VR NOW Awards

VR NOW Awards 2019: Details & Eligibility

IMPORTANT: In order to complete your application, please make sure to submit all details of your project by Sunday, September 15th 2019.

Fill out this Form for submitting the details: http://bit.ly/submit_VRNOW2019
Please pay the submission fee once for each category you want to apply to, before submitting your project: https://awardfee2019.eventbrite.de

Thank you!

The VR NOW Awards

The VR NOW Awards honor and highlight the greatest achievements in VR, AR, MR and 360° video. Participants can submit to four different categories, while all nominees compete for the Grand Prize.

This years VR NOW Awards will be held as part of the MediaTech Hub Conference at Potsdam, Germany on November 19th, 2019.
The VR NOW Awards run yearly since 2016 and are Europe's first awards dedicated to Virtual Reality projects.

The VR NOW Awards 2019 are curated and organized by Booster Space on behalf of Virtual Reality e.V. Berlin-Brandenburg (VRBB).

Prizes

Nominees will receive 2 free MediaTech Hub Conference tickets and access to the award show. Each of the nominees will also receive the possibility to show their project during the event and a mention in the pre-event press release.

Each of the award winners will receive a famous VR-Winkebär trophy, a 1-year VRBB-association membership and a mention in the post-event press release, in addition to the honor that goes with winning a VR NOW Award.

Award Categories

Following the program structure of the MediaTech Hub Conference, the VR NOW awards are organized by two main pillars: Applied (industry) VR and Entertainment VR.

Three projects will be nominated for each of the following categories:

Learning Solution:

Seeks to recognize outstanding projects that offer high quality training simulations and bear great educational value. This might include visualizations, cinematic experiences, games and more. Projects evaluated for this category should focus on effective and efficient teaching, educating or practice and training solutions.

Why recognize Outstanding Learning Solutions? The value and the possibilities of immersive learning is immense: Projects can be entertaining (a.k.a "edutainment"), laid out for school kids or also consist of high level professional training simulations.

Visualization:

Highlights innovative and functional business-to-business and marketing projects, visualizations, applications and solutions.
Visualizing is about making something visible to the eye. So a XR Visualization can refer to Data Visualization (a.k.a DataViz), but most of all to tools made for simulating and demonstrating, such as in marketing and sales visualizations.
A business-to-consumer project or otherwise, is still eligible if the focus is on it's functionality and visual representation as a tool, rather than entertainment.

Why highlight Outstanding Visualization? XR offers the possibility of making abstract ideas, large numbers, information sets or even calculations more visible and understandable. The value in marketing and sales can't be underestimated! If there are applications and solutions that help simplify large ideas into more tangible representations that can be looked at, that is a good reason for an award.

Cinematic Experience:

Acknowledges outstanding non-interactive 360° videos and XR animations. 270° or 180° videos are also eligible for this category.

This category includes computer generated XR as well as 360° videos and hybrids forms, with entries being movies, shorts or documentaries shot with panoramic video camera systems, volumetric camera systems or alternative methods. Animations (Video VR or CG VR) consist of a computer-generated virtual reality, that is often generated through a gaming engine. This computer-generated virtual reality differs from games or simulations, by not allowing meaningful actions. (e.g. walking or accessing a menu are not meaningful actions).

Why acknowledge Outstanding Cinematic Experiences? By telling stories and displaying outstanding visual content through XR, the medium of cinematic experiences is challenged to grow and develop.

Interactive Experience:

Celebrates outstanding immersive experiences that use the full range of possibilities and designed choices, allowing meaningful actions in virtual worlds. By definition any interactive experience qualifies in which users can interact and influence a virtual world, thus having an influence in what happens after that. Interactives Experiences are not necessarily limited to games, but in the case of this award, focussed on the entertainment value.

Why celebrate outstanding immersive experiences? Playing, exploring and challenging the possibilities is what makes play and interactivity so significant. Through the technological advances of XR, interactive experience was incentivated to grow and evolve in design.

VR NOW Grand Prize:

All the nominated projects in the above categories will compete for the VR NOW Grand Prize. The VR NOW Grand Prize honors the best of the best, being awarded based on overall quality, innovation, impact, environmental responsibility and relevance.

Previous VR NOW Award winners include:

Volucap (Volucap), B. Braun Aesculap Spine VR (NUMENA Virtual Reality Architects), Escape the Lost Pyramid (Ubisoft Blue Byte), Vestige (NSC Creative), Foren Method (The Vrain), HolodeckVR (HolodeckVR), LISIM – Simulator für Turmdrehkrane (Stoll von Gáti GmbH), HUXLEY (EXIT VR), The Climb (Crytek), Immersive Deck (Illusion Walk KG), HERE Next Generation Automotive Services (HERE), Accounting (Crows Crows Crows).

Eligibility

Any XR project is eligible as long as it has not been exhibited or released to the public before January 2018. Submission must be compatible with one or more of the following platforms: Daydream, Gear VR, HTC Vive (consumer version), Microsoft HoloLens, Oculus Go, Oculus Rift (consumer version), Oculus Quest, PlayStation VR.
Projects not compatible with any of these platforms can still be submitted, as long as the applicant provides the jury an opportunity to evaluate the in Berlin, Germany.
Projects can be submitted to more than one category, but award management and jury reserve the right to consider a project unfitting by category description.
Even though called VR NOW Awards, any Virtual, Augmented or Mixed Reality project is eligible. XR is used as a placeholder indicating that there are no restrictions in this matter.

Application Fees

Early Bird fee (ends August 15, 2019): 35 EUR + Eventbrite/VAT
Regular fee (ends September 15, 2019): 50 EUR + Eventbrite/VAT

Please note: Submitting a project for the VR NOW Awards and paying the application fee on

Eventbrite does not give you access to the award show. Only VR NOW Award nominees and MTHC ticket holders will get a complimentary ticket.

Once the application fee has been paid on Eventbrite, please submit your project details here!

Jury and Selection Process

Submitted projects are reviewed in two rounds by an independent jury of renowned creators, founders, curators, journalists, investors and other representatives from the XR, tech and media industry.

During the first round the jury will nominate 3 projects in each of the following categories: Learning Solution, Visualization, Cinematic Experience and Interactive Experience. A separate jury group will then decide on winners in each category and select the winner of the Grand Prize. All the nominated projects in the above categories will compete for the VR NOW Grand Prize.

Past Jury Members include:

Frank Zahn (CEO at Exozet), Stephan Schindler (Chairman at Virtual Reality e.V. Berlin Brandenburg), Sönke Kirchhof (CEO at INVR.SPACE), Nicole Laux (Marketing Manager, Schenker Technologies), Kimo Quaintance (Founder at IQ Gemini), Rebecca Liu (Founder & CEO at VRCORE), Ina Göring (Manager Funding, game - Verband der deutschen Games-Branche e.V.), Rangeen Katharina Horami (Arts and Media Manager and certified Design Thinking Coach & Head of Knowledge Exchange at Film University Babelsberg), Chong Wang (Artistic Director at Théâtre du Rêve Expérimental), Laura Jeffords Greenberg (Senior Legal Counsel at Unity Technologies) & many others.

Got Questions?

If you have any issues or questions, please get in touch with **vrnowcon@booster-space.com**

Once the application fee has been paid on Eventbrite, please submit your project details here!

Please note: Timeline and eligible platforms are subject to change.

Good Luck!

Host: Virtual Reality e.V. Berlin-Brandenburg

Organized by: Booster Space

In cooperation with: MediaTech Hub Management Potsdam

The Award Show is part of: MediaTech Hub Conference

The VR NOW Awards are funded by: Medienboard Berlin-Brandenburg

VR NOW Official Website: www.vrnowcon.io

VR NOW Email: vrnowcon@booster-space.com