

SAMSUNG YOUNG DESIGN AWARD 2008

REGULATION

Competition name	Samsung Young Design Award 2008 - SYDA 2008
Theme	DIGITAL SOLUTIONS for a SUSTAINABLE LIFE Improving the quality of relationships between people and places. <ul style="list-style-type: none">- Pro-Active user- Product-Service system- Health- Social Networks- Product Longevity- Environmental awareness- Energy consciousness
Judging criteria	STUDENT SHOULD: <ul style="list-style-type: none">- Identify a meaningful problem based on the competition theme- Demonstrate clear definition and understanding of this problem- Articulate an appropriate and effective digital solution to this problem SOLUTIONS MUST CONSIDER: <ul style="list-style-type: none">- A 'smaller' environmental footprint- The social impact of the concept- The user experience JUDGING CRITERIA: <ul style="list-style-type: none">- The blend of hardware, UI and service delivery- Innovation, aesthetics, ergonomics- Technical credibility- The quality of visual deliverable and description, clarity of contents
Entry period	1 st Phase from 15 March 2008 to 18 June 2008 00:00 CET 2 nd Phase (selected project) from 14 July to 6 October 2008 00:00 CET
Awards	The Grand Award Jury selection 15000 € in cash

The Jury reserves the right to award the Grand Jury Award solely to project(s) which in the Jury's opinion meet in full the judging criteria .

The Gold Award	5000 € in cash
The Silver Award	3000 € in cash
The Bronze Award	2000 € in cash.

Judges

Stefano Casciani
Michele De Lucchi
Fritz Frenkler
Ezio Manzini
Alberto Meda
Dick Powell
Richard Sapper
Luisa Bocchietto – designer – Presidente ADI
Marco Colasanti – designer – Dipartimento Progettisti ADI.

Entry conditions

The SYDA 2008 is open to young Industrial and Interaction design students who are enrolled with a design course in Italy (university or post university level) at the time of the competition's call for entries.

Participant can work in team for the competition as long as they are going to appoint a team leader.

The appointed team leader can't exclude any component from the team

Award schedule

- 1- All those wishing to participate to SYDA 2008 will be required to register on the dedicated web site and accept the SYDA 2008 terms and regulation. Upon registration, participants will receive the award entry kit.
- 2- After registering, participants will receive a univocal Entry Code – all the submitted work will thereafter be identified solely by the Entry Code; submissions bearing any kind of indications or markings other than the Entry Code will be rejected.
- 3- During the first phase of the competition, participants have to submit their work between 15 March 2008 to 18 June 2008 00:00 CET.
- 4- Entries selected for the second phase will be announced directly to selected students within 14 July 2008.

- 5- Selected participants have to submit their 2nd phase works between 14 July and 6 October 2008 00:00 CET.
- 6- The Winners of the Awards will be announced at the Closing Ceremony event on November 2008.

Entry method

Applicants must submit their entries through the web site : www.samsungyoungdesignaward.com

ENTRY PROCESS:


- 1- Register on line. To register on line you will be required to accept all the competition's regulation and terms, fill in the form. Upon completion of the registration process, you will receive a Registration Number.
- 2- Submit your entry. Each participant (individual or team) can submit max 2 works (the "**Works**"), for each submission you must provide:
 - a. PDF format file with max 4 pages - max size 1 Mb -
 - b. Short description of your project, PDF format file with max 500 words.

Process announcement

- 7- All works validly submitted will be reviewed by the jury after the 1st deadline in the second half of June.
- 8- Selected entries will be announced within 14 July 2008.

IMPORTANT participation terms and conditions

- 1- Entries must be made for Works which are the original works of participants and which have under no circumstances been released, published or disclosed to third parties. By registering, participants warrant to Samsung that the Works submitted by them are original, personal, secret, unregistered/unpatented and do not infringe any third parties' rights.
- 2- Entries for the same Works may not be made in other competitions in addition to SYDA 2008.
- 3- Upon registration, all participants undertake to Samsung Electronics Italia S.p.A. that they will keep strictly confidential and will not publish, assign or disclose the Works to any third parties. In addition they will not transfer or commit to transfer nor will they pledge or anyhow dispose of their Intellectual Property Rights ("**IPRs**") over the Works. These obligations



shall extend to any notes, sketches, reports, renderings, models and whatever else is related to the Works. Likewise, participants undertake that they will not register, patent or file the Works or the IPRs with any competent design, copyright or trademark/patent office anywhere in the world, unless and until the condition set out in article 5 below is fulfilled.

- 4- For the purposes of this regulation, IPRs means all design, trademark, know-how and patent rights, that may be claimed anywhere in the world in connection with the Works. Likewise, the term IPRs hereunder shall be deemed to refer to the copyright (all relevant rights of economic exploitation) that may be claimed anywhere in the world over the Works as well as the trademark rights that may be asserted over the Work's original names.
- 5- Participants acknowledge that Works may be disclosed exclusively by Samsung or at the Closing Ceremony or before then for publicity and public relations purposes related to SYDA 2008.
- 6- Participants whose Works are not selected for Phase 2 shall nevertheless continue to be bound by the obligations set out in article 3 of this section. After the Closing Ceremony the said participants will automatically be released from the above-mentioned obligations.
- 7- Samsung, within 4 weeks of the Closing Ceremony, may request some or all of the Winners to enter with Samsung into an option agreement for the transfer to Samsung of the IPRs (the "**Option**"). The text of the Option agreement, will be submitted by Samsung to the Winners. The text will however incorporate, to the extent they are compatible with the Option's specific subject matter, the terms of the ADI's standard contract. The Option, if granted by the Winners, will provide for Samsung's right to have the ownership of all IPRs over the Works transferred to itself against the payment of a consideration for the transfer of such rights of € 5,000 (the "**Consideration**"). The rights which will be transferred in the event Samsung exercises the Option will be exclusively the rights of economic exploitation over the Works. Such transfer will not affect the moral rights on the Works which Samsung shall in any event recognize to the author(s) of the Works. The Option will allow Samsung a period of time of no more than 12 months of the closing

ceremony for the exercise of the Option right (the “**Option Period**”). The Consideration shall be independent from and additional to the Option Fee and the Consideration.

- 8- Winners accepting to grant Samsung the Option rights will in any event be paid in consideration therefore an upfront Option fee of € 3,000 (the “**Option Fee**”). The Option Fee shall be independent from and additional to the Awards and the Consideration.
- 9- Winners who are not requested by Samsung to enter into the Option within 4 weeks of the Closing Ceremony or who refuse to enter into the Option or in respect of whom Samsung does not exercise its Option rights within the Option Period, will automatically be released from the obligations set out in article 3 of this section.
- 10- In the event the obligations set out in article 1 and 3 of this section are breached by Participants/Winners, Samsung will exclude them from the competition and may claim from them the reimbursement of any amounts of money paid hereunder as a consequence of their participation to SYDA 2008.


Privacy Policy

Samsung shall process the participants' personal data for the purpose of organizing and allowing the participation to the SYDA and for all related communications (such as communications to the winners or communications of option exercise under the "Important participation terms and conditions" section).

Participants' data may also be processed by Samsung for internal records of the company's activity or on public occasions (press conferences, exhibitions, press releases, ecc.) organized for the promotion of SYDA.

The participants' personal data may be transferred by Samsung to other companies of the group based in other Member states of the European Union, who will process the data for the above purposes.

The participants' personal data shall be processed by way of digital and physical means (IT or paper archives) but, in any event, in compliance with the security measures prescribed by the applicable law. Data controller is Samsung Electronics Italia S.p.A., with registered offices in Via Carlo Donat Cattin



n. 5 –20063 Cernusco sul Naviglio (Milano), Within Samsung's organization the participants' personal data shall be processed by Axura S.r.l. appointed by Samsung as Data Processor. for SYDA 2008. Moreover Samsung's employees and managers may have access to the participants' personal data in their capacity as "incaricati" o "responsabili" del trattamento. The personal data may be also processed by third parties to which Samsung has outsourced certain tasks (such as accounting and book-keeping, contact centers)

The participants' shall have the right to exercise their rights under article 7 of Legislative Decree no. 196/2003 and namely: the right to be informed of the existence of their personal data with the company and to their communication in intelligible format; the right to be informed of: a) the origin of the personal data; b) the purpose and modalities of the processing; c) the logic applied in the event of processing effected by way of electronic means; d) the details of data controller and data processor; e) the persons or categories of persons to whom personal data may be communicated or who can come to know personal data in their capacity as Data Processors or Persons in charge of Processing

In addition, the participants in respect of their personal data shall have the right to: obtain the updating/correction, the cancellation, their transformation in anonymous format, the stop of any unlawful processing, written confirmation that the above operations have been communicated to any other person involved in the processing; oppose the processing of their personal data even if made in accordance with their specific purpose, oppose the processing for the communication of promotional material or for the performance of market researches.

All of the above rights may be exercised by sending a notice to Data Controller at the following e-mail address: sei.syda@samsung.com.

Upon registration, all participants agree to the processing of their personal data for organizing and allowing the participation to the SYDA and to all related communications and events. In the event of consent denial, their participation to the SYDA shall not be allowed.