FIRST YEAR

THE INITIATIVE

This year, the NC Digital Awards, now in their fifth edition, announce the creation of a prize for the most innovative cases in the **Internet of Things** market.

A result of the collaboration between **ADC Group** and **Silicio**, a tv and digital format created by Gabriele di Matteo and broadcast on Sky 512, the "Internet of Things Awards" are addressed to one of today's most *disruptive* sectors, estimated to be globally worth 14 trillion dollars by 2030.

An increasing number of connected products interface with users, hence effectively becoming digital media. Also, IoT technology is increasingly becoming part of the media mix of digital communication.

All projects submitted will be assesed by an influential panel of judges, unbiased experts of the IoT industry.

ADMISSION REQUIREMENTS

The award focuses on international IoT case histories of projects implemented or completed between 15th January 2015 and 20th September 2016.
The award is open to corporations, IT companies, structures that develop technologies for IoT (sensors, algorithms, software), independent developers and startups operating in technological innovation.

Case histories are judged in their entirety in terms of innovation, originality, uniqueness and relevance.

The trophy is awarded to those who have registered the project, during the official awards ceremony to be held in Milan in November 2016.

PRESENTATION OF PROJECTS

Case histories are to be loaded directly online at http://iot.adcgroup.it
Each project must be entered in a category among those provided in the Call for Entries.
Materials uploaded to the website will be evaluated by the Award's Jury.

The project information sheet, available on the website, should be completed in its entirety.
An explanatory video is also requested.
In the absence of a summarising video, a powerpoint/slideshow capable of comprehensively communicating the project must be provided in video format.
Material must be sent no later than October 24th 2016. All material received beyond that date will not be taken into account for the contest.

JURY AND METHOD OF ALLOCATION OF PRIZES

During a phase of online voting, projects enrolled in the following **7 categories** of the competition will be assessed:

Automotive/Mobility Category

Includes IoT case histories developed in the automotive industry, commercial and public transport, car/motorcycle/bike sharing, as well as in the explosive market of delivery. In addition, it concerns all new mobility projects on which both private companies and public institutions are engaged.

Smart Home/Energy Category

Includes IoT case histories from companies engaged in the so-called "home automation", in the areas of security, energy saving, home appliances' management and all other services concerning the home. This also includes appliances and the furniture sector in which IoT platforms are employed.

Retail Category

Includes IoT case histories generated by Mass Market Retailers across all product sectors, from food to cosmetics, from fashion to sportswear as well as products for the house, furnishings and beacon technology. The category also includes new store-shelves consumer experiences and warehouse logistics. Likewise, it incorporates innovative widespread technologies, such as Augmented and Virtual Reality.

Wearable Category

It covers all wearable products (smartwatches, bracelets, sports shoes, sunglasses, visors, VR helmets, swimwear and clothing) connected to the Internet and managed by applications that detect and report information to users. In the same category, IoT projects for driving safety (suits, jackets), devices for monitoring vital functions (like blood glucose level), IoT dispensers for medications and telemedicine are also considered.

Smart Cities Category

Includes IoT case histories dealing with smart cities, which are acquiring a range of services for their people in fields such as health, public and private transport, security, energy management, urban waste, regulation of traffic and parking flows and supply of information to citizens.

Miscellaneous Category

Includes projects, devices and services that are not part of the previous lists. Nevertheless, considered case histories must refer to IoT market products.

(e.g.: insurance and finance, museums and culture, agriculture, manufacturing industry, monitoring of goods, post-sales diagnostics, robotics, etc.).

'START UP' Category

Includes IoT projects for products that are yet to be distributed on the market, but that already have a working prototype and a feasibility plan. The projects must be from:

- B2B Startup
- B2C Startup
- Educational/Non profit Startup

Projects that satisfy the verification of completeness of the loaded material on http://iot.adcgroup.it will be evaluated by the Jury.

The Jury has the right to include, change or add new categories.

Should the Jury find the entries not deserving, it may decide not to award prizes in one or more categories. Likewise, it reserves the right to equally award the prize to more candidates. The Jury's rulings and decisions will be final.

VOTING CRITERIA

All entered projects will be judged on the basis of five criteria of quality and excellence, each of which will have a different impact on the final vote:

Relevance (40% value)
The features offered by the IoT project must provide a tangible improvement in daily life.

Engagment/Audience Experience (15% value)
The ability to attract the user's interest, and keep it alive through a rewarding and engaging experience.

Usability (20% value)
Ease of use and simplified access to IoT functions.

Hardware Innovations (15% value)
The ability to adapt the design/object's design to the IoT world.

Project's Marketing and Communication (10% value)
Means of communicating the features that determine the difference and novelty of the project to the target audience.

PRIZES: THE INTERNET OF THINGS AWARDS

They following prizes will be awarded:

1 IOT BEST AWARD

7 CATEGORY TYPE AWARDS (first placed only)

1 START UP SPECIAL AWARD

PUBLISHER'S AWARDS

REQUESTED INFORMATION AND MATERIAL

To enter a project, register online at www.ncdigitalawards.it, **'Iscriviti IOT AWARDS'** section and fill in the form at http://iot.adcgroup.it

No other submission methods will be accepted.

All materials must be delivered by 20th July 2016, as described on the online technical form.

MANDATORY MATERIAL

1. On-line form duly filled in.
2. Video showcasing the project: 3 minutes max., MP4 - L1920px H1080px (max. 100MB)
3. Logo of the entrant organization company (high resolution - jpg/300 dpi, with a minimum 10 cm base).
4. Logo of the corporate client (high resolution - jpg/300 dpi, with white background, with a minimum 10 cm base).
5. Up to 5 pictures of the project (high resolution - jpg/300 dpi, with white background, with a minimum 10 cm base).

For assistance and information on how to join:

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