

Teesha
F.Y.I.

October 11, 1996

To:
Mike Krenn, Cooley Godward
Tim Clave, Satellite Video
Nancy Sillman, UCSD CONNECT
Andrea Moser, UCSD CONNECT

From:
Barbara Bry, UCSD CONNECT

Re: The Most Innovative New Products Awards

Satellite Video will videotape all finalists. Finalists will come to the Satellite Video production facility immediately following their presentation to the Selection Committee. The dates are November 7 and 19 from approximately 8:15 a.m. to noon. (The Selection Committee meeting begins at 7:45 a.m. at the UCSD Faculty Club which is about a 15-minute drive from Satellite Video.) Mike Krenn will be present at Satellite Video to work with the finalists.

The categories on November 7 are software, high-tech electronics, and entertainment and leisure. The categories on November 19 are general business and life sciences.

The finalists will be asked to bring with them:

1. a working device or prototype
2. collateral material such as brochures and other marketing materials
3. color/high contrast logos/electronic if possible
4. a slide of the inventors/development team
5. corporate video

CONNECT will contact all of the finalists ahead of time to let them know the schedule and what to bring.

The sponsors of The Most Innovative Products Awards will be recognized at the beginning of the video. Each will have about 30 seconds. Barbara Bry will review last year's video to determine what can be re-used and what needs to be re-done.

Nancy

Barbara Bry will write the script by November 20. The script will include a description of CONNECT (the opening from The CONNECT Show) and a description of the process for The Most Innovative New Products Awards. She will schedule Marty Levin's voiceover for before Thanksgiving.

Tim has contacted Televideo which has agreed to provide what they did last year!

Andrea will give Tim a list of the equipment which was used last year and the electronic CONNECT logo.

mip.sat

Nancy

process P.O. to Satellite Video
Televideo

we also need a photographer
for the day of the event