

In 2010

the Hermes Award will
focus attention on outstanding
product innovations:
at HANNOVER MESSE.

Prof. Dr. Dr. h.c. mult. Wolfgang Wahlster, Chairman of the HERMES
AWARD jury, Director of the German Research Centre for Artificial Intelligence
and member of the Royal Swedish Nobel Prize Academy of Sciences

AWARD FOR INNOVATIONS HERMES AWARD

International Technology Prize of
HANNOVER MESSE



Hannover · Germany
GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010

PARTNER COUNTRY 2010
ITALIA



In 2010 the spotlight will be on innovative technology



Innovation is the key to success. This is why the 7th international HERMES AWARD is being staged again in 2010 at HANNOVER MESSE in recognition of the most outstanding technological developments of the year.

As a showcase for cutting-edge technology HANNOVER MESSE mirrors progress and presents the latest trends. The line-up of nine leading international trade fairs creates synergies resulting from the interdisciplinary exchange of ideas. At the same time it serves as a meeting-place for top international decision-makers from industry, research and government, as well as a focal point for the world's media. In short, HANNOVER MESSE is the ideal platform for inventive technology and innovations, thus opening the path to the global marketplace and to important new contacts and business leads.

The presentation of the HERMES AWARD is the annual highlight of the opening ceremony at HANNOVER MESSE. With a prize worth a total of 100,000 euros the HERMES AWARD is one of the most prestigious industrial prizes. The next presentation will take place on 18 April 2010 after a panel of top experts has selected the best examples of technological innovation.

Take up the challenge and put yourself forward for this prestigious international technology prize in 2010. I look forward to welcoming you at the HERMES AWARD 2010 at HANNOVER MESSE and wish all candidates good luck and success in their endeavours!

A handwritten signature in black ink, appearing to read 'W. v. Fritsch'.

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



Participation in the 2010 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 2010

The HERMES AWARD is your opportunity to:

- Win a prize worth a total of 100,000 euros
- 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 2010

Submit your entry for the 2010 HERMES AWARD today:

hermesaward.com

hermesaward@messe.de

The closing date for entries is 18 February 2010



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, a prize amounting to a total of 100,000 euros.



Winner 2009

“The Hermes Award is steering us towards an international arena”

Dr. Andreas Basteck, Director, Voith Turbo Wind GmbH & Co. KG

In 2009 the prestigious HERMES AWARD went to Voith Turbo Wind. The company, based in Crailsheim, Germany, received the award for the pioneering drive system WinDrive, which utilizes highly dynamic variable transmission in wind turbines. For the developers of this system, winning the award provided a springboard to the global market for regenerative energy.



Winner 2008

“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 2007

“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.



“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 2010: Compete to win

Under the patronage of



Bundesministerium
für Bildung
und Forschung



Niedersachsen

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. Dr.-Ing. 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"

Rudolf Schulze

Editor-in-Chief, "VDI-Nachrichten"

■ General information and terms & conditions:

On the occasion of HANNOVER MESSE 2010 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 2010 (19–23 April 2010).

The "HERMES AWARD – International Technology Prize of HANNOVER MESSE", worth a total of 100,000 euros, will be presented at the opening ceremony of HANNOVER MESSE 2010 on 18 April 2010.

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 2010 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. 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

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 2010

■ 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**



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Deutsche Messe maintains an extensive
network of local representatives.
The relevant addresses are listed under messe.de

