



“Schindler’s Virtual World”

Goals of the Competition

The competition aims to popularize environmental awareness driven by strong need for sustainability in business world among university students in Hong Kong and Taiwan. At Schindler we believe that it is crucial for the new generation of Hong Kong to understand the importance of environmental leadership in guiding society to the future.

We ourselves took the lead where we can contribute the most: in the urban world providing it with vertical dynamics through our green lifts and elevators.

We wish to popularize the green atmosphere further through lively, interactive animations that show the green direction we all need to go. Let’s educate the world together through entertainment and emotion.

Schedule

Competition Launch : September, 21st, 2009

Works Submission deadline: November 12th, 2009

Awards recognition : November 23rd, 2009

Sole Organizer and Sponsor: Schindler Lifts HK

Theme

“Schindler’s Virtual World” - Vertical mobility incorporated in a virtual & green urban world.

Animation

Content Requirements

The animation should be a way to introduce the society to the virtual world of green urbanity. We would like you to reach deeply out to the resources of your imagination and make this animation a playground for your vision of a sustainable world you would like to live in. Be smart, be innovative, pick something out and translate it to an animated, visual “message”.

This can be great fun! All students can enter the competition!

2. To be considered in the competition, your animation should address the following aspects:

- High-rise city settings
- Green world/ sustainability issue
- Urban mobility
- City vibe/dynamics
- People/ moving masses
- Elements of vertical movement

3. We encourage you to be creative, and use a novel approach to the theme.

4. The animation should **NOT** contain any words/characters, logos, voice over (VO) etc.

Duration: 30-60 seconds

Animation to be delivered in the following formats:

Adobe Flash format

- Adobe Flash (.SWF). Maximum File Size for .SWF: Please keep your entry under 2MB
- Also **MUST** submit Adobe Flash source file (.FLA)
- Frame Size 900 x 400 pixels
- Frame Rate: 24 frames per second
- Delivered on a data DVD-R

Awards settings:

With this competition we are proud to inaugurate the “Schindler’s Sustainability Scholarship” through which we will express our recognition to those who contribute to making the urban world a better place to live, work and play.

“**Schindler’s Virtual World**” winners will be awarded with:

1st prize: “Schindler’s Sustainability Scholarship” prize of 8.000 HKD and official certificate/trophy.

2nd prize: “Schindler’s Sustainability Scholarship” prize of 5.000 HKD and official certificate/trophy.

3rd prize: “Schindler’s Sustainability Scholarship” prize of 3.000 HKD and official certificate/trophy.

Terms and Conditions:

1. Applications can be created by individuals or groups participating in the competition.
2. Any applicant/author found to have been involved in any form of plagiarism or any copyright infringement issues will be automatically and summarily disqualified. The applicant/author himself will be solely responsible for all relevant disputes. The author / applicant shall hold Jardine Schindler harmless and indemnify it for any and all costs, losses and damages arising from Jardine Schindler’s use or publication of the infringing materials.
3. Entries must be created specifically for the “Schindler’s Virtual World” competition.
4. Entries (in form of your entry together with the raw file and the application form downloaded from our webpage burnt into a DVD in 2 hard copies) must be submitted by mail by the 12th November to the following address:

“Schindler’s Virtual World” competition

Jardine Schindler Group
29/F, Devon House, Taikoo Place
979 King's Road
Quarry Bay, Hong Kong

5. Subject to item 1, the applicant permanently grants Jardine Schindler the copyright and other applicable property rights to all materials submitted in the course of this competition. Jardine Schindler Group will have the absolute and exclusive right to use, edit, modify, enhance, publish and print the submitted materials for commercial and non-commercial purposes, promoting the issue of green vertical transportation, without any obligation to compensate the author therefor.
6. Jardine Schindler Group preserves the right for final interpretation of competition and review.