



2017 ILDA Artistic Awards Guide Ver. 1.0

For entries finished and documented between 1 Jan 2016 and 31 March 2017.
Winners of these Awards will be publicly presented at the ILDA Awards Banquet and Presentation during the 2017 ILDA Conference in Bratislava, Slovakia.

General information.....	3
Purpose and description	3
Deadline: Friday, March 31 2017 by 11:59 pm, your local time	3
Questions	3
Other ILDA Awards: Technical, Career Achievement	3
Presentation of award winners at the ILDA Conference	3
Payments for Award shipping	3
Changes for 2017	4
Entry processing changes	4
Rule changes	4
Planning for 2018	4
Artistic Award Entry categories.....	5
Length of entry: 4 minutes or less	5
Number of entries.....	5
Which category to enter?	5
Show categories.....	5
Other categories.....	7
Category entered later in the year (not on this Entry Form).....	8
How to choose the right category.....	8
Eligibility	9
Entry safety and legality	10
Type C and D shows – safety documentation is required with entry	10
About irradiance	11
Getting documentation for shows with audience or performer laser exposure	11
ILDA has final say over entries	11
For more information	11
Entry formats and details	12
Acceptable video formats	12
Statement of Intent.....	12
Labeling and filenames	13
Some correct and incorrect example filenames	14
Video usage for the Awards and afterwards	14
Special rules and entry formats for the Laser Photography category.....	15
Reproduction rights and photo usage	15
Submit a JPG file with no image manipulation.....	15
Special note about the Live “Laser Jockey” Performance category	16
How to enter	17
2017 ILDA Artistic Awards: Entry Form	18

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Draft 0.1: Clarified Graphics and Nightclub/Disco/Music Festival rules

Draft 0.2: Extensive changes in December, after presentation at November ILDA Conference in Baltimore

Draft 0.3: Some wording and formatting changes to make the safety rules clearer

Draft 0.4: Some wording changes based on notes during the Nov. 2016 Awards Seminar in Baltimore, and on comments about the new safety rules.

Draft 0.5, Jan 3 2017: Minor wording change/clarification to the safety rules page

Version 1.0, Jan 23 2017: Reviewed with no changes; released to Members.

For the latest revisions and rule clarifications (FAQs), check ILDA's website at www.ilda.com/entries2017.php

GENERAL INFORMATION

Purpose and description

The ILDA Artistic Awards recognize creative achievement in laser displays, promote and publicize ILDA and its Members, and establish credibility for the artistic medium of laser light. Since the ILDA Awards were instituted in 1988, there have been over 1000 total winners (Artistic and Technical awards), won by 119 different companies and individuals.



Deadline: Friday, March 31 2017 by 11:59 pm, your local time

All Artistic Award entries must be uploaded as a single compressed “ZIP” file containing all video and photo files (MP4, MOV or JPG formats), the filled-out Entry Spreadsheet file (Excel), and the filled-out Entry Form (DOC or PDF format). Upload this single ZIP file to a file service of your choice such as Dropbox, Google Drive, OneDrive, etc. Email to ILDA with the link where the file can be downloaded.

- The ZIP file contents cannot be changed after uploading. So be sure all forms and files are correct.
- Entries must be UPLOADED before the deadline. ILDA may download the entries after the deadline, but the upload date and time must be before the deadline.
- **NEW FOR 2017: We are no longer allowing entries to be mailed. All entries must be uploaded.**

Questions

If you have any questions about your entries, the entering process, etc. contact ILDA via email at mail@ilda.com or call +1 407-797-7654.

Other ILDA Awards: Technical, Career Achievement

This document is for the ILDA **Artistic** Awards. Information and entry forms for other Awards, including the ILDA Fenning Award for Technical Achievement, and the Career Achievement Award are at the webpage www.ilda.com/entries2017.php.

Presentation of award winners at the ILDA Conference

At the ILDA Conference, we would like to show winning pieces in laser (instead of in video), if this is technically possible. In the past, the categories Graphics, Beams/Atmospherics, Abstract, and Beams and Screen have been an important part of ILDA Awards presentations with the winning entries being shown in laser.

If you should win, we will contact you further to see whether your entry can be shown – in whole or in part – in laser at the Conference.

Payments for Award shipping

The ILDA Award trophies are free to winners. We distribute them at the Awards Presentation held during the ILDA Conference. If you cannot attend the Awards Presentation, there is a charge for mailing the trophies to you. This includes the actual mailing cost plus a small packing/handling charge (it was USD \$10 last year). Usually we sent via an economy service such as U.S. Postal Service International First Class to keep your costs down.

Changes for 2017

These are the changes and clarifications in the rules for this year. Please check back at ILDA's website in case we have added new rules or clarifications since this document was written. **2017 changes are listed in yellow highlighting throughout the document.**

Entry processing changes

- Only Internet entries for 2017 (no mailed entries)
- For each entry, the ILDA Member must have been primarily responsible for the artistic design and operation of the show.
- Shorter Statements of Intent; 600 characters maximum.
- Any entry showing audience or performer exposure or other potential safety concerns must submit documentation about how the entry is safe.
- Clarified that there is no refund of the entry fee even if an entry is disqualified or otherwise is not judged.

Rule changes

- New hierarchy of entries, to determine what category your entry falls in.
- For Graphics entries, clarified that there are to be no visible beams.
- For Nightclub/Disco/Music Festival entries, clarified that performers and bands can be shown but there must be a number of them shown. (For laser shows with a single performer or one band, use the Live Stage Show category instead.)
- For Laser Photography, added that there cannot be logos or other overlays on the photos. Also, clarified that the entrant must have rights to reproduction of the photos and by entering, sub-assigns those rights to ILDA.
- For Multimedia entries, state what you (ILDA Member) did versus what other companies did.
- For Multimedia entries, at least half of the video entered must show lasers.
- For Laser Fine Art, the entrant must describe how the entry meets the description of fine art in the rules.
- Added "cues" to clip art clause; you must list clip art or cues made by others.

Planning for 2018

So that you can plan for next year's Awards competition, the deadline for the 2018 ILDA Awards is tentatively scheduled for Saturday 31 March 2018. This means that entries created and documented between 1 January 2017 and 31 March 2018 will be eligible.

We suggest that you record shows when you have a chance during 2017, to avoid any rush in early 2018.

ARTISTIC AWARD ENTRY CATEGORIES

Almost all of the Artistic Award entries must be submitted as MP4 or MOV format videos. These normally are videos of a laser show; however, it is also OK to use still frames if you wish (such as panning “Ken Burns” documentary effects, or a slideshow-type presentation).

There are two exceptions: 1) entries in the Laser Photography category are submitted as photos in JPG format, and 2) entries in the Laser Jockey category are performed and judged live at the ILDA Conference later this year.

Length of entry: 4 minutes or less

Each video entry must be four minutes or less. If your original laser show is longer than four minutes, edit the video so that you submit only the best four minutes (or less) in the show. You can edit simply by taking your favorite section of the show, or you can put shorter sequences together so that you have a “best of” video.

We want to emphasize that, even though you have up to 4 minutes, ***you do not have to use up all this time.*** Often the overall quality of a show can be demonstrated in much less time. The 4 minutes is intended primarily for shows that build up or tell a complex story – not necessarily for 4 minutes’ worth of slightly different looks.

Number of entries

You may enter as many categories as you like. **For each category, you may submit up to three entries.** The total number of entries (all Artistic categories together) must be 23 or fewer.

Which category to enter?

NEW FOR 2017: To determine which category to enter a show in, go down the list of categories one-by-one, and put your show into **the first category that reasonably fits.**

For example, if you are producing a live stage show of disco music in a planetarium, enter in the Planetarium Show category since that is the earliest (lowest-numbered) category in the list that reasonably fits the show. If instead the show was for a corporate client, then it would be entered in the Corporate Show category which is earlier on the list.

Show categories

1. Corporate Show

A laser show designed to market a company’s brand, product or service; presented to an audience consisting of a company’s employees or customers.

Use this category for any corporate show, even if it might also fall under other categories such as Multimedia or Stage Shows. The reason is so that ILDA can highlight the use of laser shows for corporate meetings and product launches/demonstrations. *The video must depict the actual show as presented on site with an audience – not filmed in a studio or an empty rehearsal hall.*

2. Live TV Show

Footage from a TV production shot live, or live on tape (such as a singing competition, awards presentation or halftime show at a sporting event) where there is only one take with editing done live, there are bright stage or stadium lights, the lasers are one of many lighting and special effects, and the primary audience is the TV viewers. The entry must use footage from the final, broadcast production.

3. Edited Film/TV/Video

Footage from a film, TV show, commercial or music video where different scenes are edited together. Usually the lighting can be controlled to enhance the lasers. This category is also for use of lasers as special effects lighting, for example in science fiction movies or TV commercials.

This does NOT include documentation of shows that would normally fall in other categories, such as a film of a concert or of a multimedia show.

4. Laser Show with Added Effects/Multimedia

This category is for shows that have additional non-laser elements such as lighting, fireworks, video screens, etc. These shows can take place indoors or outdoors. **At least half of the video entry must show lasers being used.**

You must have substantially or primarily produced the laser portion of the entry. (Do not enter shows where you simply rented laser equipment to another person, who then produced the laser portion.)

If you also produced or were responsible for other parts of the show such as lighting, sound, etc. state this in the "Other/Notes" section of the Entry Spreadsheet. This will help judges decide between a Member who "did it all" versus a Member who just furnished lasers.

5. Planetarium Show

A laser show created specifically for presentation at a planetarium (or similar venue where the audience is inside a dome structure). The entry must be recorded in a planetarium (or similar) dome. You can film with an audience, or "after hours" without an audience – your choice.

6. Nightclub/Disco/Music Festival Show

A laser show which has been created for, and performed at, a nightclub, disco or music festival. The show can be of any format, including beams only, mixed beams and graphics, and live laser performances. The video must depict the actual show as presented on site with an audience – not filmed in a studio or an empty rehearsal hall. **This category is NOT for entries that primarily focus on a single performer or one band;** use Live Stage Show for such entries. Any entries submitted to Nightclub/Disco/Music Festival that focus on **a single performer or one band** may be moved to the Live Stage Show category at the judging coordinator's discretion.

7. Live Stage Show

An event such as a theatrical show or a music concert that **features live performers and lasers, performing on a stage in front of an audience.** The event is exclusively or primarily for the in-person audience.

Other media such as lighting and video can be incorporated, but the laser must be significantly featured. The laser part can be pre-programmed or can be performed live; however, there must be some syncing and artistic coordination with the live performers. The entry can be recorded at an actual performance with audience, at a rehearsal, or both (intercut) – your choice.

8. Laser Fine Art

Lasers used in fine art applications. This can include works displayed publicly in galleries and exhibitions, works sold to private collectors, and works that are primarily intended for artistic appreciation or as artistic statements. The lasers may be directly experienced by viewers (e.g., a laser exhibition in a gallery), or the end result may be artistic photos, video or film that include the laser elements.

On the Entry Spreadsheet, the entrant must describe how the entry meets the rules as listed above. In other words, "Why is this Laser Fine Art as stated in the rules, and not any other Awards category?"

The following categories are used by shows that do not fit into the above categories. Often these will be shows that were only recorded in a studio, or otherwise were not widely presented to the public.

For example, if a show was done for a company and was recorded in front of an audience, it would go in Corporate (which requires that the show be recorded in front of an audience). But if the same show is being

entered to showcase the graphics, or the beams, etc. and was recorded in a studio with no audience, then it can be entered in one of the categories below.

9. **Beams and Screen Show**

A laser show that has both **images on a projection screen, and also beams from around or through the screen**. The projection screen images can use any combination of graphics and abstracts.

10. **Graphics Show**

Graphic images projected onto a screen. Must be primarily representational graphics such as drawn animation frames and computer graphics. Only a few brief, occasional beams/atmospherics or abstracts are permitted. **Do not rear project onto a scrim so that beams are seen throughout the entry. Project onto a solid screen or wall surface because this is a graphics category, not a beam category.**

If your original laser show has some sections with substantial beams/atmospherics or abstracts, you must edit these out of the submitted video – the judges must see primarily graphic images.

11. **Abstract Show**

Abstracts and other non-representational images projected onto a screen. Must be primarily abstracts. Only a few brief, occasional beams or graphics are permitted.

If your original laser show has some sections with substantial beams/atmospherics or graphics, you must edit these out of the submitted video – the judges must see primarily abstracts.

12. **Beams/Atmospherics Show for a Single X-Y Scanner Pair**

A single-projector show where the laser is seen in mid-air (not on a screen). Must be primarily beams and/or atmospheric effects. Only a few brief, occasional graphics or abstracts are permitted. If your original laser show has some sections with substantial graphics or abstracts, you must edit these out of the submitted video – the judges must see primarily beams and/or atmospheric effects.

By “single projector” we mean that the only device used is one set of X-Y scanners. If any other bounce mirrors, gratings, scanners, actuators, motors or other devices are used in the show, this must be entered in the next category, for Multiple-Scanner Projectors.

13. **Beams/Atmospherics Show for Multiple-Scanner Projectors**

See rules for the category above, except that **more than one X-Y scanner head or projector can be used to create the beam/atmospheric show**. Also, use this category for shows that use non-scanner devices such as bounce mirrors, gratings, actuators and motors.

Other categories

14. **Innovative Application**

This category is for **novel or unusual laser applications that do not fit into any other category**. Winners in the past have included Theo Dari’s “Laserman” magic act, an underwater laser show viewed from a glass-bottom boat, a raster-only show, drawings done with a UV laser on a phosphor surface, and an interactive laser character that talks to passersby.

15. **Laser Photography**

Submit a photo with laser beams/graphics as the dominant element. The photo must be of a single “click” of the camera. The photo may have darkroom-type improvements in Photoshop, such as cropping and curves. However, photo manipulation such as adding or removing elements is not permitted. (Detailed rules are below, in the section “Special rules and entry formats for the Laser Photography category”.) Also, there must be no added logos, text overlays, copyright notices or other material added to the photo after it was taken.

This category will be judged by Members, online.

Category entered later in the year (not on this Entry Form)

16. Live “Laser Jockey” Performance

Entries in this category **are performed live at the ILDA Conference**. Attendees will view all performances and will judge the entries.

You do NOT have to enter this category now. That’s why it is not listed on the Entry Form. Later in the year, as we get closer to the ILDA Conference, we will send out instructions on how to enter this category. Just so you can get ready, additional information is below, in the section “Special note about the Live ‘Laser Jockey’ Performance category”.

How to choose the right category

Some of your entries might fit into two or more categories. Choose the category you think is most appropriate. Don’t worry too much over this. If the entry coordinator or the judges think your entry is more appropriate for another category, they will move it before judging.

ILDA retains the right to move entries based on its best judgment of the most appropriate category for each entry.

ELIGIBILITY

ILDA Member eligibility: Any company or person that is an ILDA Member in good standing at time of submitting the entry may enter the ILDA Awards. This includes all Membership categories including Student. If a Member is suspended, terminated, or resigns at any time prior to the ILDA Awards Presentation, their entries may be removed from judging and/or awards consideration.

Entry eligibility: Submit entries created between 1 January 2016 and 31 March 2017. Laser shows that were begun earlier than 1 January 2016 may be entered if completed, performed and documented within this time period. We are flexible on these dates; however, all material must be recent and must be new to the judges. **IMPORTANT:** Do NOT enter any shows or materials submitted to the ILDA Awards in previous years.

Entry must be your work: You are on your honor, in accord with the ILDA Code of Ethics, that you (the ILDA Member submitting an entry) substantially or primarily produced the laser portion of the entry.

- You must have had creative and production responsibility. **Do NOT enter a show that was largely created and produced by someone else.** The Awards honor your talent, not someone else's talent such as a subcontractor or a customer of your projector or software.
- You can use pre-programmed elements such as laser clip art **and cues**, as long as you specify the clip art/**cue** source and approximate percentage on the Entry Spreadsheet.
- For Laser Photography entries *only*, it is OK if the lasers shown in the photo are not yours. **However, the photo must be yours (either you took it directly, or you hired the photographer and you have reproduction rights).** This category is not about who made the laser display; instead it is about "the photographer's skill in capturing the excitement and magic of laser displays."

Joint entries: In cases where two or more companies shared the work of creating an entry, one of the companies will submit a single entry listing the two or more companies in the entrant name part of the Entry Form. (For example, "ABC Company and XYZ Inc.") **DO NOT** submit the same material as two separate entries. Explain in the Statement of Intent the responsibilities of each company.

- By "shared work", ILDA means that each company had significant creative and production responsibility for the entry. The responsibility went beyond a subcontractor (for example, someone paid to digitize the graphics) so that it truly was co-created or co-produced by each company.
- At least one of the companies must be an ILDA Member during the eligibility period listed above. Award trophies will only have ILDA Members' names on them, and will only be given to ILDA Members. If you want extra trophies for a non-ILDA partner, for a client, or for employees, these can be purchased separately.

All entries are limited to four minutes' maximum length.

- **If the original laser show is more than four minutes, you must select which part (or parts) of the show to present to the judges.** You may want to select the best segment of the show, or you may want to select various short segments and edit them together. Whatever method you choose, only enter four minutes (or less) of video.
- During judging, if all judges agree that they have "seen enough", they can stop viewing an entry at any time. So be sure to **enter only the most interesting part(s) of your show. You do not have to fill up all four minutes.** **It may be a competitive advantage to have a shorter, more interesting entry.**

Do not submit the same show material in different categories

- It is OK if you want to select different parts of a show and enter them in different categories. For example, you could submit one part of a show in the Graphics category, and a different part in the Abstract category. However, **you CANNOT submit the same show material twice**, in two different categories. All of your video entries must be unique (not repeating the same part of a show).
- For the Laser Photography category, it is acceptable to enter a photograph taken of laser graphics or a laser show that was entered in another category. It is only the *video* entries where you cannot submit the same material twice.

ENTRY SAFETY AND LEGALITY

NEW FOR 2017: We have added a requirement that any entry with actual or potential human exposure to laser light (such as audience scanning or beams close to performers) must submit documentation along with the entry. Therefore, the rest of this section is substantially new for 2017.

The ILDA Awards want only safe and legal entries. **Entries must follow all applicable laser safety laws and regulations, including laws for audience scanning, in the jurisdiction where the show was performed.** And even if there are no laws in the jurisdiction, the entry must be safe¹.

From the ILDA Awards' safety standpoint, there are four types of entries:

Type A: **Entries filmed in a studio, or in a room or area where no audience would be.** These can use any power and can scan anywhere. Since there is no human access during the show, there are no human safety concerns. *No safety documentation is required when entering.*

Type B: **Entries with an audience, but the laser is kept safely away from any human access.** For example, the laser light is at least 3 meters above the floor (or other surface where a person might reasonably be expected to stand) and is at least 2.5 meters laterally from where a person might be able to reach. Also, there must be no other safety concerns such as reflective surfaces in the laser-scanned areas. For such entries, *no safety documentation is required when entering.*

If your entry is Type A or B, you do not need to submit documentation; you can skip the rest of this section.

Type C: **Entries depicting laser light on humans (e.g. an audience or performers), or near to humans** (within the 3 meter/2.5 meter distances discussed above). These shows 1) must be done at safe exposure levels AND 2) must comply with all applicable laws and regulations, AND 3) documentation of the show's safety must be submitted along with the entry.

Type D: **If an entry depicts beams in an area where an audience *might* be, such as an empty tradeshow floor or an empty auditorium,** then the entry still must follow the three rules in paragraph B above. This is because a video of unsafe beams in an audience area gives an impression that the same show could be run with an audience present.

Type C and D shows – safety documentation is required with entry

For Type C and D shows, the required safety documentation must include the irradiance at the point of closest human access, and describe any additional safety procedures or equipment that may have been used (such as instructing a performer to face away from beams, or using dead-man switches). If safety glasses were used, describe how you determined they had sufficient Optical Density for the laser wavelengths and irradiance being used.²

For jurisdictions or venues that require safety assessments, you can submit the same safety documentation that is required by the government or venue. You are welcome to add additional information if you wish.

The more hazardous the lasers in the video appear, the more detailed the information you should provide. This helps prove to ILDA that you were aware of the hazards and how to make the performance safe.

¹ For purposes of the Awards, with visible CW lasers being used, safe human access levels are as follows: For static or slow-moving beams, the measured or calculated irradiance is below the Maximum Permissible Exposure limit for a 1/4 second exposure (e.g., the beam irradiance is less than 2.54 mW/cm²). For continuously-scanned beams, the measured or calculated irradiance is below 10 times the MPE when the beam was static (e.g., the beam irradiance is less than 25.4 mW/cm²) and during the show the "10x MPE" beam was kept moving at all times. It is also OK for special cases where laser irradiance in human-access areas may have exceeded these limits but were otherwise rendered safe due to protective clothing, glasses, goggles, or other procedures and techniques. The protection must be appropriate for the maximum irradiance; for example, the Optical Density of glasses/goggles must reduce exposure below the MPE.

² If a visible, continuous-wave laser beam is safe for eye exposure, it is safe for skin exposure. But if for example a performer is wearing laser safety eyewear while his or her skin is exposed, then you would need to provide the maximum irradiance on the skin so ILDA can determine if this level is below the Maximum Permissible Exposure for skin of 3.1 W/cm².

About irradiance

Irradiance is the amount of laser power in a given area. It is measured in milliwatts per square centimeter (U.S.) or watts per square meter (Europe).³ For example, the Maximum Permissible Exposure limit for human eyes for a 0.25 second exposure of visible, continuous wave laser light is 2.54 mW/cm².

If your show puts laser light on anyone, you must tell ILDA the highest irradiance that a person was exposed to, or could have been exposed to. This is usually the “irradiance at the point of closest human access”, such as the front row next to the stage, if the laser light goes into the front row.

The irradiance can be calculated or measured.

- **Calculated irradiance:** If you know the laser’s power and the divergence, you can calculate the irradiance at a given distance. You may want to use the online calculator at mpe.laserextreme.nl.
- **Measured irradiance:** If you have proper equipment and training, you can measure the irradiance at the point of closest human access. Note that the laser power meter must be sensitive to read the relatively low irradiance which would be put onto a person.

Just to be clear, do not tell ILDA things such as “We used a 20 watt laser at a distance of 20 meters from the crowd.” For one thing, watts is power, not irradiance. (Irradiance would be “watts per square meter” or “milliwatts per square centimeter”.) This does not give ILDA the information we need.

For another thing, if you do not know how to correctly calculate or measure irradiance, you should not be putting laser light into the audience or onto performers in the first place.

Getting documentation for shows with audience or performer laser exposure

In many ILDA Members’ countries, such as the U.S., U.K. and E.U., the government requires a safety assessment of the laser exposure, done prior to the show. Sometimes a venue or insurance company will have a similar requirement even if the government does not.

In these cases, you should already have ILDA’s requested documentation. It is simple to just submit to ILDA the same safety documentation you already submitted to the government or other authority. (As stated before, at a minimum the ILDA submission must list the **irradiance at the point of closest human access**, and must list **any additional safety procedures or equipment** that may have been used.)

If you did not do an adequate assessment and you do not know the information ILDA requires, then do not submit the show for an ILDA Award. It will be disqualified without sufficient documentation.

ILDA has final say over entries

ILDA has the right to remove an entry if, in our sole opinion, 1) the show violates **or appears to violate** safety standards, laws and/or regulations, and/or 2) the show does not have sufficient documentation of safety and legal compliance.

For more information

For more information on audience scanning safety in general, visit ilda.com/audiencescanningsafety.html.

³ This is for continuous wave (CW) lasers. In general, these are the only type that should be used for audience/performer exposure. If you somehow used pulsed lasers, the relevant measurement is *radiant exposure* which is measured in Joules per square centimeter. In such a case, you would need to document your safety measurements and procedures, for ILDA to allow the show to enter the Awards.

For example, ILDA has recently seen a product which claimed to allow safe exposure from a 5 watt laser at 3 meters. The irradiance was within the 0.25 second average power MPE described above. However, the radiant exposure was significantly higher than the single-pulse MPE. The point is that for some lasers and complex effects, you may need to provide detailed safety info showing how you have met *all* laser safety standards, such as for single-pulse and average power eye exposure, skin exposure, etc.

ENTRY FORMATS AND DETAILS

All entries must be submitted as digital video files, except for those in the Laser Photography category.

Acceptable video formats

Submit your entry in the following digital format:

- **QuickTime MP4** (H.264, MPEG-4 Part 10 AVC, MPEG-4 Part 4) **or MOV video files.** Submit as individual files, one video file per entry. *We do not accept any other formats such as AVI or WMV files – only MP4 or MOV files.*
- The video **length must be 4 minutes or less.**
- The video **pixel dimensions must be 1920 x 1080 or smaller.** Do not submit any larger sizes. For ILDA's purposes of judging, showing at the awards, and uploading winners to YouTube, 1280 x 720 is a good compromise between quality and file size.
- The video **file size must be 300 MB or less.** For a 4-minute 1920 x 1080 video at reasonable compression, this is entirely possible. A NTSC or PAL sized video ((720 x 480, 720 x 576) is typically 50 MB or less. If you are over 300 MB, use more compression or resize the video to smaller pixel dimensions.

Submit the highest quality possible: The video should be from high-quality sources. If possible, shoot video specifically for the Awards entry. Any video editing or signal processing must not change the entry's integrity. For example, it is not permitted to superimpose video signals to "manufacture" a multi-scanner show.

No fake lasers or digital enhancements. You cannot use simulated laser displays such as "preview windows". All lasers must be real, coherent light sources and must look approximately as the eye would see them.

Keep entries anonymous: Each video entry should NOT have any added titles, logos, etc. This is done so that entries are as anonymous as possible to the judges.

If the source footage has identifying information, try to edit it out or cover it up in post if possible.

Exceptions can be made; for example, a laser show at a tradeshow stand, in which the point of the show is to display the entrant's company name. Also, the video source may happen to have the entrant's name; for example, a clip from a TV show about the entrant. But do NOT add on any company titles, superimposed logos or other non-essential identifiers.

Statement of Intent

For each entry you are asked to include a brief statement about your intentions when making the show. The Statement of Intent gives a short background about your show and any special features judges might not notice from the video (Example: "We had to hide the laser under the car hood so we used fiber feed.")

When you write the Statement of Intent, do NOT include identifying information. For example, do not include the name of your company, or employee names, or product names

NEW FOR 2017: The Statement of Intent must be 600 characters or less. It should give an insight into what made this show special. Do not put obvious facts such as "We used seven RGB lasers." Do not list specific names such as a software company or a laser manufacturer.

TIPS FOR BETTER VIDEO

Unfortunately, some ILDA Award submissions have poor video and audio quality. Please, to give your entry the best possible chance, use high quality equipment and techniques, and avoid the problems listed below. You may want to work with a videographer in documenting and editing your entries.

Video problems:

- Shaky cameras
- Focus problems, especially when auto-focus has trouble with beams and atmospherics. Double-check that there is no focus hunting in the video.
- Too-light exposures giving a brown or gray background instead of black
- Use of only one camera angle throughout the entire show (for concerts and shows where different audience members can have different perspectives)
- **Distracting elements such as persons walking in front of the laser, unnecessary equipment, or power and status lights. For many categories, it is best if the lasers are seen against a blank black backdrop.**

Audio problems:

- Hearing the camera focusing
- Hearing camera controls being pressed, or the camera being manipulated
- Audio too loud and thus distorted
- Audio too soft and thus unimpressive
- The most common problem is using the camera's built-in microphone instead of a direct feed from the audio system (or instead of replacing the audio later in post-production. Replacing the audio is allowed as long as the audio track accurately represents what the viewer would experience in-person.)

Video flicker can be a problem as well. Laser graphics on videotape often appear to flicker, due to differences in the video and laser frame rates. One suggestion is to use a digital camcorder with variable frame rates; pick the best one for your particular show. Also, a feature called "gain up" can superimpose frames so they do not fade as fast. Old analog cameras may inherently smooth out the flicker due to how the tube captures light.

Improving your video will help not only your ILDA Award entries, but also any other video you produce for clients, prospective customers, etc.

Labeling and filenames

For your video entries, **do NOT add any type of title screen** such as "ILDA Award Entry, Category 4, 'My Lasershow'." Simply send the video without adding any titles.

ILDA manages over 150 video and photo files each year. To help us organize these, and to automate tasks such as stripping out company names for judging, **you must label all video and photo filenames as follows.** The colored text matches the colors in the diagram below.

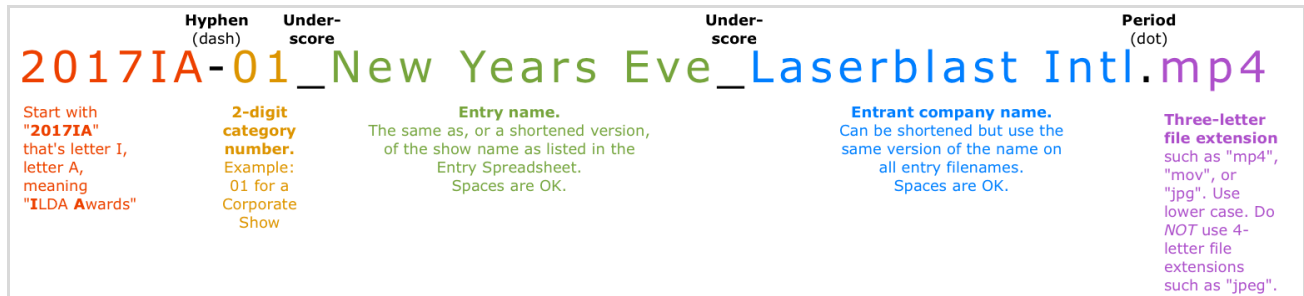
- **Start with "2017IA"** meaning the **2017 ILDA Awards.** (That's a capital "I", capital "A")
- **A hyphen (-)**
- **Two-digit entry category number.** For example, "01" is for a Corporate Show, "05" is for a Planetarium Show, "11" is for an Abstract Show, etc.
- **An underscore (_)**
- **The entry name.** **This should be the same as, or similar to, the show name as listed on the Entry Spreadsheet.** The entry name can be shortened, and abbreviations can be used. Spaces are OK. (For example, if the show name is "Excellent Laser Performance at 2016 Super Bowl", the entry name can be shortened to something like "Excellent Laser Perf 2016".) The show and entry names should alphabetize the same – don't do "Xcelent Laser Perf 2016".
- **Another underscore (_)**

- The **entrant's company name**. This can be shortened as well, for example "MJ Prod" or "Laserblast Intl". The same name format must be used consistently on all entry file names. (For example, don't use "MJ Prod" on some files and "Mike Jones Productions" on other files.)
- A **period/dot** (.)
- A **three-letter file extension**. For example, "mp3", "mov", "jpg" in lower case.

Don't use unusual characters like commas, ampersands or slashes – just letters (caps or lower case), numbers, hyphen, period, underscore and (optional) space.

Some correct and incorrect example filenames

- **Correct:** 2017IA-01_New Years Eve_Laserblast Intl.mp4. **This diagram shows why it is correct:**



- **Correct:** 2017IA-15_Laserstravaganza_MJ Prod.jpg (note: NOT .jpeg which is four letters – the file extension must be three letters)
- **Incorrect:** 2017IA_5-Nightly water show – Mike Jones Productions.avi (incorrect use of the hyphen and underscores, spaces before separators, single-digit for the category number, using a different form of the entrant's name than in other files, wrong file type -- .avi is not permitted)

Video usage for the Awards and afterwards

Video entries will be used for judging the ILDA Awards and presenting the award winners at the ILDA Conference. In addition, ILDA may make a compilation of the award winners. ILDA may also post winning entries online or otherwise present winning entries to Members and the public.

When ILDA posts winning entries online, we will add titles that are visible during the entire video (awards year, winning place and category, name of entry, name of company submitting). We might possibly also add static or moving watermarks, but we cannot guarantee that we will do so.

While ILDA takes the above reasonable precautions, we cannot guarantee against someone misappropriating video content; for example, by taping during the ILDA Awards Presentation or by illegal copying from any compilation collection or YouTube uploads.

Therefore, if you have special concerns about your show's video content being seen or appropriated, simply do not enter that particular show in the ILDA Awards competition.

Special rules and entry formats for the Laser Photography category

The **Laser Photography** category is for still images that capture a laser display. **The photo must be of a single “click” of the camera.** You can make a short exposure, or a long time-exposure, but it must be of one shutter press or “click”. Multiple exposures are not permitted.

NEW FOR 2017: No overlays. Adding any logos, text, copyright notices, etc. onto the picture, after it is taken, is not permitted. Entries with added logos, text, or other overlays will be disqualified.

Submit a JPG file of the image. Include the JPG with the other files that are added to the single ZIP file that you will upload before the deadline.

Laser is primary: Non-laser elements can be in the photo; however, the laser beams or graphics should be the dominant element.

Any company’s display: The photographed laser display can be from you or your company, or the display can be from another company – it does not matter. This category is about the photographer’s skill in capturing the excitement and magic of laser displays.

Give credit to the laser display producer: If you did not produce the laser display, then in the Entry Spreadsheet’s “Credits” section, you must list what company did the laser display, and/or where it was photographed.

Reproduction rights and photo usage

You must have reproduction rights to the submitted photograph. This means you or your employee took the photo, or you hired someone who gave you, in writing, reproduction rights to the photo.

By entering the photograph, you give ILDA the right to use the submitted photograph for Awards and general illustration purposes such as at ILDA’s website or in an ILDA publication. ILDA will give credit to you as photographer in ILDA Awards-related materials, but cannot guarantee that a credit line will always appear when used for general illustration purposes.

Submit a JPG file with no image manipulation

The files entered for the Laser Photography category must be in JPG format. Include these files in the same ZIP file as your video entries.

The JPG file can be from a digital camera (DSLR), **or from a video screenshot if there is sufficient quality and resolution (HD or 4K).** If using film, it can be a scan of the film. Once captured or scanned, you can only do limited Photoshop-type work:

- **You CAN do darkroom-style manipulations:** cropping, curves (brightening, darkening), dodging, burning, saturation adjustments, sharpening, and dust and spot removal.
- **Photo image manipulation is NOT allowed.** You cannot retouch or remove unwanted objects except for fixing dust and spots caused by the camera or scan. You cannot add elements from other photos or artwork. **You cannot add logos, text, copyright notices or other overlays. Do NOT do any photo image manipulation or additions, or else the entry will be disqualified.**

You are on your honor, in accord with the ILDA Code of Ethics, that you have not done digital manipulation. In questionable cases, ILDA may ask to see the original out-of-the-camera file, or may disqualify an entry if manipulation is found or is strongly suspected.

Special note about the Live “Laser Jockey” Performance category

ILDA wants to showcase performers who create laser shows live. To do this, we created the Live “Laser Jockey” Performance category. This is different from the other entries, in the following ways:

- You do NOT have to enter the Laser Jockey category now. That is why this category is NOT listed on the Entry Spreadsheet.
- As the time gets closer for the Conference, we will notify all Members of how to enter this competition.
- To enter and be judged, you must perform a live show at the ILDA Conference. This means you must either register for the Full Conference, or you must buy a ticket to the Lase-Off/Laser Jockey event.
- We will also notify Members about what equipment will be available at the Conference. If you need additional equipment, you must arrange for it to be at the Conference.
- Entries in this category will be judged by persons attending the Laser Jockey event at the Conference.
- This contest is for Members only.
- Additional information about the rules and format is online at www.ilda.com/awards_laser-jockey.htm

HOW TO ENTER

Fill out the Entry Form, and include it in the ZIP file uploaded to ILDA: At the end of this document is the Entry Form. Fill it out by typing into the Word document, or by printing a blank Entry Form, writing on it, and then scanning it into a PDF document. Include the filled-out Word or PDF document as part of the single zipped file that you will be uploading.

Fill out the Entry Spreadsheet, and include it in the ZIP file uploaded to ILDA: There is an Entry Spreadsheet available online at the ILDA Award Entry webpage at www.ilda.com/entries2017.php. Load this into Microsoft Excel and fill it out with the details of each entry. Save the Entry Spreadsheet as an Excel format file (.XLS). Include the filled-out Excel file as part of the single zipped file that you will be uploading.

The image shows a screenshot of a complex spreadsheet titled "ILDAR 2017 ILLDA AWARDS ENTRY SHEET". The spreadsheet has multiple columns and rows, with a central text overlay that reads: "Be sure to fill out the Entry Spreadsheet, available online". The spreadsheet is divided into sections for different award categories, including "ARTISTIC AWARDS", "TECHNICAL AWARDS", and "SPECIAL AWARDS".

Entry fee: The first five entries are free. There is a USD \$29 fee for each entry from #6 through #10. There is a USD \$49 fee for each entry from #11 through #23. You cannot enter more than 23 entries. See the Entry Form for payment details.

Number of entries per category: You may submit up to three (3) entries in any given category. For example, in the Graphics Show category, you can submit up to three entries; you can then submit another three entries in the Abstract Show category.

Maximum number of Artistic entries: The total number of Artistic entries is limited to 23. This is just over half of the total Artistic entries that are possible (15 main categories times 3 entries maximum per category). Each entry should be unique – do not submit the same video footage in different categories.

Final check and mailing instructions: See the next page (the Entry Form) for instructions on double-checking that your entries meet the rules, for the deadline date, and for the mailing address where entries are to be sent.

NEW FOR 2017: No refunds. There is no refund of the entry fee, even if an entry is disqualified or otherwise is not judged. This is because of the work it takes to process and review entries.

2017 ILDA ARTISTIC AWARDS: ENTRY FORM

Fill out this Entry Form. Include the filled-in Entry Form as a Word or PDF document with the other files.

- To avoid possible disqualification, **please double-check your entries against the rules.** Some serious problems to avoid: *Entering past deadline. Company name superimposed in titles or said in audio. Incomplete entry forms. No cue sheet. Entries over the four-minute limit. Significant use of uncredited clip art or cues made by others.*
 - Entries will be sent as a single file. Use a compression program to put all files (videos, pictures, Entry Form, Entry Spreadsheet) into one zipped file. Upload it to a file-sharing service such as Dropbox, Google Drive, OneDrive, etc.
 - After uploading, email to ILDA the link where we can download your file. The file upload and email to ILDA must be done before the entry deadline. ILDA's address is: *mail@ilda.com*.

ILDA Member name Company, institution or individual name

Address

Contact person

Phone

Fax

E-mail

Number of Artistic Award entries in each category (maximum of three entries per category, and no more than 23 total entries)

_____ 01 Corporate Show

_____ 09 Beams and Screen Show

_____ 02 Live TV Show

_____ 10 Graphics Show

_____ 03 Edited Film/TV/Video

_____ 11 Abstract Show

_____ 04 Laser Show with Added Effects/Multimedia

_____ 12 Beams/Atmospherics – Single Scanner Pair

_____ 05 Planetarium Show

_____ 13 Beams/Atmospherics – Multiple Scanners

_____ 06 Nightclub/Disco/Music Festival Show

_____ 14 Innovative Application

_____ 07 Live Stage Show

_____ 15 Laser Photography

_____ 08 Laser Fine Art

_____ **Total number of Artistic Award entries**

Entry Fee

The first five Artistic Award entries are free. You must pay \$29 each for entries #6 through #10, and \$49 each for entries #11 through #23. You cannot enter more than 23 entries. Note that entry fees help defray the cost of judging and of award trophies; **there are no refunds.** This table shows the number of entries and the total amount owed for those entries:

1-5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Free	\$29	\$58	\$87	\$116	\$145	\$194	\$243	\$292	\$341	\$390	\$439	\$488	\$537	\$586	\$635	\$684	\$733	\$782

\$ _____ Amount owed (if more than 5 entries). If you must pay, indicate method below:

Check or money order made out to ILDA, and drawn on a US bank or using an international money order.

Credit Card: Visa MasterCard American Express Discover

Card number: _____ Expiration date : ____/____ Security code : _____

Name on card: _____ Signature: _____

Billing address: _____

Entry checklist

Check the boxes below, to indicate that you have all materials and that your entries follow the rules. The checklist on this form must be filled out accurately. It helps ensure that your entry will not be disqualified.

I am submitting these entries before the deadline.

All entries must be postmarked, given to a delivery service, or uploaded by the deadline day listed on page 1. We do not accept late entries, except in extraordinary cases such as unforeseen severe weather or accidents. "We got really busy" or "a show booked at the last minute" are NOT acceptable reasons for late entries. If you have any deadline problems, contact us BEFORE the deadline.

My entries were performed and documented between 1 January 2015 and 31 March 2017, and have not been entered in any previous ILDA Awards.

See the section on Entry Eligibility on page 8. If you have any questions whether your entry was done between the qualification dates, please contact ILDA in advance of the deadline.

I am submitting the following materials as a single zipped file uploaded to an online location where ILDA can download the entry. I will email ILDA with the link, after uploading the file.

- This **Entry Form** that has my address and contact information. It also has payment information if I send in more than five (5) entries.
- The following files:
 - An **Entry Spreadsheet** in Excel format (.XLS) that lists your entries. The spreadsheet is available from www.ilda.com/entries2017.php. This must be filled out completely.
 - All my **video entries**, which must be in MP4 or MOV format. Each MP4 or MOV file must be 300 MB or less. *Review the Entry Formats section for details*
 - (If entering Laser Photography) **JPG files of my Laser Photography entries**. *Review the Laser Photography section for details.*

All my entries are legal

I hereby certify that all my entries are legal. If video-recorded in front of an audience, my entries meet all applicable laser safety laws and regulations -- including laws for audience scanning -- in the jurisdiction where the show was performed. (Note: If video-recorded in a studio with no audience, beams of any power can be used and they can scan anywhere.)

All my entries are safe

I hereby certify that, regardless of any laws or regulations, all my entries are safe. They did not expose unprotected audience members or performers to potentially hazardous light levels. Safe human access levels are considered to be as follows: For static or slow-moving beams, the measured or calculated irradiance is below the Maximum Permissible Exposure limit for a 1/4 second exposure (e.g., the beam irradiance is less than 2.54 mW/cm²). For continuously-scanned beams, the measured or calculated irradiance is below 10 times the MPE when the beam was static (e.g., the beam irradiance is less than 25.4 mW/cm²) and during the show the "10x MPE" beam was kept moving at all times. It is also OK for special cases where laser irradiance levels in human-access areas may have exceeded these limits but were otherwise rendered safe due to protective clothing, glasses, goggles, or other procedures and techniques.

I have provided documentation of any shows with audience or performer exposures

For "Type C and D" shows as described on page 10, I have submitted documentation including the irradiance at the point of closest human access, and any additional safety procedures or equipment that may have been used. *Note: You are welcome to add additional information if you wish. The more hazardous the lasers in the video appear, the more detailed the information you should provide. This helps prove to ILDA that you were aware of the hazards and how to make the performance safe.*

I understand that ILDA may remove unsafe entries

I understand that ILDA reserves the right to remove or disqualify an entry if, in ILDA's sole opinion, 1) the show violates **or appears to violate** safety standards, laws and/or regulations; and/or 2) the show does not have sufficient documentation of safety and legal compliance.