

MAKE THE WORLD
SOUND BETTER
SEPTEMBER 17th
HAMBURG



Submission Details International Sound Awards 2020

The International Sound Awards (ISA) promote innovative, smart and useful sound projects, products and services that contribute to the motto: Make The World Sound Better!

Being part of the Reeperbahn Festival, Europe's largest club festival and B2B platform for the music and digital industry, the International Sound Awards offer industry professionals a programme that includes sessions, networking events, meetings, showcases, award shows and concerts with international up-and-coming artists.

Entry to the International Sound Awards is open to companies, nonprofit organisations, individuals, universities and students and everyone who helps to make the world sound better.

Key dates

- Submission period: from 4 February to 14 May (extended from 30 April). All submission material must be entered by 14 May 2020.
- Judging: May 2020
- Notification of Better Sound awards: June 2020 via email
- Publication of Better Sound awards in the online gallery: June 2020
- Award ceremony: 17 September 2020 during the Reeperbahn Festival in Hamburg. Revealing of the Winner and Grand Prix projects

Evaluation Procedure

All correctly and timely submitted applications will be presented to the jury. The jury consists of internationally known experts from the categories listed for the award. Overall criteria for the judges are: Smart, innovative and useful sound solutions and concepts, whereas sound is understood in a broad sense. Each project is rated by at least 4 jurors on a scale of 1 to 10 points. The median of the juror's ratings defines the result per project. Starting at 5.5 points, the project receives the Better Sound award. From 7.5 points one can call herself a Winner and from 9 points upwards the project gets the highest award, the Grand Prix. Applicants will receive a written notice on the results. The jury's decision is final.

Fees

Submission fee: 300 Euros

Early Bird: Until 15 March we offer 20% discount on submission fees.

Entries can be submitted in more than one category. For every additional category a fee of 100 Euros will be charged. (Transportation and travelling expenses must be carried by the applicant if, in exceptional cases, a submission must be sent for assessment). Following services are included:

- Examination of the submitted material
- Advice in preparing the material
- Preparing material for the jury

Better Sound Award (regardless of number of categories): 500 Euros

The honouring with a Better Sound Award comprises following services:

- Entry in the online gallery
- Better Sound badge for own communication
- Entry in the Yearbook
- A copy of the Yearbook
- Presentation of the Better Sound certificate at the award ceremony.
- Complimentary tickets for the award show
- Mentioning in communication channels like press releases, newsletters, facebook, twitter, etc.

Winner Award per category: 500 Euros

The honouring with a Winner Award comprises following services:

- Presentation of the Winner ISAbell trophy at the award ceremony.
- Entry in the Winner online gallery
- Winner badge for own communication
- Video interview
- Winner certificate
- Professional winner photo at the award venue
- Mentioning in communication channels like press releases, newsletters, facebook, twitter, etc.

Grand Prix Award per category: 700 Euros

The honouring with a Grand Prix Award comprises following services:

- Presentation of the Grand Prix ISAbell trophy at the award ceremony
- Entry in the Winner online gallery
- Grand Prix badge for own communication
- Video interview
- Grand Prix certificate
- Professional winner photo at the award venue
- Mentioning in communication channels like press releases, newsletters, facebook, twitter, etc.

Discounts

We give discounts on submission and winner fees for nonprofit organizations and mere student projects (only involving students). The submission fee is 100 Euros regardless of categories entered. In case of winning an award, 200 Euros per category will be charged. Fees for nomination are waived.

Optional

Awarded entries get the chance to present their project at the 'ISA2020 Sessions' on 16 September 2020. The Sessions are part of the official Reeperbahn Festival Conference program. Fee for a presentation is 300 Euros.

Payments

All fees are subject to VAT if applicable. Submissions are valid and admitted for judging only after payment has been received. Payments can be made by wire transfer or PayPal, credit cards are not accepted.

General requirements

- Projects must have been put into practice
- Category Research & Development: Studies should be substantially completed. Development should have reached prototype status with proof of concept
- All submissions must be entered online
- Submission material must be in English

Submission material

Compulsory:

- Abstract (350 characters)
- Project description (3,000 characters)
- Detailed information on outset, idea, concept, solution procedure, results:
Why is your project innovative, smart and useful?
What makes it special and why does it deserve an award?
Which problem does your project solve? What does it improve? What is the reason behind it?
How did you solve the problem? How did you reach the goal?
- Credits
- Presentation images

Optional, but highly recommended:

- Case film (max. 120 seconds). The film will be shown to the jury and will be published in the online gallery.
- Award film (max. 30 seconds). The film may be shown at the award show.
- Further supporting material (formats: PDF, MP3, AIFF, WAV, MPEG4, AVI, MOV, PNG, JPEG, TIFF)

Terms and Conditions

Jury

Categories

1. Product

All designs involving digital or acoustic (mechanical) product sound. Audio Soft- and Hardware, Musical Instruments, Functional Sound, Sonic User Interface, 3D-Sound, Game Sound, Auditory Display, Sonification, Augmented (Sound) Reality, Virtual (Sound) Reality.

2. Research & Development

Outstanding scientific work and developments. Studies should be substantially completed. Development should have reached prototype status with proof of concept.

3. Life & Society

3.1 Soundscapes and Ambient Sound

Acoustic concepts and design for public spaces, e.g. exhibitions, museums, airports, train stations, hospitals, shopping malls etc.

3.2 Health

Concepts and solutions to enhance health and well-being.

3.3 Universal Design

Sound design concepts for products, services, buildings and environments that contribute to inclusion and accessibility as well as to the enjoyment of life through aesthetic expression.

3.4 Social & Culture

Intelligent and innovative concepts and solutions that make an important contribution to society and culture.

3.5 Noise Protection

Projects for noise protection and the preservation of silence as well as intelligent and innovative application in products and services.

4. Corporate Communications

4.1 Audio Marketing

Marketing projects that integrate sound in an essential way. In contrast to audio branding, the sound does not have to serve brand-building purposes. The projects should demonstrate the advantage of an intelligent and innovative application of sound.

4.2 Audio Branding

Audio branding cases that show a strategic branding approach and a clear audio branding methodology.

5. Voice and Audio Dialogue

Voice Control, Interactive Voice Response (IVR), Call Management, Text to Speech Systems (TTS), Speech Recognition etc.

6. Services and Sound Start-ups

Innovative sound and music services. Convincing sound and music business models by start-ups.

7. Sound Art

Intelligent and innovative projects that contribute to the mission „Make The World Sound Better!“



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