performance data
- Quality or accuracy measurements
- Processing-time or resource-use comparisons
- Reliability results
- Workflow steps eliminated or reduced
- Cost or efficiency improvements
- Customer or pilot deployments
- Applicable standards and compliance testing
- Test conditions, sample sizes, or evaluation methodology

Final Review Before Submission

Ask a technically knowledgeable colleague who was not directly involved in preparing the entry to review the complete package. That reviewer should be able to answer:

- What is the innovation?
- What makes it different from existing technology?
- How does it work?
- What evidence demonstrates its value?

- How does it perform in a real professional workflow?
- Where does the submission address each judging criterion?