HEDY LAMARR AWARD FOR
“INNOVATION IN ENTERTAINMENT TECHNOLOGY”

PRESENTED BY:
DEG: THE DIGITAL ENTERTAINMENT GROUP
OVERVIEW

DEG: The Digital Entertainment Group is pleased to announce the sixth 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 2022, to coincide with the anniversary of 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 Lamarr, the Innovation Award seeks to recognize and commemorate female industry leaders that have made a significant impact in the field of entertainment technology.

Nomination forms must be submitted to DEG by April 1, 2022. The Judging Panel has sole discretion in choosing the Innovation Award winner.
NOMINATION FORM

Nominee's Name: ________________________________________________
Position/Title: _________________________________________________
Company/Organization: __________________________________________
eMail: _________________________________________________________
Phone: _________________________________________________________
Address: _______________________________________________________

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<th>Street Address</th>
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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 email to natalie@degonline.org by end of day Friday, April 1, 2022.

DECISION

The top finalists will be notified on or about May 2022 and invited to attend DEG’s Hedy Lamarr Awards Ceremony in November of 2022. 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.


Please go to [www.degonline.org](http://www.degonline.org) to learn more.