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**DEG NOW ACCEPTING APPLICATIONS FOR 2020  
HEDY LAMARR AWARDS PROGRAM**

***Third Annual 'Hedy Lamarr Award for Innovation in Entertainment  
Technology' Presented to Dean Willow Bay***

LOS ANGELES (November 13, 2019) – DEG: The Digital Entertainment Group is pleased to announce the opening of the fourth year competition for two awards: the "Hedy Lamarr 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; and the "Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology," which recognizes female college students who have shown exceptional promise in the field. The fourth annual Hedy Lamarr Awards will be presented in November 2020, to coincide with the 106th anniversary of Hedy Lamarr's birth.

The announcement follows the presentation of the third annual Hedy Lamarr Award for Innovation in Entertainment Technology, to Dean Willow Bay of the USC Annenberg School for Communication and Journalism, last night in Culver City, Calif. The 2019 Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology was presented to student Maya Tribbitt of the University of Southern California.

The 2017 inaugural recipient of the Hedy Lamarr Award for Innovation in Entertainment Technology was Geena Davis, Founder and Chair of the Geena Davis Institute on Gender in Media. The 2017 Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology was presented to student Johanna Baumann of the University of Michigan. In 2018, Nonny de la Peña, CEO, Emblematic Group, was awarded the Hedy Lamarr Award for Innovation in Entertainment Technology. The student Award was presented to Cassidy Pearsall of Carnegie Mellon University.

The 2019 awards were made possible through the generous sponsorship of Sony Electronics and the Annenberg Foundation.

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 Lamarr, the Innovation Award seeks to recognize and commemorate women industry leaders that have made a similar impact in the field of entertainment technology. The Achievement Award seeks to encourage and enable highly motivated students to pursue opportunities available to them in entertainment technology, be those pursuits academic or professional. In 2020, up to \$20,000 will be awarded.

To determine the award winners, 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 candidate's embodiment of the following principles: Innovation, Engagement, Excellence, and Leadership.

For more information and a copy of the nomination or application, please contact [Bekah@degonline.org](mailto:Bekah@degonline.org).

The DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

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