REGISTRATION FORM
TO THE BEST INNOVATION EXHIBIT COMPETITION
GOLD MEDAL
OF THE 57th INTERNATIONAL ENGINEERING FAIR MSV

gold medal MSV 2015

MSV 2015

Precise name of the exhibit:	

The exhibit is entered in the category (see Art. 4.6. of the Articles)	

Brief characteristic of the exhibit (in Czech – approx. 5 sentences)	

Brief characteristic of the exhibit (in English – approx. 5 sentences)	

Manufacturer:	
(name and address of the company, telephone, email, www)	

Exhibitor:	
(name and address of the company, telephone, email, www)	

Location of the exhibit at the Fair (hall, stand no.)	

Registration fee:
- **one registration form CZK 5,000 + VAT**
- **the second and each next registration form CZK 4,000 + VAT**

Registration deadline: September 4, 2015

Entrant:	
Trade name and address of the company:	
ID. No., VAT No.:	
Bank connection:	
Contact person:	
Telephone, email, mobile:	

Attachments:			
	1. Compulsory data (see Art. 5.2.1 of the Articles)		3. Contact person's business card
	2. Supporting data (see Art. 5.2.2 of the Articles)		4. Other data

We agree with the terms of the competition set out in the Articles forming an integral part of the Registration Form.

In ..... date .....

Seal and signature of the entrant .....

(in case of electronic version only the entrant's name)

The Entrant shall fill out all data in a legible manner and bear responsibility for their correctness. The text in the registration form is binding for the diploma in the event of the award, for printing and invoice purposes. The registration form is also used as a pro-forma invoice.

Billing data: Veletrhy Brno, a.s., Výstaviště 405/1, 603 00 Brno, ID. No.: 25582518, DIČ: CZ25582518
BANK CONNECTION: ČSOB, a.s., SWIFT: CEKOCZPP IBAN: CZ85 0300 0000 0000 0340 1803, Account no.: 3401803/0300, Constant symbol: 0558, Variable symbol: Entrant's ID. No., Specific symbol: 5999215010

Contact: Blanka Zlatá, BVV Trade Fairs Brno, phone: +420 541 153 372, e-mail: bzlata@bvv.cz

Confederation of Industry of the Czech Republic

VYSOKÉ UČENÍ TECHNICKÉ V BRNĚ

Central European Exhibition Centre

BVV Veletrhy Brno

STATUTES
OF THE BEST INNOVATION EXHIBIT COMPETITION
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Article 1 The Gold Medal competition promoter
Confederation of Industry of the Czech Republic and the University of Technology announce a competition for the Gold Medal for best innovative exhibits at the International Engineering Fair 2015. The organizer of the MSV Gold Medal competition is traditionally BVV Trade Fairs Brno, a.s.

Article 2 Evaluated objects in the Gold Medal competition
The evaluated objects are innovative exhibits, which means commercial products (products, technologies) for the market that are presented at the fair and are comparable to the world class or even exceed it.

Article 3 Objective of the evaluation of the exhibits in the Gold Medal competition
The aim of the evaluation is to award the Gold Medal for such results of creative work which best materialize the R & D results in innovation – an innovative exhibit, a competitive commercial product in the market.

Article 4 Evaluation procedure in the Gold Medal competition
4.1 The evaluation of exhibits is performed by an independent professional evaluation committee comprised of expert, representing the academics and professional associations in the Czech Republic. The committee members shall be appointed by the competition promoters and organizer based on recommendations made by the committee chairman. The committee is led by its chairman. The committee's work is not public.
4.2 The evaluation committee evaluates exhibits according to the character of the competition category criteria listed in Article 4.6.
4.3 The evaluation committee evaluates the exhibits according to the criteria set out in Article 6, first by studying the materials supplied by the applicant and then based on the presentation of exhibits at the exhibition stand. The applicant must provide the evaluation committee members with a qualified interpretation and presentation of the exhibit at the exhibition stand the day before the fair, i.e. Sunday 13. 9. 2015 from 1.00 p.m. The evaluation committee has the right to request additional information about the exhibit from the applicant or the exhibitor during the evaluation. The committee makes the evaluation in two rounds. In the first round of evaluation, all submitted exhibits are evaluated and the committee nominates exhibits for the award. In the second round of evaluating the nominated exhibits, the committee proposes the Gold Medal award.
4.4 The Gold Medal is awarded by the organizers.
4.5 The Gold Medal is presented by the representatives of institutions interested in introducing the results of research and development as innovative products in the market.
4.6 **Categories of the Gold Medal competition:**
– Gold Medal for technology and engineering of conventional and non-conventional machining, moulding and rapid prototyping methods
– Gold Medal for technology and engineering in the processing of plastics and composites, welding, casting, assembly and surface treatment
– Gold Medal for automation, measurement and control equipment, sensor technology and robotics
– Gold Medal for components in mechanical engineering – drives, gears, hydraulic and pneumatic components, ventilation, heating and air conditioning
– Gold Medal in the field of transport and logistics
– Gold Medal for lifetime creative technical work and achievements in innovation
The committee has the right not to award any of the exhibits in a certain category where the quality of the submitted exhibits in the category does not correspond with the requirements for the competition, or if the number of exhibits in a category is less than three. The judges have the right to award two Gold Medals in competition exhibit categories in exceptional circumstances.

Article 5 Rules of the Gold Medal competition
5.1 Submission of a properly completed application form by the closing date (September 4, 2015).
5.2 Delivery of documents for evaluation by the closing date (September 4, 2015).
5.2.1 **Compulsory documents**:
– image (jpg format) and description of the purpose of the exhibit (principal function),
– short synopsis describing the competitive exhibit (up to 5 sentences) in English and Czech,
– commentary on the performance criteria set out in Article 6.1, 6.1.1, 6.1.2,
– description of functions and their parameters, which make the exhibit better than competing products in the market (Article 6.2, Article 6.3),
– documents of compliance with legislative requirements.
5.2.2 **Supporting documents**:
– specialized articles and publications on the exhibit,
– visualization of the exhibit in operation (animation, video, CD/DVD),
– list of users and/or number of pieces sold,
– information on any awards already received,
– other information and promotional materials concerning the exhibit at the discretion of the applicant.
5.3. Payment of the registration fee into the account of the organizer (a properly completed application serves as a pro forma invoice). Invoicing details are given in the application.
5.3.1 Registration fee – **1st application (1 exhibit): 5,000 CZK + VAT.**
For each additional application: 4,000 CZK + VAT.
5.3.2. An invoice will be sent in the given accounting period to all applicants who pay the registration fee into the account given above and properly complete the stipulated details in their application.

The application, documents for evaluation, annotation and confirmation of the registration fee payment shall be delivered to the address of the organizer (for the attention of Blanka Zlatá, Výstaviště 405/1, 603 00 Brno) by September 4, 2015 (the deadline for applications).
5.4 Application form, competition statutes, Annexes to Article 6 of the statutes, information about the required annexes and other information are available on http://www.bvv.cz/msv.
5.5. All documents (5.2.1 – compulsory documents, 5.2.2 – supplementary documents, 5.2.3 – annotation) must be delivered in both written and electronic form to the address bzlata@bvv.cz.
5.6 After meeting the conditions laid down in Article 5.1, 5.2, the exhibit will be included in the official list of registered and evaluated exhibits in the Gold Medal competition.
5.7 The submitted exhibit must be exhibited at the MSV for the first time. An exhibit which was previously presented at MSV can also be entered, but it must have been demonstrably innovated in the meantime.
5.8 The promoter and organizer reserve the right to change the competition rules. In this case, the organizer undertakes to promptly notify the applicants.

Article 6 Evaluation Criteria of exhibits in the Gold Medal competition
6.1 **Novelty** of an exhibit
The applicant shall document the committee shall evaluate the novelty of the exhibit: 1 - by law; 2 - according to authorized research into novelty; 3 - according to the degree of novelty perceived by the customer or the manufacturer. (For more details, see the Statutes, Annex concerning novelty – P1.)
6.1.1 **Degree of invention** in the exhibit
Invention is understood as creative originality in design – intellectual basis for innovation. The applicant shall describe this in the comments and the committee evaluates the degree of invention in the exhibit: acceptance of the model, adaptation, transformation, creating a new model. (For more details on the level of invention see the Statutes, Annex – P2.)
6.1.2 **Level of exhibit innovation**
The applicant shall describe the degree of changes in the exhibit from the current state of technology and the committee evaluates the achieved innovation progress of the exhibit – displayed manufacturing technology (regeneration, quantification, intensification, reorganization, adaptation) or – displayed product (a new variety, new generation, new type, new line, new strain). (For more details on the systems of innovation see Statutes, Annex – P2.)
6.2 The **difference of the exhibit main function**
The applicant shall describe and the committee shall evaluate the difference between the main functions of the exhibit and the main functions of a comparable competitive product in the market.
6.3 **Difference of the exhibit additional features**
The applicant shall describe and the committee shall evaluate the difference in the number and quality of additional features provided by the exhibit compared to additional features of a comparable competing product in the market. (More details about the features, see the Statutes, Annex – P3.)

Article 7 Publication of the Gold Medal competition results
7.1 A List of registered exhibits, exhibit nominees, a list of members of the evaluation committee and the best evaluated exhibits will be published in the press and on the website of the organizer at, www.bvv.cz/msv.
7.2 The competition results will be officially announced at the social event on September 14, 2015, where the Gold Medal awards will be presented. All applicants will receive an invitation to the ceremony from the promoter and organizer.
7.3 The Gold Medal is awarded to the innovative exhibit in the category (Article 4), which scores the highest number of points in the multi-criteria evaluation (Article 6). The Gold Medal award has a form of a metal sculpture (the symbol of the competition) and a diploma. The sculpture and the diploma can be used for further promotion of the award-winning exhibit. The applicant has the right to use the competition logo for the purposes of promotion. Awarded exhibits are guaranteed presentation in the trade media of the media partners to the fair, in BVV Trade Fairs Brno a.s. press releases, and the website www.bvv.cz/msv.
7.4 The exhibit evaluation process is not public. The promoter and organizer of the competition will make the results of the competition available to the press, audio-visual media, professional associations, Chambers of Commerce and other interested organizations and institutions.

BVV Trade Fairs Brno

www.bvv.cz/msv

Competition deadline: **September 4, 2015. Later applications and supporting documents will not be considered.**

Product novelty

1. Demonstrate the novelty of a product (exhibit) **by law** means to provide evidence of the legal protection of technical designs, which are part of the product (exhibit).

2. A certain evidence of the novelty of the technical designs is the technical design **novelty authorized research**. The evidence of the novelty research is presented by the exhibit applicant.

3. Certain information on the novelty of the technical design (exhibit) is the applicant's commentary on the **degree of novelty**, i.e. how is the novelty perceived by the customer and the manufacturer.

Innovation according to **degree of novelty** as perceived by the customer and manufacturer.
(R. Vlček: Management hodnotových inovací (Value Innovation Management), Management press, 2008, ISBN 798-80-7261-164-5)

Degree of novelty perceived		BY THE MANUFACTURER	
		low	**high**
BY THE CUSTOMER	**low**	*1. Incremental innovations*	*2. Technical innovations*
	high	*3. Application innovations*	*4. Radical innovations*

1) Incremental innovations:
Requires only a **minimum amount of new technology from the manufacturer**, which produces **products with small advantages and benefits for users and does not require changes to user habits**. The customer is unaware or almost unaware of the innovation.

2) Technical (production, technological) innovations:
Requires **major changes in technology from the manufacturer** (production process innovation), which produces **products with small advantages and benefits for the customer**.

3) Application (user) innovations:
Do not require new technology from the manufacturers but they are **brand new with benefits (functions) for customers and therefore require changes in the use of these products**.

4) Radical innovations:
These mean an **implementation of high levels of production process innovation** by the manufacturer, which produce **brand new products to both manufacturers and customers**. Radical innovations often require changes in user habits. These are relatively rare.

Invention levels and innovation ranks (according to prof. F. Valenta)

Invention levels:

1. ***Takeover*** *– exhibit/innovative product includes invention at a degree: taking over a known design solution – no change*
2. ***Adjustment*** *– exhibit/innovative product includes invention at a degree: adjustment of a known design solution*
3. ***Transformation*** *– exhibit/innovative product includes invention at a degree: transformation of a known solution*
4. ***Creation*** *– exhibit/innovative product includes invention at a degree: creation of a* ***new*** *solution pattern*

Innovation rank means a certain difference from the original state of the art, a certain dimension of a change characterizing the innovation.

Innovation ranks: (F. Valenta: Innovation in Management Practice, 2001, ISBN 80-85860-11-2)

Innovation rank	Identification	What is maintained	What changes	Example
	Degeneration	Nothing	Loss of features	Wear
0	Regeneration	Object	Renewal of features	Maintenance, repairs
RACION ALISATION (production, process innovations)				
1	Quantification	All features	Frequency of production factors	Further workforce
2	Intensification	Quality of links	Speed of operations	Accelerated belt movement
3	Reorganisation	Qualitative features	Division of activities	Shift of operations
4	Adjustment	Quality for users	Links to other agents/factors	Construction technology
QUALITY INNOVATION (product innovation)				
5	Product variation	Construction solution of parts	Partial quality	Faster loom
6	Product generation	Product construction concept	Construction solution	Electronic loom
7	Product kind	Product impact principle	Construction concept	Jet loom
8	Product line	Product produced by the product	Main function principle	Non-woven textile
TECHNOLOGICAL REVOLUTION – micro technology, nanotechnology				
9	Product strain	Nothing (neither process, nor products)	Everything (process, product producing produced product)	Something else than textiles

Briefly about the innovation ranks:
0. Regeneration: restoration of the original features of *some production factor* (e.g. maintenance, parts replacement).
1. Quantification: frequency change in production factor/factors without changing their properties (qualities).
2. Intensification: change of e.g. speed of operation without changing the quality and the links between the factors of production.
3. Reorganization: changing relations between the production factors without changing the factors/agents quality.
4. Adjustment: the adjustment of most of the links between the production agents/factors without quality changes to the user. Adjustment of production factors/agents for other purposes than the original.
5. New variety differs by the change of partial qualities (in one or several functions, properties, characteristics) of one or several production elements while maintaining the structural design of the product generation that the new product variety belongs to. Contained Invention: *Creating a new product model.*
6. New generation is distinguished by the **change of critical qualities** (functions) **of more elements or even the whole structure**, while maintaining *the design concepts of the products that the new generation belongs to*. Contained Invention: *Creating a new product model.*
7. New type of product, differs by a changed **design concept of the whole** including essential functions, changing everything except (while maintaining) *the principle of operation of the line.* Contained Invention: *Creating a new product model.*
8. New product line is distinguished by a change in the principles while maintaining the known produced product Contained Invention: *Creating a new product model.*
9. New strain of the product is distinguished by modifying the **principle of acting on a mass**; the new method is based on new knowledge about nature, discoveries. Contained Invention: *Creating a new product model.*

ANNEX P3
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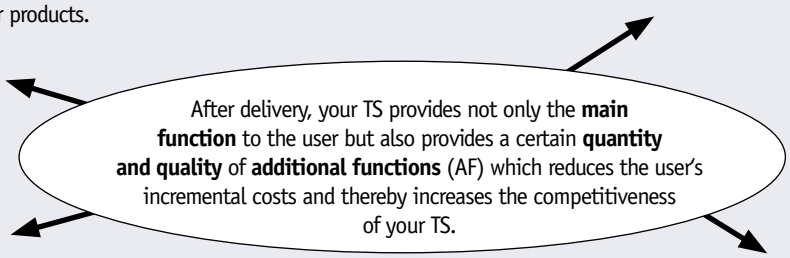
Annex P3 – Additional functions (AF) of every technical system (TS: equipment, process, service) decrease the so-called "additional costs" of the user (not only financial costs but also time, energy, space, physical, intellectual effort, etc ...). The user incurred a certain cost, bought your TS to use its main function and thus affected his produced product. But apart from the main function, TS also provide additional functions (desired benefits) derived from four types of incremental costs (objective needs) incurred by the user after purchasing your TS. There are four types of incremental costs and thus the additional features (benefits, impacts), more or less fulfilled by your TS.

1. **AF** – focusing on **complementary activities**:
– before the main impact on a user's certain product, or
– during the main impact on some user's product, or
– after extending the main impact also on other user's products.

Example: Your TS is a hand drill, its **main function** is to drill holes. Possible additional functions that are designed for complementary activities: clamping the drill **before** drilling, bevelling the edges **after** hole drilling, ... **mixing** fluids, **extracting** fluids, **grinding** materials ... in other words, everything that the drill may do besides its main function (drilling holes) thanks to its additional features which thus reduces the user's costs which he would otherwise have to expend on:
– the preparation **prior** to drilling, the completion **after** the drilling,
– purchasing additional systems (mixers, pumps, grinder...) which are required for the processing of other products.

2. **User AF** – focusing on reducing costs during the TS user phase:
– TS storage
– TS transport,
– TS work (operation),
– TS maintenance,
– TS disposal.

Example: Does the drill user incur any expenses (?!) when the drill is stored, transported, operated, maintained ... Is the drill completed with some additional features aimed at reducing these expenses?



3. **Security AF** – focusing on reducing additional costs that the user would otherwise have to spend to **prevent or reduce possible damage**:
– **in the supra-system** (humans, nature, other TS) caused by your TS,
– **on your TS** caused by the supra-system (humans/nature/other TS),
– **in your TS** caused by the TS itself.

Example: What damage can be caused by drilling in the environment (on humans, environment, other systems)? What damage can the environment cause (humans, nature, other systems) to the drill? What damage can the drill cause to itself?
Is the drill supplemented with some additional functions that prevent from all kinds of damage or restrict the impacts of various potential damage?

4. **Supra-system-friendly AF** – focusing on reducing user's costs which would otherwise have to be spent on:
– TS adjustment in accordance with the **standards** of various supra-systems,
– respect for the **particularities** of the various possible supra-systems,
– implementing the occasionally necessary **operations** in the possible supra-systems,
– meeting the commonly accepted human **values** (health, emotions, self-esteem, conformity, individuality, ...).

Example: Which legislative standards or requirements does the drill comply with? Under what specific circumstances can the drill still operate? Which operations frequently carried out in the vicinity can be facilitated by the drill? How can the drill satisfy aesthetic requirements, sense of touch, smell, sight?

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