



ANIMATED COM AWARD 2014

Competition for applied animation in the field of
Advertising // Spatial Communication and Technology

CALL FOR ENTRIES: Special Award

Cooperation with Mercedes-Benz

At the 22nd Stuttgart International Festival of Animated Film 2015 a special award is offered by the Daimler AG for the fourth time in a row within the Animated Com Award that awards outstanding animation on the issue of mobility.

Special award: „Future needs derivation – Mobility in a digital world“

The special award „Future needs derivation – Mobility in a digital world“ is offered by the Daimler AG. All interested national and international filmmakers – students from film and animation schools as well as young companies – are invited to animate mobility 2.0 in creative, personal and innovative ways. The passion for automobile should be visualised and sustainable solutions for individual needs expressed in a playful manner. All techniques ranging from 3D computer animation to 2D cell animation and stop motion are accepted. The maximum length of the films mustn't exceed 5 minutes.

The continuous development in digitalisation changes our world and our daily routine – presenting opportunities for today that had been considered utopia in the past: automated vacuum cleaners or self-learning chess computers, both everyday applications in robotics and artificial intelligence. But digitalisation also has an impact on our mobility: navigation systems calculate the quickest route and mobility concepts determine the most suitable combination of modes of transport to reach a certain destination. Nowadays, even autonomous driving is a tried and tested reality. A system linked by sensors and cameras inside the car detects the surrounding areas and autonomously steers the vehicle through traffic. An active intervention by the driver is not required anymore and through the time gained the driver is able to use it for other activities. And the digitalisation moves on: in the foreseeable future, cars will exchange data to autonomously optimise traffic flow and enable accident-free driving. Mobility 2.0 is heading towards reality.

Rights of use

The jury for this competition features experts and will award two further nominees alongside the award winner (2,500 Euros). The award for the winner and the two nominees is respectively a cash prize of 1,000 Euros. The film applicant agrees that the non-exclusive online rights of use of the submission to the Special Award: “Future needs derivation – Mobility in a digital world” are allocated to the PR and promotional purposes from the term of twelve months from May 10, 2015.

Submission deadline: January 15, 2015.

More information on the entry conditions and prizes can be found in the Animated Com Award regulations. Please read the **regulations** carefully before completing the registration form.

The **award ceremony** will take place at the Mercedes-Benz Museum on May 09, 2015.

Contact for enquiries regarding the Animated Com Award submissions:

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