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HERMES  
AWARD  
2009

HERMES AWARD –  
International Technology Prize of  
HANNOVER MESSE

#### Your team in Hannover

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AWARD FOR INNOVATIONS

# HERMES AWARD

International Technology Prize of  
HANNOVER MESSE

GET NEW TECHNOLOGY FIRST · 20–24 April 2009



[www.hannovermesse.com](http://www.hannovermesse.com)

# The one and only 2009 HERMES AWARD



Technology is in demand as never before. This is especially true of innovative technology that drives the market forward and sets new trends. That's why the 6<sup>th</sup> International HERMES AWARD is being staged once again in 2009 – to celebrate pioneering technology at HANNOVER MESSE.

Endowed with prize money of € 100,000, the HERMES AWARD is not only the most lucrative technology prize worldwide, it also affords a prestigious platform for inventions and innovations. It is an ideal place for award-winners and nominees to launch out into international markets. As the world's most important technology event, HANNOVER MESSE is the central showcase for every conceivable solution across the entire production chain. The line-up of 14 leading international fairs ensures exceptional media coverage and valuable opportunities to meet top decision-makers from industry, research and government.

As in previous years, the presentation of the HERMES AWARD will be a highlight of the official opening ceremony for HANNOVER MESSE 2009. This year's prize-winners will be announced on 19 April 2009 in the presence of the Award patron, Federal Minister for Education and Research Annette Schavan, and German Chancellor Angela Merkel. And you can be there too – to witness the moment when the envelope is opened to reveal the winners of this year's award.

I am already looking forward to seeing your cutting-edge innovations and I welcome your participation in the competition for the 2009 HERMES AWARD.

Good luck!

Dr. Wolfram v. Fritsch  
Chairman of the Board  
Deutsche Messe



Participation in the 2009 HERMES AWARD will draw worldwide attention to your innovative technology and make your company a focus of interest to top international decision-makers from industry, business, research and government.

#### The coveted international prize:

- For outstanding technical innovations which have already been tested in industrial practice
- Open exclusively to all the exhibitors at HANNOVER MESSE 2009

#### The HERMES AWARD is your opportunity to:

- Win prize money amounting to € 100,000
- Establish contact with decision-makers in business and politics
- Generate worldwide attention and media coverage
- Attract additional publicity at "techtransfer – Gateway2Innovations", where the nominated and prize-winning innovations will be on display
- Make a personal appearance at the award ceremony during the opening ceremony of HANNOVER MESSE 2009

Submit your entry for the 2009 HERMES AWARD today:

[www.hermesaward.com](http://www.hermesaward.com)  
[hermesaward@messe.de](mailto:hermesaward@messe.de)

The closing date for entries is 18 February 2009



# Being there means a lot – winning is everything

Simply being nominated for the HERMES AWARD is a tremendous honour and generates a lot of welcome publicity. But of course the crowning achievement is to carry off the prize. The rewards to the lucky recipient are threefold: firstly, the winning company is the focus of media attention; secondly, increased interest from international investors; and last but not least, the prize of € 100,000.



**“Technologies need publicity to achieve an early market breakthrough”**  
Dr. Carsten Bühner, Director of Zenergy Power GmbH

Receiving the HERMES AWARD at HANNOVER MESSE earned Zenergy Power an enormous amount of publicity. As the winner of the 2008 HERMES AWARD, Zenergy Power was able to establish much wider contacts with industry, energy companies, government and the media. The HERMES AWARD proved to be highly effective in driving sales of the company’s superconducting technology, which delivers efficiency gains for the energy industry, increased industrial productivity and effective climate protection.



Winner 2008

**“The HERMES AWARD generated a great deal of interest in ProteXXion”**  
Achim Noack, Managing Director of Bayer Technology Services GmbH

In 2007 the winner of the HERMES AWARD was the ProteXXion identification technology. This innovative process, jointly developed by Bayer Technology Services GmbH and Ingenia Technology Ltd., makes it possible to detect product forgeries with the aid of “Laser Surface Authentication (LSA)” – without the need for additional certification. The jury’s decision in favour of ProteXXion was based on the innovative combination of processes taken from laser technology, information technology and nanotechnology.



Winner 2007

**“As a prize-winner we profited from a massive surge in demand at HANNOVER MESSE”**

Dr. Michael Burmeister, Managing Director of HARTING Mitronics AG

In 2006 the prestigious technology prize went to HARTING Mitronics for its innovative RFID transponder, specially developed to withstand tough industrial use, including proximity to metals and liquids. For RFID technology the HERMES AWARD proved to be the starting gun for the development of new industrial applications.



Winner 2006

**“Winning the award gave a massive boost to the motivation of our workforce”**  
Michael Marhofer, Managing Director of IFM Electronic GmbH

In 2005 the family-owned enterprise IFM Electronic GmbH from Essen became the focus of worldwide attention when it won that year’s HERMES AWARD. The prize was awarded for its industrial distance measurement system “efector PMD”, which works by measuring the travel time of light between sensor and object and back again. The HERMES AWARD generated huge interest in the company on the part of customers, suppliers and the press.



Winner 2005

**“It’s a dream come true for us”**  
Bernd Gombert, eStop GmbH

Winning the HERMES AWARD in 2004 brought the decisive market breakthrough for Bernd Gombert’s electronic wedge brake. Following the prize award ceremony, previously sceptical investors and top managers from Germany’s car component industry were lining up to buy his ingenious invention – thanks to the publicity generated by the HERMES AWARD.



Winner 2004

# HERMES AWARD 2009: Compete to win

## ■ Patrons

### **Dr. Annette Schavan**

Federal Minister for Education and Research

### **Christian Wulff**

Premier of the State of Lower Saxony

## ■ Jury

### **Prof. Dr. Dr. h.c. mult. Wolfgang Wahlster (Jury Chairman)**

Executive Director of the German Research Centre for Artificial Intelligence  
Member of the Nobel Prize Academy

### **Prof. Hans-Jörg Bullinger**

President of the Fraunhofer Society

### **Dr. Wolf-Dieter Lukas**

Undersecretary (Federal Ministry of Education and Research)

### **Dr. Herbert Bauer**

Director General, Building and Thermodynamics Division, European Patent Office

### **Eduard Altmann**

Editor-in-Chief, "Produktion"

### **Ken Fouhy**

Editor-in-Chief, "MM – Das Industriemagazin"

### **Georg Giersberg**

Business Editor, Frankfurter Allgemeine Zeitung

### **Dipl.-Ing. Werner Götz**

Editor-in-Chief, "Industrieanzeiger"

### **Hans Schürmann**

Handelsblatt, Companies and Markets

### **Rudolf Schulze**

Editor-in-Chief, "VDI-Nachrichten"

## ■ General information and terms & conditions:

On the occasion of HANNOVER MESSE 2009 Deutsche Messe will once again be organizing the "HERMES AWARD – International Technology Prize of HANNOVER MESSE". The competition is open to all companies and institutions from Germany and abroad which are exhibiting at HANNOVER MESSE 2009 (20–24 April 2009).

The "HERMES AWARD – International Technology Prize of HANNOVER MESSE" is worth € 100,000 and will be presented at the opening ceremony of HANNOVER MESSE on 19 April 2009.

The HERMES AWARD is restricted to products, technical innovations and/or solutions (e.g. processes, software components or component parts of a product or technical innovation) subject to the condition that these

- are on display for the first time at HANNOVER MESSE 2009 and/or constitute a significant advance compared with previous presentations.
- have undergone industrial trials and/or are already in industrial application.
- are judged to be especially innovative in terms of their technical and economic realization and can make a major contribution to satisfying industrial and/or social needs.

Deutsche Messe will invoice a fee of € 250.00 (plus VAT) per application.

The application forms are available for downloading at [www.hermesaward.com](http://www.hermesaward.com). Please send

- parts A–D of the application form, filled out in full, and
- high-quality picture material and/or sketches and graphics of the product

to the following address:

**Deutsche Messe**  
**HERMES AWARD – International**  
**Technology Prize of HANNOVER MESSE**  
**Cristina Festerling**  
**Messegelände**  
**30521 Hannover**  
**Germany**  
**Tel. +49 511 89-32003**  
**[cristina.festerling@messe.de](mailto:cristina.festerling@messe.de)**

Eligibility to compete for the Award is conditional upon receipt of the completed application documents by Deutsche Messe and payment of the application fee by the final deadline.  
**Application deadline: 18 February 2009**

## ■ Evaluation criteria:

Entries will be evaluated according to the following criteria:

- **Degree of technological innovation** ("technology driver")
  - Advancement of the technological status quo
  - Technological quality and creativity
  - Distinctive feature(s) compared with previous solutions
- **Benefits for industry, the environment and society**
  - Technological benefits in practical application
  - Favourable environmental and social impact
- **Economic aspects** ("market driver")
  - Demand situation/sales markets
  - Economic benefits for the end consumer/user
- **Mode of presentation**
  - Reality test in industrial application