



MOBILE ENTERTAINMENT Awards 2005

ENTER MEF'S SECOND ANNUAL AWARDS AND WIN A TOP INDUSTRY ACCOLADE

Following the resounding success of its inaugural awards ceremony in 2004, MEF is proud to present its second annual Mobile Entertainment Awards. The awards will form a key part of the Mobile Entertainment Market (MEM), MEF's 5th annual conference and exhibition, taking place June 15 at Earl's Court, London.

The aim of the awards is to honour the people, organisations and companies that have delivered new ideas, technologies and innovations which have helped shape the mobile entertainment industry over the past year. They provide a benchmark of excellence for the industry, while demonstrating the power and potential of mobile entertainment to the wider business world.

The awards will once again be judged by leading industry experts, providing mobile entertainment innovators with an unrivalled opportunity to be considered for the industry's top accolades. For 2005, to mark the dynamic evolution of the industry, we have introduced two new categories; a Mobile Content Award and a Mobile Services Award. Additionally, a Special Recognition Award selected by the MEF Board will be announced. Finally, the audience will get the chance to vote live by SMS for the category winner most deserving of the MEF Best in Show title.

To have a chance to win one of the following awards:

- MEF Mobile Games Award 2005
- MEF Mobile Music Award 2005
- MEF Mobile Content Award 2005
- MEF Mobile Services Award 2005
- MEF Mobile Innovation Award 2005

visit www.m-e-f.org for the rules of entry and to download the entry form. Cost is £100 per entry for MEF members and £250 per entry for non-members; the deadline for both entries and payment is 15 April 2005.

CATEGORY 1: MEF MOBILE GAMES AWARD 2005

This award will showcase the latest in mobile gaming applications and services intended as either marketing devices or revenue generators. They can be either stand-alone or form part of a larger project. Judges will be looking for applications or services that are helping to drive the take-up of mobile gaming, and will give particular focus to:

- Innovation – technical, creative or commercial
- Best use of mobility
- Ease of use
- Quantifiable business benefits
- Proven success in the market
- Evidence of increasing the success of the mobile entertainment industry
- Evidence of building user communities through sustained interaction

CATEGORY 2: MEF MOBILE MUSIC AWARD 2005

This award profiles the latest in mobile music applications and services intended as either marketing devices or revenue generators. They can form part of a larger project or stand on their own. Judges will be looking for applications or services that are helping to drive the take-up of mobile music, bridging the gap between the traditional music & record industry and the wireless world, and will give particular focus to:

- Innovation – technical, creative or commercial
- Best use of mobility
- Ease of use
- Quantifiable business benefits
- Proven success in the market
- Evidence of increasing the success of the mobile entertainment industry
- Evidence of building user communities through sustained interaction