

OFFICIAL RULES

PANORAMA - ASIA PACIFIC ANIMATION CHALLENGE 2009

1. **Contest Description.** The **PANORAMA - Asia Pacific Animation Challenge 2009** (“**Contest**”) is a creativity and skill-based contest allowing eligible entrants to compete for the opportunity to have their design selected as the following winners of the Autodesk Education PANORAMA - Asia Pacific Animation Challenge 2009 in one of the (4) categories listed in Paragraph 4 below, and profiled on the Autodesk Website. Entrants will submit their original designs for judging according to the criteria listed in Paragraph 5 below for each of the specific Categories.
2. **General Conditions.** NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE THE CHANCES OF WINNING. The Contest is sponsored by Autodesk, Inc., a Delaware corporation (“**Sponsor**”) and co-organized by Cyberport IncuTrain Centre with support from Hong Kong Cyberport Management Co. Ltd. The Contest is governed by the laws of United States and applicable federal law, without regard to any conflicts of laws principles. The courts of the United States (state and federal) shall have sole jurisdiction of any dispute regarding the Contest, and by entering the Contest you waive any objection to jurisdiction and venue in those courts and submit to the jurisdiction of those courts. If you enter the Contest, you agree to abide by the terms of these Official Rules (the “**Rules**”) and by the decisions of Sponsor and the Judges (as defined below), which shall be made in all cases in the sole and absolute discretion of Sponsor or the Judges, and are final and binding on all matters relating to the Contest. The Contest is also governed by Sponsor’s Privacy Policy at <http://usa.autodesk.com/adsk/servlet/index?siteID=123112&id=786921> (“**Privacy Policy**”), although the Rules will govern any conflict between the Privacy Policy and the Rules.
3. **Eligibility.** This Contest is open to individuals 18 and over or over the age of majority in their jurisdiction or residence, whichever is older, in the Australia, China, Hong Kong, India, Malaysia, Philippines and Singapore. Entrants who are residents of a country, state, province or jurisdiction that (1) prohibits any aspect of this Contest or (2) prohibits unregistered contests or (3) requires the contest sponsor to post a bond, are ineligible. Autodesk expressly disclaims any responsibility or liability for any entrant who enters when it is illegal for them to do so. Autodesk reserves the right to disqualify any participant if Autodesk suspects, in its sole discretion, that participant did not follow these official rules, or if participant’s participation in the Contest or receipt of prize would violate applicable laws of the jurisdiction in which the participant resides. Employees of Autodesk, Inc. (“Sponsor”), their partners, their suppliers and respective advertising and promotional agencies, members of their household, and their immediate family members are not eligible for this Contest. Family members of Judges and those living in the same household are not eligible to enter. Sponsor reserves the right to verify eligibility qualifications of winner. Sponsor will only accept entries that have been completed and submitted as described below. Participants may be required to submit proof of their eligibility. Autodesk reserves the right, in its sole discretion, to determine whether eligibility requirements have been met.
4. **Entry.** The Contest will start on September 1, 2009 at 12:01 a.m. Pacific Standard Time (the “**Start Date**”), and will end on December 16, 2009 at 11:59 p.m. PST (the “**End Date**”). Only 1 entry per Entrant is permitted in each category. In order to enter the Contest, Entrants shall create a design that fits within the category requirements, and abides by the product usage and file submission requirements. Entrants must be a registered member of the Autodesk Student Engineering & Design Community (registration is free for current students with valid email addresses) – by doing so, students are given access to free software downloads for all the products required to enter this contest. Entries must include the name and phone number of the Entrant. Entries are required to be submitted in both hard and soft copies. Mailing addresses for the hard copy submission are listed below for each country. The soft copy submission must be submitted electronically at www.apac-panorama.com (MINISITE) and www.mayan.hk/panorama . Both hard and soft copies must include ALL OF THE REQUESTED FILES LISTED FOR THE SPECIFIC CATEGORY OF ENTRY (details listed below). Entries must be received by the End Date. Upon submission, all entries become the sole property of Sponsor and will not be returned. Sponsor will have no responsibility for, and will have the right to refuse in its sole and absolute discretion, any entries that have been tampered with, or entries that are misdirected, incomplete, non-conforming, corrupt, lost, late, or ineligible, whether due to Internet or e-mail server failure or otherwise. Entries will be accepted in the following categories:

Qualification for entry submission:

- Only animations completed on or after January 1, 2009 will be accepted
- Only animations completed by using Autodesk software will be accepted
- The production team of the animation could not exceed a total of 3 team members. All team members should be currently a student or graduated within the year of 2009.
- All items under the Submission Checklist must be fulfilled in full, or else entry will be disqualified
- Entries must be received on or before Nov. 1, 2009.

Technical requirements for entry submission

- Software required: Autodesk 3ds Max, Maya, Mudbox, XSI or any combination of Autodesk software.
- Video format of the submitted work should be either QuickTime movie (.mov) or Mpeg 4 (.mp4) with H. 264
- Resolution of HD (high definition) quality, 1080p and 720p are preferred but works in SD (standard definition) PAL/NTSC/all region are also accepted
- Submitted work should be no less than 30 seconds in length and 24 frames per second.
- The work must be a computer file submitted in a CD or DVD ROM disc

Promotional use of submitted works

- Upon submission of the animated work and entry form, entrants grant organizing committee the right to use all or part of the entry or related materials for publicity purposes of the PANORAMA - Asia Pacific Animation Challenge 2009 only.

Submission Checklist

Item	Hard copy submission	
Submission method	by mail	<input type="checkbox"/>
Completed animation	on CD or DVD ROM disc(s) fulfilling all of the technical requirements outlined above	<input type="checkbox"/>
A completed submission form	on an A4 printout	<input type="checkbox"/>
Four high quality screen shot images of the animation, including one screenshot with software interface	on an A4 colour printout	<input type="checkbox"/>

- The hard copy submission package should be send to the following address:

Australia:
Steven Murdoch
 Faculty of Design
 Swinburne University of Technology
 PA Building
 144 High Street, Prahran
 Victoria, 3181
 Melbourne, Australia

Hong Kong:
Eddy Hui
 SCOPE
 City University of Hong Kong
 Lower Ground Floor
 Academic Exchange Building
 Tat Chee Avenue
 Kowloon, Hong Kong

China:
Kris Zhou
 Autodesk China
 中國北京市建国门外大街1号国贸大厦2座
 2911-2918 邮编：100004

India:
Sekhar Mukherjee
 Animation & Film division
 National Institute of Design
 Paldi
 Ahmedabad – 380007
 India

Malaysia, Philippines and Singapore:
Wendy Lee
 School of Digital Media & Infocomm
 Technology
 Singapore Polytechnic
 500 Dover Road
 Singapore 139651

5. **Judging.** A qualified panel of judges, consisting of sponsor's representatives, industry representatives and educators will select winners from among all eligible entries received by Nov. 1, 2009. All entries will be judged according to the following Judging Criteria:

Main Category Judging Criteria:

- Creativity / Originality – 20%
- Motion – 30%
- Technical Excellence – 20%
- Overall Design – 30%

Bonus "Best Teamwork" Category: to be voted by the judges during Dec. 11 -14, 2009

Bonus "Best Rookies" Category: to be voted by MEDC

Bonus "Animax Extraordinaire" Category to be voted by Animax

In the event of a tie, the Judges will determine the highest score in the first judging criteria, continuing thereafter to each judging criteria in order, as needed, to break the tie. At the Judges' discretion, entries including unsuitable content or that are in violation of third party rights (including, but not limited to, copyright or trademark rights) will be immediately disqualified. The Judges have the right to disqualify any entry that is not in compliance with these Rules, in the Judges' sole and absolute discretion. All designs submitted by an Entrant must be the original work of that Entrant. If an Entrant submits a design that is not his or her original work, it is a violation of these Rules and may result in disqualification.

6. **Prizes.** One team will be selected from each of the following countries - Australia, China, Hong Kong, India, Malaysia, Philippines and Singapore. The country representative team will be selected by in-country judges. The country representative team from each country will become finalists of the competition and awarded the following:
 1. Free passes to the Asia Pacific Animation Challenge 2009 in Hong Kong
 2. To take part in the Animation Challenge Bootcamp, which is a 4-days boot camp held at The Hong Kong Cyberport from December 11 to 14, 2009. The Animation Challenge Bootcamp is an exciting and challenging 4 days stay at Hong Kong Cyberport. During the Animation Challenge Bootcamp, finalists will have the opportunity to improve their submitted animation and be mentored and taught by experts from the following 4 award winning companies:
 - Lucasfilm - Projects claimed to fame include the "Starwars" and "Back to the Future" series
 - Animal Logic - Projects claimed to fame includes "Happy Feet", "Australia" and "300"
 - Rhythm and Hues – Projects claimed to fame includes "Incredible Hulk", "Land of the Lost", "Night at the Museum"
 - Imagi – Projects claimed to fame includes "Teenage Mutant Ninja Turtles", "Astro Boy"The refined works from each team will be submitted to judges on December 14, 2009 by 10:30am.

Prizes for finalists participating the Animation Challenge Bootcamp are as follows:

- 1st prize winner – USD \$1200 plus Autodesk Maya software and a certificates for every team member, and a trophy for the team
 - 2nd prize winner – USD \$800 plus Autodesk Maya software and a certificates for every team member, and a trophy for the team
 - 3rd prize winner – USD \$500 plus Autodesk Maya software and a certificates for every team member, and a trophy for the team
 - Best Teamwork Award – USD \$500
 - Best Rookie Award – USD \$500 (sponsored by MDEC)
 - Animax Extraordinaire Award – USD \$500 (sponsored by Animax)
7. **Announcement; Award of Prizes.** The Grand Prize winner ("**Winners**") will be announced on December 15, 2009 at www.apac-panorama.com and www.mayan.hk/panorama . Additionally, as a condition to receiving a prize, Winner shall be required to execute an assignment transferring and assigning all of his or her rights, title and interest, including but not limited to any copyrights or trademarks, in the design(s) submitted as an entry to Sponsor. Sponsor is under no obligation to use the winning designs in any media. Winners may be required to sign a Declaration of Eligibility and Release/Indemnity form, to the extent not prohibited by law. If they are required, each Winner must complete those forms and return them to Sponsor prior to receipt of a prize. Prize will be delivered to Winner by mail within 2 weeks of submission of the required forms. Winner must take possession of the prize as directed by Sponsor. Failure to comply with any of the foregoing may result in disqualification and the selection of alternate Winner. Winner will be solely responsible for complying with any and all applicable federal, state, local, or other statutes, regulations, and other laws and for bearing any personal income or other taxes, fees, insurance, surcharges or other costs relating to any prize. Winner may be required to provide Sponsor with the Winner's social security or tax payer identification number for tax purposes.
 8. **Representations.** By entering the Contest, each Entrant represents and warrants that: (a) the Entrant meets all eligibility requirements of the Contest; (b) in entering and participating in the Contest, the Entrant has complied and will comply in all respects with these Rules and all applicable statutes, regulations, and other laws; and (c) the entry consists entirely of the Entrant's own original work.
 9. **Release.** To the maximum extent permitted by law, by entering the Contest, each Entrant releases and holds harmless Sponsor, the prize manufacturers, and any of their related companies and representatives from any and all responsibility or liability (including, without limitation, for any injuries, losses, or damages of any kind, such as compensatory, direct, incidental, consequential, punitive, or other damages) arising out of or relating to: (a) the

Contest; (b) claims based on copyright or trademark infringement, or infringement of other intellectual property rights; (c) the acceptance, possession, receipt, or use of any prize; (d) any entries that have been tampered with or that are misdirected, incomplete, non-conforming, corrupt, lost, late, or ineligible; (e) computer, telephone, cable, satellite, network, hardware, or software malfunctions or failures; garbled or jumbled transmissions; or Internet or website accessibility or delays; (f) printing or typographical errors in any Contest-related materials; or (g) any other technical or human errors occurring in connection with the Contest (the “**Causes**”). Entrants understand and agree that if anyone makes any claim against Sponsor arising out of or relating to any of the Causes, Entrants will pay for any damages, losses, liabilities, costs, penalties, and expenses, including without limitation attorneys’ and experts’ fees and costs, incurred in connection with such claim. THE PRIZE WILL BE GIVEN AWAY BY SPONSOR “AS IS.” SPONSOR DOES NOT MAKE AND EXPRESSLY DISCLAIMS ANY WARRANTY, WHETHER EXPRESS, IMPLIED, OR STATUTORY, REGARDING ANY PRIZE OR PORTION THEREOF, INCLUDING WITHOUT LIMITATION ANY IMPLIED OR STATUTORY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, OR NON-INFRINGEMENT.

10. Termination. Sponsor reserves the right to suspend, modify, or terminate the Contest at any time prior to the End Date for any reason, in its sole and absolute discretion, including without limitation in the event of fraud, abuse, or technical or other difficulties. In such cases, Sponsor will send an e-mail notification to the Autodesk e-mail address associated with each entry. If Sponsor ends the Contest prior to the End Date and Winner has not yet been identified, Sponsor will award the prize to eligible Entrant(s) according to the judging and tie-breaking criteria set forth in Paragraph 5.
11. Advertising. To the maximum extent permitted by law, by entering the Contest, each Entrant consents to the use by Sponsor, or any third party chosen by Sponsor, of any and all information related to the Contest, including any personal information obtained through the Contest, for advertising, marketing or other purposes. All such information becomes the property of Sponsor and will not be returned. To the maximum extent permitted by law, by accepting a prize, Winner consents to the print and online publication of Winner’s name and address as part of a Winners’ List and to the use of Winner’s name, voice, photograph, biographical material, and likeness by Sponsor or any third party chosen by Sponsor, for advertising, marketing, and other purposes without additional compensation. Other than as set forth herein, Sponsor will treat any personal information supplied by Entrants in connection with the Contest in accordance with Sponsor’s Privacy Policy.
12. No Endorsement. Nothing contained herein or in any of the Contest related materials should be construed as an endorsement by Sponsor of the prize manufacturers, or any third party, product, or service.
13. Winner’s List; Mailing List. A list of Winner’s name may be obtained by sending a written request and a self-addressed, stamped envelope to Jenny Wah, Autodesk Asia Pte Ltd, 3 Fusionopolis Way, #10-21, Symbiosis, Singapore 138366. Sponsor’s phone number is 65-9438 0866. Requests for removal from Sponsor’s mailing list may be made by sending a written request and a self-addressed, stamped envelope to “Mailing List” at the above address, or by calling Sponsor’s telephone number.

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