

EISA AWARDS COPYRIGHT RULES

> Rules of copyright and general information about publicity

- 1.) To be eligible for an award, any product must be available for detailed test evaluation, prior to voting, by the magazines in each relevant EISA Panel. The only exception to this rule is for products that are being proposed for Innovation and Design categories. Late-breaking new products are only considered if they have been available for detailed testing before 1 June at the latest, and by no less than five member magazines of the Panel concerned. In addition, winning products must also be on sale to the general public in at least 10 European countries, no later than 10 September, in the year an EISA Award is made.
- 2.) Use of EISA's official Award Titles and Logos is strictly governed by the conditions of EISA's Award Agreement and Copyright Agreement (see details below). To gain permission for the use of Award Titles or Logos of winning product(s), a responsible executive of each winning company must sign both the Award Agreement and Copyright Agreement, and return to EISA HQ by fax and mail within ten days of receipt.

A) Award Agreement

By signing the Award Agreement, each winning company confirms that its awarded product(s) will be on sale to the general public, in at least 10 European countries, no later than 10 September in the year the Award is made. This is a fundamental prerequisite for all products that win an EISA Award. The only exception to this rule is for products sold on a pre-ordered basis, which must have a minimum retail price of 5,000 Euros. In this case, winning products must be delivered to customers within two weeks of being ordered, and at the latest by 24 September in the year the Award is made. If this condition is not met, EISA reserves the right to rescind the Award and print notice of this fact in all EISA Magazines and on the EISA website. In such circumstances, EISA will request officially that any affected company immediately ceases use of the specific Award Title and Logo in any form.

EISA will not present its official Award Trophy and Certificate, or will require return of these items if already presented. Any invoiced or paid Copyright Fees will be forfeit and non-returnable.

Affected companies will be fully liable for any damages suffered by EISA as a consequence of its winning product availability criteria not being fulfilled.

B) Copyright Agreement

- 1.) By signing the Copyright Agreement in favour of Full Copyright, each winning company gains permission to use the

relevant Award Title and/or Logo world-wide, as often as desired during the year of validity, in magazine and newspaper advertising, television commercials, poster-exhibition displays, product packaging and stickers etc. EISA levies a fee for use of its copyright in this way, and any Copyright invoices must be paid within 30 days to the EISA account.

- 2.) By signing the Copyright Agreement only in favour of use in special-interest Photo, Video, Audio, Home Theater and Mobile Electronics magazines, winning companies restrict their use of the relevant Award Titles and/or Logo accordingly, and must not use them in any other form.
- 3.) According to the rules of the Award Agreement and Copyright Agreement, winning companies may only publicise their winning products after 15 August in the year of the Award.
- 4.) Each individual EISA Award is valid until 15 August of the year following its announcement. After this date has passed, companies are obliged to halt all significant promotional activities with a winning product's Award Title, and to cease using the associated Award Logo. The Logo may be used only during the year of the Award period, while the Award Title may be used for a maximum period of 5 years but not in a significant way for the final four years.
- 5.) The Award Title must always be written out in full mentioning the year of the Award, e.g. "European Television of the Year 2002-2003", "European Camera of the Year 2002-2003".
- 6.) Whenever a Title is written out in this way, it must be accompanied by its partnering Logo; but since the Award Title is encapsulated within the Logo, it is permissible to use a specific product's EISA Award logo without also writing out its Award Title. To summarise: an Award Title must always be accompanied by its partnering Logo; but the Logo may be used on its own.
- 7.) The Award Logo and/or Title can only be used to directly promote a winning product, and that product alone. The Logo must be printed at the minimum readable size of 30 mm high. It is strictly forbidden for winning companies to change any typographical or graphical elements within the Award Logo artwork.
- 8.) The winning company is kindly requested to provide its national distributors with a copy of the Award logo and/or any other printed materials, plus the rules governing publicity of the Award.

- 9.) All publicity activity in support of a winning product, including use of the Award logotype etc., is the sole responsibility of the user. EISA accepts no liability for any consequences arising, howsoever caused, nor for the quality of an awarded product.

How do i get in touch with EISA?

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EISA AWARDS INFORMATION

> Who decides upon the EISA Awards?

The EISA Awards are chosen annually by Panels representing nearly 50 prominent Photo, Video, Audio, Home Theater and Mobile Electronics magazines from over 18 European countries. All Panels work separately, but are under contract to the European Imaging & Sound Association.

> How are products nominated for the EISA Awards?

Only one magazine from each Panel may represent each country. Representative special interest magazines in each group make regular, detailed and objective test reports on Photo, Video, Audio, Home Theater and Mobile Electronics equipment. Every year, each member magazine nominates an initial short-list of products to be considered at the Panel's Awards voting sessions, held during EISA's Annual General Meeting (AGM). Prior to submission, every magazine's short-list is approved by each title's Editor-in-Chief. The short-list reflects each magazine's findings during tests, as well as day to day use, and is based upon the results of each magazine's standard test procedures.

The final shortlist of nominated products will be debated in detail, according to EISA's rules, at the organisation's AGM, which is attended by Editors-in-Chief from all member magazines. All nominations are kept strictly confidential.

> What makes a product eligible for nomination?

All products to be awarded - with the exception of those awarded in Innovation and Design categories - must have been available for detailed test evaluation for the magazines in each Panel concerned. Late-breaking new products are only considered if they have been available for detailed testing before 1 June at the latest, and by no less than five member magazines of the Panel concerned.

In addition, winning products must also be on sale to the general public in at least 10 European countries, no later than 10 September, in the year an EISA Award is made. The only exception to this rule is for products sold on a pre-ordered basis, which must have a minimum retail price of 5,000 Euros. In this case, winning products must be delivered to customers within two weeks of being ordered, and at the latest by 24 September in the year the Award is made.

> What marks out the EISA award winning products?

Every year, the EISA Awards applaud the new products that combine the most advanced technology, the most desirable features, the ultimate expression of design, the most satisfying ergonomics and, of course, the greatest value for

money. In short, EISA recognises the features most likely to be appreciated by an enthusiast public seeking high quality and creative facilities.

Due to the ever-changing nature of consumer markets, EISA's Awards Panels reserve the right to update and/or change the Awards selection criteria or Award titles during the selection period.

> When are the winning products announced?

Winning companies will be informed by the Vice-President of EISA as soon as possible after the Annual General Meeting, and no later than 48 hours after the AGM has concluded. The Awards confirmation will take the form of a fax to the President of the winning company, sent to the company's global headquarters and/or European office. In two weeks this will be followed by an official letter and all further information, including an Award Agreement and a Copyright Agreement. National importers will be informed by each country's magazine representative.

> May companies publish their winning products immediately after the Awards?

No. All EISA Awards announcements are solely for internal use of winning companies, and remain under strict embargo (see Rules).

> When will the EISA Awards be presented?

Every year the EISA Awards will be presented during an official ceremony, attended by all Editors-in-Chief of EISA's member magazines, and to which Presidents of all winning companies will be officially invited. The ceremony will be held to coincide with the most convenient world exhibition or show of Photo, Video, Audio, Home Theater and Mobile Electronics products, in August or September of that year (for example, Germany's Funkausstellung in Berlin or Photokina in Cologne). At the Awards ceremony the official representative of every winning company will receive a trophy and Awards certificate.

> When will EISA magazines report the winning products?

Each member magazine will publish the winning products from its own panel's Awards (Photo, Video, or Audio, Home Theater and Mobile Electronics) in its September issues, at a minimum size of a third-page for each award. However, each magazine is free to publish the winning products at a bigger size if desired. All Awards from the other panels will be reported by model name and title only. There will be no grading of other products or identification of an individual magazine's nominations.

How do I get in touch with EISA?

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