

The Digital Life Competition



**ITU TELECOM
WORLD 2006**
Hong Kong
4-8 December

TELECOM  **M**

Helping the world communicate

The Digital Life Competition

Give Your Imagination and Creativity a Free Rein...

The Competition invites companies to produce a short creative piece (a demo) which reflects the theme of the event "Living the Digital World" and also outlines their vision of the future.

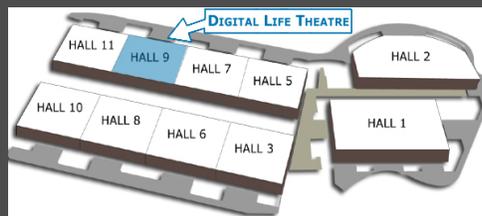
Winning demos will be displayed during the week of ITU TELECOM WORLD 2006 (4-8 December) at prominent locations around the high-profile Digital Life Theatre, a stage dedicated to commercial presentations reflecting the theme of the event: "Living the Digital World".

The area around the Theatre, where competition winners will be displayed, is divided into 4 different stations, each designed to show the impact of digital technologies within our lives:

- at **Home**
- in the **Office**
- within **Media & Entertainment**
- in **Society**

Competition entrants are invited to select one of these stations in which they feel their demo would best be suited.

Your company's creative work and vision could be seen by all our high quality event attendees for the duration of the event!



The Venue



Show us your most Creative Visions of a Digital Future

Consider the impact that innovations such as the Internet have already had on our lives. What kind of impact could they have in the future?

"Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will".
- George Bernard Shaw

For example, new technical advances in "always on" communications have helped us glimpse a world of networked and interconnected devices. Machine-to-machine communications and person-to-computer communications will be extended to things from everyday household objects to sensors monitoring the movement of the Golden Gate Bridge or detecting tremors. Everything from tyres to toothbrushes will fall in the communications range.

These are just some examples of the role ICTs could play in our lives. Now is your opportunity to enter the Digital Life competition and share your visions of the world's ICT future.

The Digital Life Competition

Host of Benefits for Winning Entrants

Participation in the Digital Life Competition Offers:

- ✓ **Gain** a prestigious reputation as an industry visionary in front of a high-level, influential audience at ITU TELECOM WORLD 2006
- ✓ **Position** your company as an industry leader in the selected station
- ✓ **Benefit** from inclusion in event-related promotional materials
- ✓ **Enjoy** a prominent location within the Digital Life Theatre throughout the duration of the event.

Dare to be different! Show us your most creative visions of a digital future!

How to enter

The competition will run until **30 October 2006**. You can register in our web site at www.itu.int/world2006/dlt_competition/index. Once you have registered online, we invite you to send your creative demo (by 30 October 2006) to:

Mr. John Jacobs
Head, Marketing and Business Development Division
ITU TELECOM
International Telecommunication Union
Place des Nations
CH-1211 Geneva 20
Switzerland

Please note that all presentations should correspond to the theme of the Event "**Living the Digital World.**" Each entrant may submit one demo.



The Digital Life Competition

Key Details

Select a “Segment Option” to fit your needs: There will be four individual “segments” outside the theatre, each demonstrating how digital technologies can be used at Home, at the Office, within Media & Entertainment or in Society. Competition entrants are invited to choose one segment in which to display their demo in.

Technical Specifications: Demos must be filmed using high definition video and audio material that reflects digital technology. The length should be maximum 2mn. Demos should be sent to ITU TELECOM in a CD or DVD format. Please take into account that there is a maximum of 50 decibels in the Selected Segment area.

Presentations should echo event theme: The concept of the Digital Life Competition is designed to underscores the theme of the event “Living the Digital World”. Therefore, the Demos should correspond to the theme of the event.

Registration: for the registration form, please register directly in our web site at www.itu.int/world2006/dlt_competition/index.

Deadline: registrations will be possible until **30 October 2006**.

Should you need further information, please do not hesitate to contact us by e-mail at dlt@itu.int, or by telephone at +41 22 730 62 09.



The Digital Life Competition

Annex

Some ideas to start your creative juices flowing...



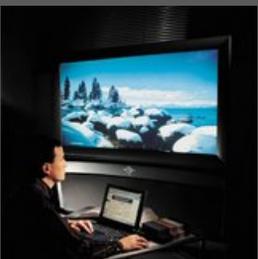
For the **Society** Segment

Within this sector, demos could examine ways of using technology in a more effective way. For instance, as technology improves, the possibility to save lives increases. One example is companies involved in the Medical Sector. New technologies are helping enhance initiatives such as Telemedicine. Or new technologies help effective monitoring of how hurricanes form and when they hit the earth. This information is vital for the Hurricane Season to warn against disaster.



For the **Office** Segment

Digital Technologies can provide a whole range of innovative solutions in the office. Tools such as Tele/Video/Web or other virtual conferences, drawings, diagrams, animation sequences and information storage can help boost a company's productivity. Why not produce a demo outlining your futuristic vision of the office of the 21st century?



For the **Media & Entertainment** Segment

Past, present and future can now be spectacularly re-created using computer-generated animation. Virtual tours can take us to any region of the earth. From digital music production to software, TV/Radio broadcasting and post production, anything can be realised through digital technologies.



For the **Home** Segment

New "ubiquitous" networking technologies will mean that refrigerators will soon be able to exchange information with supermarket shelves, laundry machines with clothing and more, not to mention the prospects for using robot technologies in conjunction with domestic appliances. Blinds could help us conserve energy and help us to select the appropriate level of brightness to suit our environment or even mood. Gates and garage doors could unlock themselves when needed and garden sprinklers could water our lawns when they needed it! The possibilities are endless- show us how you envisage the Home of the future.