



CONTACT: Bekah Sturm
424-248-3814
Bekah@degonline.org

DEG NOW ACCEPTING APPLICATIONS FOR 2021 HEDY LAMARR AWARDS PROGRAM

2020 Hedy Lamarr Awards Presented This Week to Sara DeWitt of PBS and Molly Mielke of UCLA

LOS ANGELES (November 10, 2020) – DEG: The Digital Entertainment Group is pleased to announce the opening of the fifth 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 fifth annual Hedy Lamarr Awards will be presented in November 2021, to coincide with the 107th anniversary of Hedy Lamarr's birth.

The announcement follows the presentation of the fourth annual Hedy Lamarr Award for Innovation in Entertainment Technology, to Sara DeWitt, Vice President of PBS Kids Digital in a virtual ceremony on November 9, 2020. The 2020 Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology was presented at the same time to student Molly Mielke of the University of California, Los Angeles.

The 2020 awards were made possible through the generous sponsorship of Sony Electronics.

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 2021, \$10,000 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.

Past Hedy Lamarr Award recipients include:

2017

Geena Davis, Founder and Chair, Geena Davis Institute on Gender in Media
Johanna Baumann, University of Michigan

2018

Nonny de la Peña, CEO, Emblematic Group
Cassidy Pearsall, Carnegie Mellon University

2019

Dean Willow Bay, USC Annenberg School for Communication and Journalism
Maya Tribbitt, University of Southern California

For more information and a copy of the nomination or application, please contact Bekah Sturm at 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.

DEG membership is comprised of: DEG membership is comprised of: A+E Networks, AT&T, AMC Theatres, Amazon Prime, Amazon Studios, BBC Studios, bitMAX, Blu, Cinelytic, Comcast Cable, DTS, Inc., Deloitte, Deluxe Digital, Disney+, Dolby Laboratories, ESPN+, Fandango, Giant Interactive, GfK Entertainment, Google Play, The Great Courses., IMAX, Intel, IYUNO, LG Electronics USA, Lionsgate, Looper Insights, MGM, Microsoft, NPD Group, OwnZones, Paramount Home Entertainment, PBS Distribution, Peacock, Premiere Digital, Redbox, Reelgood, Row8, Samsung Electronics, Screen Engine/ASI, Snap Inc., Sonopress, Sony New Media Solutions, Sony Electronics, Technicolor, Tivo, TV Time, Universal Pictures Home Entertainment, Verizon Business Group, Verizon Digital Media Services, ViacomCBS, Vubiquity, Warner Bros. Home Entertainment, Whip Media and ZOO Digital.