



HEDY LAMARR ACHIEVEMENT AWARD
FOR “EMERGING LEADERS IN
ENTERTAINMENT TECHNOLOGY”

PRESENTED BY:

DEG: THE DIGITAL ENTERTAINMENT GROUP

THE HEDY LAMARR ACADEMIC AWARD

SCHOLARSHIP OVERVIEW

DEG: The Digital Entertainment Group is pleased to announce the fifth annual "Hedy Lamarr Achievement Award for Emerging Leaders in Entertainment Technology," which recognizes female college students in their junior year whose studies in the fields of entertainment and technology have shown exceptional promise. The \$10,000 Award will be presented in November 2021, to coincide with the 107th anniversary of Hedy Lamarr's birth.

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 Ms. Lamarr, the scholarship seeks to encourage and enable highly motivated students to pursue opportunities available to them in entertainment technology, be those pursuits academic or professional. The award winner will receive \$10,000 as they enter their senior year of undergraduate study. While there are no specific restrictions on the use of this monetary award, we hope and expect that the funds will be used to further the winner's study or efforts in their recognized area of excellence.

A sister award, the Hedy Lamar 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 was awarded to Geena Davis, acclaimed actress and Founder and Chair of the Geena Davis Institute on Gender in Media in 2017, Nonny de la Peña, CEO, Emblematic Group, in 2018 and Dean Willow Bay of USC Annenberg School of Communication and Journalism in 2019. Sara DeWitt, Vice President, PBS KIDS Digital, accepted the award in 2020.

To be eligible to receive the Hedy Lamarr Achievement Award, the candidate must be a female student in good standing, in her junior year at an accredited, U.S. based, academic institution. The candidate must be a citizen of the United States and have a minimum 3.0 GPA. The candidate must submit the completed application by February 19, 2021 and provide proof of eligibility or other information as reasonably requested by the DEG and the Judging Panel. The Judging Panel has sole discretion in choosing the Award winner.

I CERTIFY THAT MY RESPONSES ARE TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE.

I understand that false or misleading information in my application or interview may result in the revocation of my candidacy or the award itself.

Signature: _____ Date: _____

JUDGING CRITERIA

The Award seeks to recognize a female college junior who has demonstrated leadership, excellence and innovation in the field of entertainment technology. The DEG has enlisted a Judging Panel comprised of leaders from across the motion picture, television, music, IT and consumer electronics industries to determine the scholarship award winner. Among other factors, the Judging Panel will base their decision on the following criteria:

Innovation: Has the candidate made contributions to the entertainment technology area, either academically or commercially? Has the candidate addressed significant challenges facing the entertainment technology sector? Has the candidate overcome significant obstacles in her academic or development efforts?

Leadership: Has the candidate shown exceptional promise in the field of entertainment technology related subjects (i.e., computer science, media arts, business development, etc.)? Has the candidate demonstrated thought leadership in academic or personal endeavors? Has the candidate demonstrated excellence in leadership, within her institution and/or the entertainment technology industry as a whole?

Excellence: Has the candidate demonstrated personal excellence among her peers, her institution and society as a whole? Has the candidate demonstrated academic excellence, in terms of scholastic record, extracurricular or curricular achievements, and/or contribution to the education or entertainment technology communities?

The Judging Panel has sole discretion in assessing eligibility for the Award and selecting the Award winner.

NOMINATION DEADLINE

The original and one copy of the application package should be submitted in a single mailing to the address below and postmarked on or before February 19, 2021.

DEG: The Digital Entertainment Group

ATTN: Hedy Lamarr Achievement Award Judging Panel

11693 San Vicente Blvd., #116

Los Angeles, CA 90049

DECISION

The top three finalists will be notified mid-May and will participate in a telephone or video interview with members of the Judging Panel.

Following this, the recipient of the Hedy Lamarr Scholarship award will be notified in June 2021.

ABOUT DEG: THE DIGITAL ENTERTAINMENT GROUP

DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries. DEG's current objectives include:

- Connecting content providers, device manufacturers, distribution platforms, retailers and service providers to help develop and drive revenue of DEG member products and services.
- Providing DEG members with leading-edge knowledge and resources about emerging trends and technologies to prepare for further industry growth.
- Supporting and driving marketing initiatives to increase awareness and encourage adoption, by the public and consuming audience, of emerging home entertainment formats and new distribution models.
- Implementing standards and best practices in the digital supply chain and finance/accounting areas to improve internal and external efficiencies for members.

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, Loper 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.