

## Press Release

Salzburg, Austria  
April 1, 2009

EUROPRIX Office  
International Centre for New Media  
Moosstrasse 43a  
A-5020 Salzburg  
office@europrix.org

**EUROPRIX**  
**MULTIMEDIA**  
**A W A R D S**

### EUROPRIX Multimedia Awards: call for entries now open!

**Deadline for the 12<sup>th</sup> EUROPRIX Multimedia Awards is June 30, 2009**

#### **Don't Cry – Create!**

Feeling the Credit Crunch? Tired of paying off that student loan with measly freelance pay-checks? Think you were born for bigger and better things? Help is at hand! The EUROPRIX Multimedia Awards, Europe's biggest competition for young digital-media creators, kicks off on MIPTV in Cannes this week - with the aim of addressing the financial crisis with creativity and innovation. Enter now for your chance to make a big name for yourself! Don't hang about; the deadline for entries is June 30, 2009! Register now and you could be five minutes away from realising that dream!

The EUROPRIX Multimedia Awards give students and young professionals the chance to be promoted and exposed on the European stage. The competition benefits those who want to know exactly how well their university coursework, freelance work or hobby-projects compare internationally.

#### **The categories:**

- **Online / Web Projects**
- **Offline Projects / Interactive DVD**
- **Mobile Applications**
- **Games**
- **Interactive Computer Graphics**
- **Content Tools & Interface Design**
- **Interactive Installations**
- **Interactive TV**
- **Digital Video & Animations**
- **EUROPRIX Special Award for the project with the best business potential**

Prizes will be awarded in each category, with an overall winner. Projects which are well-received by the jury will be awarded a **Quality Seal** in recognition of good work – a certificate which could make a big impression on future employers. In addition, 2009 sees a new, **special award** on the list – for the **project with the most promising business potential**.

**Nominees** will receive a host of benefits, including:

- + An all-expenses-paid trip to the EUROPRIX Multimedia Festival in Graz, Austria
- + Presentation of their project in the EUROPRIX yearbook

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# EUROPRIX MULTIMEDIA AWARDS

- + Unique networking and promotion opportunities throughout Europe
- + Cutting-edge software packages

For only 25 or 50 Euros, depending on your country of origin, your work will be objectively and methodically assessed by a top international jury of multimedia experts. A selection of top academics and students from highly-reputable multimedia departments, top industry journalists, renowned cutting-edge producers and business experts will evaluate the latest trends and fresh content from Europe's exciting young producers.

The industry is looking for bold, creative whiz-kids with commercial awareness; those who can realise an idea and make it happen. Don't miss out and be left wondering if you could have made it!

### **New for 2009: "Crisis Discount"!**

No doubt about it, we're all feeling the squeeze of the financial crisis. But here's the good news: under the slogan, "Don't cry – create!" the EUROPRIX team are offering first time participants a "crisis discount"! That means **no registration fee for newcomers!**

### **This year's countdown to the EUROPRIX Multimedia Festival:**

Register by June 30th at [www.europrix.org](http://www.europrix.org). All entries will be evaluated by an international jury of experts in a four-day session in August.

The EUROPRIX Multimedia Festival will take place in the Austrian culture hot-spot of Graz, in mid-November. Attracting producers, opinion leaders, communication experts and business executives from all over Europe, the festival is the epicentre of the up-and-coming European multimedia scene. "On no other place and in no other context are any comparable fruitful co-operations fixed. The future of the young scene is constructed at and around this festival", concludes Prof. Peter A. Bruck, head of EUROPRIX.

Finalist teams will not be left alone with their success: they will be promoted at road show events throughout Europe, take centre stage of a special exhibition at the Museum of Technology in Vienna, and gain a highly coveted place in the EUROPRIX yearbook.

### **Contact Details**

If you would like any further information, please contact:

EUROPRIX office

Rainer Steindler

Project manager

e: [steindler@icnm.net](mailto:steindler@icnm.net)

t: +43.662.630408

[www.europrix.org](http://www.europrix.org)