

## APPLICATION QUESTIONS TO REVIEW BEFORE STARTING ONLINE APPLICATION

**NOTE: 100 WORD/900 CHARACTER LIMIT PER QUESTION. ANSWERS  
OVER LIMIT WILL BE INELIGIBLE FOR JUDGING.**

### ABOUT YOUR PRODUCT

1. Product name
2. Product description
3. Summary of features, benefits, and capabilities
4. What is the most unique feature, benefit, or capability?
5. Launch date
6. What is the intellectual property position?  
E.g. patents (owned, licensed), trade secrets, etc.

### CORE TECHNOLOGY

7. What is the core technology employed in your product? (choose one)
  - Detectors and Sensors
  - Imaging and Cameras
  - Lasers
  - Laser Accessories
  - Laser Processing System
  - Other Light Sources (lamps, plasma)
  - Optics (not sources or detectors)
  - Integrated Optics (silicon photonics)
  - Fiber Optics
  - Illumination and Lighting
  - LEDs (device level)
  - Materials and Coatings
  - Optomechanics (positioning, vibration isolation)
  - Quantum
  - Software (design, image processing)
  - Test / Measurement Instrumentation
  - Hardware
  - Explain / Specify: \_\_\_\_\_

### MARKETS

8. What is/are your target market(s)?  
(Select all that apply)
  - Additive Manufacturing / 3D Printing
  - Aerospace
  - Agriculture / Food Safety
  - Augmented Reality / Virtual Reality / Mixed Reality
  - Authentication and Identification  
(forensics and biometrics)
  - Communications
  - Consumer Electronics
  - Computing and Storage
  - Defense / Security
  - Displays
  - Energy Generation
  - Energy Conservation / Storage
  - Environmental Protection / Conservation
  - Illumination (LED luminaries)
  - Imaging and Interface (3-D imaging, gesture control)
  - Life Sciences Research
  - Material Processing
  - Medical Devices (surgical devices and therapeutics)
  - Medical Diagnostics (in-vivo, in-vitro, wearable)
  - Medical Imaging (MRI, CT, fluorescence, microscopy)
  - Medical: Ophthalmics
  - Metrology / Inspection
  - Pharmaceuticals / Cosmetics
  - Robotics / Machine Vision
  - Semiconductor Fabrication
  - Sensor Networks (smart homes / smart cities)
  - Space Research
  - Surveillance
  - Unmanned Autonomous Vehicles
  - Explain / Specify: \_\_\_\_\_

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## MARKETS AND CUSTOMERS

9. What is the unmet market need?
10. What is the value add?
11. What is the market size, growth rate, and stage (emerging, growth, mature)?
12. What is the profile of your target customer?

## COMPETITIVE POSITION

13. What are the top 5 to 8 critical success factors in your primary target market?
14. Who are the direct and indirect competitors of your new product?
15. How do you rank among these critical success factors relative to your competition?

## WHAT ELSE?

16. What else can best explain why your product is best in the industry?

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## Important Dates

Applications due: 5 October 2018

Finalists announced: 9 November 2018

Winners announced at the Prism Award Gala: 6 February 2019

## The Fine Print

By submitting the completed online application, you agree that the information you have supplied is true and accurate and can be verified immediately upon request.

SPIE reserves the right to determine final placement of applications. An application that does not fulfill requirements for the 2018 application year, or if there are not enough applications (minimum 4) to develop a category in a defined area, will be removed from the competition and the application fee will be refunded.

Products that do not fulfill proof-of-sale requirement can be pulled from the competition. The application fee will not be refunded.

SPIE is not responsible for companies that do not make it to the Finalist or Winner rounds.