

## APPLICATION QUESTIONS TO REVIEW BEFORE STARTING THE ONLINE APPLICATION

**NOTE: 100-WORD/900-CHARACTER LIMIT FOR TEXT ANSWERS**

### ABOUT YOUR PRODUCT

1. Product name
2. One sentence description
3. Date introduced to market/launch date (MM/YYYY)
4. Core technology (choose one)
  - Detector/Sensor
  - Illumination/Lighting
  - Imaging/Camera
  - Integrated Optics (silicon photonics)
  - LED (device level)
  - Laser
  - Laser Accessory
  - Laser System
  - Material/Coating
  - Optics
  - Optomechanics (positioning, vibration isolation)
  - Other Light Sources (lamps, plasma)
  - Quantum
  - Software (design, image processing)
  - Other/Explain: \_\_\_\_\_
5. Summary of features, capabilities, benefits
6. List your top 3 differentiators
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
7. How do the differentiators / features benefit the customer
8. Units sold
9. Is your pricing competitive?  
Explain: \_\_\_\_\_

### TARGET MARKET & APPLICATION AREAS

10. Select all that apply
  - Additive Manufacturing/3D Printing
  - Aerospace
  - Agriculture/Food Safety
  - Augmented Reality/Virtual Reality
  - Autonomous Vehicles
  - Authentication/Identification
  - Communications
  - Consumer Electronics
  - Computing/Storage
  - Defense/Security
  - Displays
  - Energy
  - Environmental Protection
  - Illumination
  - Life Sciences Research
  - Machine Vision
  - Medical Devices (surgical devices, therapeutics)
  - Medical Diagnostics (in-vivo, in-vitro, wearable)
  - Medical Imaging (MRI, CT, fluorescence, microscopy)
  - Metrology/Inspection
  - Pharmaceuticals/Cosmetics
  - Robotics
  - Semiconductor Fabrication
  - Sensor Networks (smart homes/smart cities)
  - Transportation
  - Other/Explain: \_\_\_\_\_
11. Identify which is your top application area. Provide one sentence describing your top application in more detail.
12. Who is going to buy your product. Describe a typical target customer or customer category.

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13. Size, or potential size, of the target market

14. Who has bought your product (companies, organizations)

## COMPETITION AND THREATS

15. Top competitors (companies, brands, manufacturers)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

16. Competitive technologies

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

17. Other competitive threats you are addressing (e.g. new entrants, economic conditions, substitutes)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

18. Other reassurances your product can compete (optional)

## IMPACT: THE “WOW” FACTOR

### Why should the judges be impressed?

- Define the impact on the photonics market. Will it expand the overall market, replace existing solutions, or both?
- Define the impact on the “enabled market” (i.e. where your product has eventual impact via its use or integration into higher level systems/applications).
- Define the impact on humanity (health, environment, security, etc.) - if not already answered in the prior question

19. Answer bullets above or summarize below

## IMPORTANT DATES

**Applications due: 11 October 2019**

**Finalists announced: November 2019**

**Winners announced at the Prism Award Gala: 5 February 2020**

SPIE reserves the right to determine final placement of applications.

An application that does not fulfill requirements for the 2020 application year will be removed from the competition and the application fee will be refunded.

If there are not enough applications (minimum 5) to develop a category in a defined area, and there is no reasonable alternative category for the application, the application will be removed from the competition and the application fee will be refunded

Products that do not fulfill proof of sale requirements may 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.