

# EUROPRIX MULTIMEDIA AWARDS 2011

You know **Talented Young  
Professionals?**

Share this and **boost their  
Career!**

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EUROPRIX 2011 [www.europrix.org](http://www.europrix.org)

EUROPRIX  
MULTIMEDIA  
AWARDS

## EUROPRIX Facts & Figures

- Participation: **40** countries in Europe
- Experts partner network: **150** members (national/regional)
- **500** partner Universities & Research Labs
- **80** Media Partners
- **10** Categories + **3** Special Awards
- More than **400** projects registered every year
- **3** days Festival in Graz, UNESCO City of Design
- **350** participants from all over Europe



## Europe's Best in multimedia content & innovative applications

The EUROPRIX Multimedia Awards are Europe's contest for young professionals and students who work on innovative projects in the field of e-contents and design - using whichever multimedia channel or platform. Projects can be submitted in 10 categories and 3 special awards.

## EUROPRIX Jury

The jury members are recruited from the industry and higher training institutions in multimedia. The jurors are nominated by the board of directors of the European Academy of Digital Media & approved by the EUROPRIX convenors. The jury for the general contest meets for 3 days in the beginning of September to evaluate all entries and select the best three projects in each category following strict technical & strategic criteria:

### Technical criteria:

- quality and comprehensiveness of content
- usability: functionality, navigation and orientation
- added value through hypermedia (interactivity)
- attractiveness: aesthetic value
- quality of technical realisation

### Strategic criteria:

- innovation
- creativity

## Boost your Career!

The EUROPRIX winning projects are the best of young multimedia contents and design in Europe. The projects and products are the top selection from all entries to the EUROPRIX Multimedia Awards. They show that the new developments are not isolated, but that from the Baltic to the Mediterranean, from small towns to the European capitals, young media designers have taken charge of the technologies to create new applications and contents that work in the real world.

## EUROPRIX Multimedia Festival: 3 days dedicated to multimedia & creativity in Graz, UNESCO City of Design

10 + 11 + 12 November 2011

**Graz  
UNESCO  
City of  
Design**

The EUROPRIX Multimedia Festival showcases and promotes young professionals and top students and honours them for their outstanding achievements. Over 3 days, this event frames the platform for networking, exchange of ideas, experiences and business contacts between the multimedia newcomers, instructors, the European IT-industry and IT-media editors and journalists.

The EUROPRIX Festival invites all the nominees and all those involved in the field of Multimedia and e-content to Graz in Austria, UNESCO City of Design. The nominees will present their innovative and creative work to the general public as well as to key business representatives.

The EUROPRIX Festival 2011 will take place from November 10<sup>th</sup> – 12<sup>th</sup>, 2011 in Graz, Austria.



# Boost your Career! Be Europe's Best!

## EUROPRIX Multimedia Awards Categories 2011

- > You are a top student or a young professional under 30 (born after 1.1.1981)?
- > You live in the European Union or the EFTA, Albania, Bosnia and Herzegovina, Croatia, FYR Macedonia, Israel, Montenegro, Serbia or Turkey?
- > You are working on an outstanding, innovative and creative project?

Submit your project in the following 10 categories!

### Online / Web Projects

Using the web and Internet for content, especially those showing the potential of broadband experience demonstrating high interactivity, global connection, real-time and up-to-date communication; portals and web applications.

### Mobile Apps & Tablet Content

Using compact, mobile and hand-held devices and communication-intensive platforms focusing on new multimedia solutions, Innovative content & applications.

### Computer Graphics & Experimental Design

Using strong processing power to create explosive visuals, virtual spaces, new cyber worlds or transforming reality with evocative design – including sounds; fully functional experiments.

### Interactive Installations & Multimedia Spaces

Creating new interactive objects and fully digitized environments with high levels of interactivity; futuristic multimedia projects with a strong spatial emphasis.

### Digital Video/TV: Online & Mobile

New video experiences of the fully digitized kind involving the user, online or mobile, long or short, interactive documentaries & multimedia fiction with a strong stories.

### Social Network Apps & Sites

Using social networks incl. Facebook, Twitter et al. for your project and social + business purposes reaching out to hundreds of millions of friends.

### Games: serious, social & on all platforms

Using consoles or PC for fun and entertaining content in individual play or social gaming involving interaction and giving sticky value to the users.

### Content Tools & Web Software

Developing powerful content tools, content management systems and technological innovations, augmented reality, functional projects with high interactivity, done simply but delivering great value.

### Offline Media & Interface Design

Using classic multimedia in strong emotional, expressive and media rich ways; projects showing new ways in interface design.

### Animations

Moving beyond the pencil, creating serial stories and new virtual worlds using digital technologies in innovative ways.

## Enter your project in these 10 categories:

- > Online / Web Projects
- > Mobile Apps & Tablet Content
- > Computer Graphics & Experimental Design
- > Interactive Installations & Multimedia Spaces
- > Digital Video/TV: Online & Mobile
- > Social Network Apps & Sites
- > Games: serious, social & on all platforms
- > Content Tools & Web Software
- > Offline Media & Interface Design
- > Animations



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### Timeline EUROPRIX 2011

- > Kick off April 2011
- > Registration Deadline July 2011
- > EUROPRIX Jury Sept 2011
- > Gala & Festival 10. – 12. Nov 2011

**EUROPRIX is the chance to make contacts which count!**