



# 2006 SelfServiceWorld Outstanding Achievement Awards

## RULES AND INFORMATION

The Self-Service World Outstanding Achievement Awards exist to recognize outstanding achievement in the use of self-service technologies and solutions. The awards focus on end-market applications and are awarded to both the end-market deployer and the supplier of a particular application. Nominations may be made either by the solution's end-market deployer or by its turnkey solution or component provider.

### Entries and payment must be received by Self-Service World magazine by Friday, July 14.

Each category will have a Gold, Silver and Bronze winner. A Platinum Award will be presented to the overall best solution among all categories. The awards will be presented at The Self-Service & Kiosk Show in San Antonio, Texas, Friday, Sept. 29.

The competition comprises three components, explained in detail below. Please read all information carefully and follow all rules.

1. Submitted Materials
2. Readers Choice
3. On-Site Judging

### Categories

Entries may be submitted in the following categories:

- |                           |                         |
|---------------------------|-------------------------|
| 1. Entertainment & Gaming | 5. Public Sector        |
| 2. Financial              | 6. Retail               |
| 3. Foodservice            | 7. Travel & Hospitality |
| 4. Healthcare             | 8. Other*               |

\*This category is open to self-service solutions that do not fit into any of the above industry-specific categories.

### Entry Fee

\$150 per entry, payable to NetWorld Alliance. Payment must accompany entry.

### Rules and Regulations

1. Entered solutions in each category may include kiosks, digital signage, RFID applications, etc. All entered solutions must have been deployed and in service before Jan. 1, 2006.
  2. Entries are unlimited: You may enter multiple machines and/or multiple categories. Entries are \$150 each.
  3. Solutions may be submitted by the deployer or by the supplier. Company names and contact information for both parties are required.
  4. Judges will evaluate all entry documents (*see Judging Component I*) and select three finalists from each category.
  5. *Judging Component II* is decided by readers of Self-Service World magazine. See below.
  6. The three finalists from each category agree to provide a working example of their entries to The Self-Service & Kiosk Show in San Antonio, Texas, Thursday, Sept. 28, for usability testing. (Finalists that do not provide a working example will be rendered ineligible for the remainder of the competition and will receive no award.) Awards are presented Sept. 29.
  7. Judges will perform an onsite evaluation at The Self-Service & Kiosk Show (*see Judging Component III*).
- PLEASE NOTE: Services required (electrical, connectivity) at The Self-Service & Kiosk Show are finalists' responsibility. NetWorld Alliance does not assume financial responsibility for these services.
8. Submissions entered in the 2006 Outstanding Achievement Awards become the property of NetWorld Alliance; no materials, applications or photographs will be returned. Do not send examples of hardware.
  9. Do not compare products against any other product or competing company in this marketplace or abroad. All submissions should be as positive and focused as possible.
  10. NetWorld Alliance reserves the right to move applicants to more appropriate categories upon receipt of entry.
  11. Phone inquiries about the competition will not be accepted. E-mail only to [awards@networldalliance.com](mailto:awards@networldalliance.com).

### Judging: Component I, Submitted Materials

1. Complete the downloadable entry form and mail it with check or credit card information, 4 copies of narrative material and a CD or DVD bearing images to NetWorld Alliance - Outstanding Achievement Awards 2006, 13100 Eastpoint Park Blvd., Louisville, KY 40223. Make checks payable to NetWorld Alliance.
2. Images must be print-quality digital photo files (300-dpi files in .TIFF, .JPG or .PDF format; finish print measurement should be no less than 5" x 7").

3. Entry form and all supporting materials must be received by NetWorld Alliance by 5:30 p.m. EDT, Friday, July 14, 2006.
4. The top three solutions in each category, as determined by a tally of the judges' scores, will be notified on or about Aug. 10.
5. Judges may include a member of the kiosk industry, an end-market expert and an expert on the kiosk industry. Judges will have no ties to NetWorld Alliance or its advertisers.
6. Points will be awarded based on 1 to 10 scale relative to the Required Information:

### Required Information (Narrative material)

1. Solution's name, purpose and date originally deployed.
2. Number of units deployed as of Jan. 1, 2006; scope of deployment (local, regional, national, etc.).
3. Deploying company name and representative contact information AND supplier name and representative contact information.
4. What issue was the solution deployed to address?
5. Briefly describe (in 250 words) the process by which the deployer and the supplier(s) developed the solution.
6. What features of the solution make it ideal to address the issue referenced in No. 4?
7. How effective has the solution been in addressing the issue? Provide concrete examples.
8. ROI:
  - Define the ROI measurement. What was the standard for success?
  - What was the expected ROI? Was it met? What was the length of projected return to break-even and profitability? How long did it actually take?
  - Impact on the deploying organization's overall business, business strategy and business operations? Please provide as much data as possible.
9. What is the future of the deployment/solution? What's next?
10. Industry impact:
  - What was the application's greatest achievement?
  - To what extent is this application ground-breaking? What about it was new or unique?
  - If available, include mainstream or industry media coverage of your application (article clippings, Web links, video [URL or MP4 on CD/DVD]).

Narrative is preferred over outline for responses. 4 copies must be submitted, plus a CD or DVD of 300-dpi photos.

### Judging: Component II, Readers Choice Award

1. In the September/October issue of Self-Service World magazine, the editors will publish up to a quarter page summary of each finalist's solution as well as a photograph.
2. Readers of the magazine will vote online for their choices in each category of finalists. The solution receiving the most votes overall will receive the Readers Choice Award.
3. The top vote-getter in each category will receive 10 points added to their final score; the second-place finisher in each category will receive 7 points, and third in each category will receive 3.
4. The Readers Choice Award will be presented at The Self-Service & Kiosk Show in San Antonio, Texas, Sept. 29.

### Judging: Component III, On-Site Judging

1. On-site judging will occur at The Self-Service & Kiosk Show, Sept. 28, in San Antonio. PLEASE NOTE: By entering this competition, you agree to provide a working example of your entered solution to The Self-Service & Kiosk Show for examination on the date above.
2. Judges will evaluate each submission on a 1 to 10 scale relative to each of the following criteria:
  - a. Ease of use
  - b. Overall quality of materials
  - c. Overall quality of components
  - d. Overall quality of interface
  - e. Overall look and feelNOTE: Nonfunctional machines won't be scored.
3. The points from the previous two components will be added to this component. Finishers will be selected based on those scores and receive the Gold, Silver or Bronze award in the solution's individual category.
4. From the finalists, the judges also will select an overall winner from the competition that will be presented the Platinum Award.