

Samsung Create

SAMSUNG CREATE IS A FANTASTIC OPPORTUNITY FOR ASPIRING YOUNG FILMMAKERS AND DIGITAL CONTENT CREATORS TO SHOWCASE THEIR CREATIVITY. WINNERS WILL FEATURE IN A NATIONAL TECHNOLOGY TOUR AND BE REWARDED WITH FANTASTIC PRIZES.

Samsung want you to create 60 seconds of dynamic, high definition content that showcases one of the four pillars of Samsung's LED TV technology: **Picture Quality, Eco Friendliness, Slim Design** and **Connectivity**.

We encourage you to read all about LED technology, and our great LED TV products, at www.samsung.com.au/tv

If you believe you have the skills and creativity to produce digital content as special and revolutionary as our LED TV technology, pre-register at the address below and we will send you the full detailed information pack including technical specifications, details on the technology tour, and the creative brief.

Competition overview:

- Masters will be accepted in high definition digital and tape formats.
- Acceptable tape formats are HDCAM SR and HDCAM
- Acceptable digital formats are 8 and 10 bit uncompressed quicktimes or uncompressed AVIs
- Entries open Friday 4 September and close Friday 25 September 2009
- Existing content / work can be submitted provided it meets the brief
- All entries will be judged by a professional panel appointed by the Australian Film Institute and the winners will be announced at a media launch on Wednesday 7th October 2009 in Sydney

See Terms & Conditions on the following page – please read carefully.

www.samsung.com.au/createled

1ST PRIZE:

\$10,000 CASH AND A 60 SECOND TVC SPOT DURING THE AFI AWARDS ON CHANNEL NINE

2ND PRIZE:

SAMSUNG 46" LED TV VALUED AT \$4499

3RD PRIZE:

SAMSUNG N310 NOTEBOOK AND SAMSUNG ST550 CAMERA VALUED AT \$1398



SAMSUNG LED TV



TERMS & CONDITIONS

Duration of the Program

- 1 The Samsung AV Experiential Campaign (Program) will commence at 9.00am AEST on 4 September 2009 and will close at 11:59pm AEST on 25 September 2009 (Program Period).

Eligibility for Participation

- 1.1 Only persons who are students at participating art schools or universities or film maker groups (Participants) who validly register on the website www.samsung.com.au/created can participate in the Program. Each Participant accepts these terms and conditions and any amendments to these terms and conditions that may be adopted by the Promoter during the course of the Program.
- 1.2 Entry is only open to individuals over the age of 18 (as at 1/9/2009) (Eligible Entrants).
- 1.3 The competition is not open to employees of the Promoter and their immediate families, subcontractors, agencies, suppliers or related corporations associated with the Promoter. Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
- 1.4 If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.

Registration

- 1.5 To register for the Program, a Participant must visit www.samsung.com.au/created (Program Website) and complete and submit the online registration form. After the completion of registration online, if approved by Samsung, the Participant will receive a full information pack which will include all the information required to participate in Program.

Participation in Promotion

- 1.6 To participate in the Promotion following registration, a participant must produce a 60 second film (artistically or digitally) that demonstrates or represents the four pillars of LED technology, namely (i) picture quality, (ii) eco friendliness, (iii) slim design and (iv) connectivity. The Promoter reserves the right to reject any submission that does not meet this requirement.
- 1.7 The film must not include any music or soundtrack and must comply with any technical specifications identified at registration. The film also MUST NOT violate any 3rd party intellectual property rights and must not include any materials owned by another person without their express, written consent.
- 1.8 Participants may submit existing work in their entry to this Promotion provided that it does not violate any third party intellectual property rights.

Winners

- 1.9 At the end of the Program Period, the Promoter will select the finalists and the winners will then be selected by a panel comprised of representatives from the Promoter and Australian Film Institute and academic community. The judging panel will be announced at a special event on 7 October 2009.
- 1.10 The winners will be announced at a special event on 7 October 2009. The Promoter and the judging panel reserves the right to choose the winner at their discretion and judging scores will not be made available.
- 1.11 This is a game of skill and chance plays no part in determining the winner.

Prizes

- 1.12 The prizes are :
First Prize: cash prize of \$10,000 plus exposure on the display
Second Prize: 46" Inch Series 6 LED TV RRP \$4499 plus exposure on the display
Third Prize: N310 Notebook and ST550 Camera RRP \$1398 plus exposure on the display
- 1.13 The Promoter's decision is final and no correspondence will be entered into.
- 1.14 The Promoter will arrange for delivery/distribution of the Prizes to the winners within 28 days of announcing the winners.
- 1.15 The prize values are correct as at 4 September 2009 and the Promoter accepts no responsibility for the variation in prize value over the duration of the program.

- 1.16 In the event that any element of the prize becomes unavailable due to product end of life, component shortages or any other reason, the Promoter reserves the right to substitute that element of the prize pack with a product of equivalent or superior specification and value.
- 1.17 The reward products are non-transferable, non-refundable, cannot be substituted by the winner and are not redeemable for cash.
- 1.18 Any additional costs related to the taking and subsequent use of the prizes including but not limited to installation, re-delivery costs (in the event the initial delivery is unsuccessful), usage costs or other associated costs are the responsibility of the winner.
- 1.19 Normal Samsung warranty conditions will apply to the Samsung products within the prize pack.

General

- 2 All Participants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
 - 2.1 The Promoter will be entitled to edit and censor the content of all entries in the program and each Participant consents to the Promoter using the content of each entry (whether in original or edited form) in any manner it sees fit including in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
 - 2.2 If this Promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law to modify, suspend, terminate or cancel the promotion, as appropriate.
 - 2.3 The Promoter makes no guarantee of the availability of its web services and will not be held responsible for interruption of service that may interfere with the ability to participate in the Program.
 - 2.4 The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and reserves the right to disqualify any participant viewed to be tampering with the entry process or submitting an entry that is not in accordance with the promotion's terms and conditions. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
 - 2.5 Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use of a prize.
- 3 All entrants consent to their personal information being collected and stored for the purposes of administering the competition, including the disclosure of this information to third parties, including, but not limited to the Australian regulatory authorities, as required, and for administering the standard Samsung product warranty. Entry is conditional upon providing this information. In addition, each entrant consents to their details being used by the Promoter for future marketing and publicity purposes, including sending electronic messages or telephoning the entrant. Entrants may contact the Promoter through www.samsung.com.au/created to access or update the personal information that has been provided. All entries become the property of the Promoter.
- 4 The Promoter is Samsung Electronics Australia Pty Ltd, ABN 63 002 915 648 of 8 Parkview Drive Homebush Bay NSW 2127