



HEDY LAMARR AWARD FOR
“INNOVATION IN ENTERTAINMENT
TECHNOLOGY”

PRESENTED BY:

DEG: THE DIGITAL ENTERTAINMENT GROUP

THE HEDY LAMARR INNOVATION AWARD

OVERVIEW

DEG: The Digital Entertainment Group is pleased to announce the fifth annual "Hedy Lamarr Award for Innovation in Entertainment Technology," which recognizes female executives in the field of entertainment technology who have made a significant contribution to the industry. The 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 Innovation Award seeks to recognize and commemorate women industry leaders that have made a significant impact in the field of entertainment technology.

Nomination forms must be submitted to DEG by February 19, 2021. The Judging Panel has sole discretion in choosing the Innovation Award winner.

NOMINATION FORM

Nominee's Name: _____

Position/Title: _____

Company/Organization: _____

eMail: _____

Phone: _____

Address: _____

Street Address

Apartment/Unit #

City

State

ZIP Code

Current Industry: _____

Years worked in Industry: _____

Nominator's Name: _____

Position/Title: _____

Company/Organization: _____

eMail: _____

Phone: _____

PLEASE INCLUDE THE FOLLOWING

1. *Biography, Resume or CV of Nominee.*
2. *Brief Summary: How have your/her contributions advanced and impacted entertainment technology in a unique and positive manner or one that drove meaningful change? Please use specific examples.*

JUDGING CRITERIA

The Innovation Award seeks to recognize a female executive who has advanced and impacted the industry in a unique manner that drove meaningful change. To determine the Award Winner, 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 following criteria:

Innovation: Has the candidate identified and addressed a need in the entertainment technology area? Has the candidate overcome significant challenges facing the entertainment technology sector? Has the candidate overcome significant obstacles in her development efforts? Has the candidate demonstrated thought leadership in making her contribution? Was the contribution innovative and unique?

Engagement: Has the candidate's contribution been adopted by her organization? By others? By the entertainment technology industry as a whole? Is there a consumer benefit to the contribution? Are the benefits of her contribution tangible and/or measurable? Is the contribution cost-effective, practical and adoptable? Is it sustainable over the long term?

Excellence: Has the candidate's contribution reflected the highest levels of excellence, both in the development process and the outcome? Does the contribution have a positive impact on entertainment technology? Has the candidate demonstrated excellence in leadership, both within her organization and the entertainment technology industry as a whole?

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

NOMINATION DEADLINE

The Nomination Form 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 Innovation Award Judging Panel

11693 San Vicente Blvd., #116

Los Angeles, CA 90049

Nominations may also be submitted via email to getinfo@degonline.org on or before February 19, 2021.

DECISION

The top finalists will be notified on or about June 2021 and invited to attend DEG's Hedy Lamarr Awards Ceremony in November of 2021. The Innovation Award winner will be announced prior to the ceremony.

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, 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.