

CHALLENGE
01

NOW CLOSED

**FORMULA ONE MANAGEMENT
VIRTUAL FAN EXPERIENCE CHALLENGE**

ENTRY GUIDELINES

Thank you for registering for the 2016 F1 Connectivity Innovation Prize and downloading the entry guidelines for Challenge 1: The Formula One Management Virtual Fan Experience Challenge.

Please read these guidelines carefully before submitting your entry.

In the interests of impartiality, no additional guidance can be offered beyond the outline offered in this guidelines document and no correspondence will be entered into concerning the entry requirements.

**DEADLINE:
09:00 BST Thursday 16th June 2016**

BACKGROUND

Few sporting occasions match the drama, intensity and excitement of a live Formula 1 Grand Prix. For those at an F1 event it is a visceral opportunity to witness first-hand the most talented racing drivers compete at the highest level in the most sophisticated racing cars in the world, driving for legendary and revered racing teams on world-class circuits in glamorous international locations.

Every race weekend, hundreds of millions of fans follow the race action on their televisions and internet connected devices. While these channels have become more engaging over the years, opportunities to explore and experiment with new and evolving technologies are always present. This is particularly the case given Formula One's inherent ethos of relentless and constant improvement.

Virtual Reality (VR) and Augmented Reality (AR) are two such immersive and emerging technologies that should be evaluated.

THE CHALLENGE

For the 2016 F1 Connectivity Innovation Prize, Formula One Management and Tata Communications invite entrants to help design an end to end VR/AR solution that brings an increasingly immersive Formula 1 Grand Prix experience to fans not at the live event.

Your challenge is to design and recommend the right framework, walkthrough and devices that should be used for creating this virtual experience and the enabling technology solution to deliver this. This experience should enable the user to virtually explore other areas around the track from the convenience of their home.

You are also required to create a distribution plan for the experience to reach users across the globe in the best possible manner.

THE SOLUTION REQUIRED

Your solution should include the following components:

User experience journey and how this will be captured

- The users' perspective; what would a user see or experience?
- Near live and recorded multimedia elements which will make up the experience
- Hardware to capture these elements trackside. This may include, but is not limited to cameras and other equipment or platforms required to enable your solution

Reach & distribution of the experience to the fans

- The processes to distribute the virtual experience
- End user device interfaces, the platform or technology, the applications required by a user for the experience
- How the content would be made available to fans across the globe

The following is a list of locations that can be used for the experience:

- Paddock
- Paddock Entrance
- Pit Lane
- Formula One Paddock Club
- Drivers' Parade
- Grid Formation before the start of the race
- The F1 Village

Additional Guidelines:

- You must restrict yourself to a maximum of three cameras for any video elements that are proposed in your solution
- The cameras can, however, be moved to different locations at different stages of the F1 event
- Live race action is not available for the virtual experience

SUBMISSION

Your submission should be made as a single document uploaded to the F1 Connectivity Innovation Prize website in either PDF or Word format.

The document must contain the following elements:

a) A written proposal of no more than 1,000 words broken down into three sections:

1. Overview of your solution (up to 500 words)
2. Summary of the key features of your solution (up to 200 words)
3. The technology behind your solution (up to 300 words)

b) The text can be supported with up to three visuals outlining the proposed interface design (only the first three visuals in each application will be considered as a part of an entry)

Entries will close at 09:00 BST on Thursday 16th June 2016 and the F1 Connectivity Innovation Prize website will no longer accept uploads after this time. The Finalists of Challenge 1 will be announced on or around Tuesday 5th July 2016.

EVALUATION CRITERIA

Proposals should address the following six key criteria that will provide the basis for the judges' decision-making:

1. Innovation & creativity

Judges will give clear preference to submissions that clearly show unique propositions with innovative thought and creative application.

2. Technical content

The technical dimension of your submission should demonstrate a clear understanding of the technical architecture required to deliver the proposed solution. While only high-level detail is required, applications should reference any proprietary technologies used and outline the function and specification of any bespoke development.

3. Quality of material and input

Due regard will be given to the quality of each submission, the clarity and presentation of concepts and the degree to which objectives are clearly stated and met in both written and visual materials. In addition, evidence of underlying research to validate concepts will also be rewarded.

4. Originality of solution

One of the key criteria for the F1 Connectivity Innovation Prize is to demonstrate original thought that has the potential to deliver a transformative impact on the end-users of your proposals. This is the single most important criterion in the evaluation of your submission and an explicit statement of originality is strongly encouraged.

5. Feasibility of solution

Judges will make a viability assessment of each submission and applicants are encouraged to clearly outline the feasibility case from a technical perspective for their concept (no statement of financial viability is required).

6. Understanding of the challenge and proposed solution

Conformity to the brief is essential and applicants are reminded that any content that falls outside of the stipulated challenge requirements cannot be rewarded.

OFFICIAL RULES FOR THE F1® CONNECTIVITY INNOVATION PRIZE

1. Overview

- a** Individuals who meet the eligibility criteria below will be invited to apply their creativity and problem-solving skills to at least one (1) of two (2) separate challenges (the "Challenges"). Individuals may compete on their own or as part of a team of up to four (4) people. There is no purchase necessary to participate.
- b** The terms "we," "us," or "our" in these Official Rules refer to Tata Communications, and the term "you" refers to you, the entrant, both as an individual and as part of your team, as applicable.

2. Eligibility

- a** This skill-based Contest is open to legal residents of the following countries who are at least 18 years old, or the age of majority in the jurisdiction where they reside, whichever is older, at the time of entry: Australia, Brazil, Canada (excluding Quebec), Denmark, Finland, Germany, Hong Kong, India, Ireland, Netherlands, Norway, Russia, Singapore, Spain, South Africa, Sweden, the United Kingdom, and the United States. Employees of Tata Communications, MERCEDES AMG PETRONAS Formula One™ Team, the Formula One group, Sidhu & Simon Communications, or Hill & Knowlton Strategies, McCann Enterprise as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter.
- b** If you are an employee of a corporation, government agency, or an academic institution, you are responsible for ensuring that your participation in the Contest complies with any policies your corporation, agency, or institution may have regarding participation in contests of this type. If we have reason to believe that you violate any of those policies, we reserve the right to prohibit you from participating in the Contest or receiving a prize at any time. We are not responsible for any disputes arising between you and your employer.
- c** By entering the Contest, you confirm that you have not breached any laws in your country of residence regarding the legality of entering the Contest. We will not be responsible for any person entering the Contest unlawfully or otherwise in breach of local laws.

3. Entry Schedule

- a** The Challenges will be announced on the Contest site at approximately 08:00 British Summer Time (BST) on the Start Dates listed below. Entries for Challenge 1 and Challenge 2 must be received by 09:00 BST on the applicable End Dates listed below. Dates and times are subject to change. Keep checking the site for updates. Entries received after these periods will not be eligible. Our computer is the official time-keeping device for the Contest.

	Start Date	End Date
Challenge 1	27th May 2016	16th June 2016
Challenge 2	7th July 2016	27th July 2016

4. Entry Requirements

- a** You will be required to submit a technical abstract of no more than 1,000 words. You must submit also at least one (1), but no more than three (3), supporting documents (in JPG, JPEG, PNG, PDF, or other format as may be specified at the time of the Challenge) each consisting of no more than one (1) file and up to 5 MB. All materials must be in English. Everything you submit constitutes part of your Entry.
- b** Please make sure your Entry does not:
 - (i) violate the rights — including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights—of any third party;

- (ii) prominently feature any trademarks or logos;
- (iii) portray us, MERCEDES AMG PETRONAS, any Formula One Team, or the Formula One group in a negative light; or
- (iv) contain content that is defamatory or in violation of any law, irrelevant to the Challenge, or otherwise inappropriate, as determined by us, in our sole discretion.

We reserve the right to reject any Entry that does not comply with these Official Rules.

c Please see Section 10 for information about how we may use your Entry.

5. How to Enter

- a** Once you have completed your Entry, visit www.tatacommunications.com/f1prize and follow the instructions to submit the Entry. Entries cannot be changed after submission, so please make sure you are happy with what you submit. There is a limit of one (1) Entry per person per Challenge, regardless of whether you enter as an individual or as part of a team.
- b** If you enter as part of a team, you will be required to include contact information for each team member. Each team member must meet the eligibility criteria set forth above. You will also be required to designate a team leader. If we need to communicate with your team, all communications will be sent to the team leader. We are not responsible for, and will not assist in resolving, any disputes between teammates.
- c** By entering, you indicate your full agreement to, and acceptance of, these Official Rules, and you agree to be legally bound by them. You also agree and acknowledge that our decisions regarding the Contest are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.
- d** By entering, you represent and warrant that:
 - (i) your Entry is your original work created solely for the purpose of this Contest, and you are the owner of all the rights, including, but not limited, to all intellectual property rights in the Entry;
 - (ii) your Entry does not violate the rights — including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights — of any third party; and
 - (iii) you have complied with these Official Rules.

6. Selection of Winners

- a** Within two (2) months of the End Date of each Challenge, a panel of judges (including at least one (1) independent judge) will evaluate and score all Entries according to the following Judging Criteria:
 - (i) ability to solve the Challenge in a logical, clear, and concise manner;
 - (ii) creativity in problem solving;
 - (iii) technical knowledge of the subject matter and the ability to apply this technical knowledge to the Challenge.
- b** The three (3) Entries (whether individuals or teams) with the highest scores in each Challenge will be deemed Challenge Winners (subject to their compliance with these Official Rules). Challenge Winner will be notified via e-mail approximately seven (7) business days after selection. Each Challenge Winner (whether an individual or a team) wins one Challenge Prize.
- c** After both Challenges have been completed, a panel of judges will evaluate each of the Challenge Winners according to the Judging Criteria. The Challenge Winner (whether an individual or team) with the highest score will be deemed the Grand Prize winner, and will be notified in person at the 2016 FORMULA 1 UNITED STATES GRAND PRIX on or before Sunday 23rd October 2016. The names of the Challenge Winners and the Grand Prize Winner will be announced on the Contest site on or around 26th October 2016.

7. Winner Requirements

- a** Each Challenge Winner (including without limitation, each member of a winning team) may be required to sign a Declaration of Eligibility, Liability and Publicity Release, and W-9 tax form (for U.S. residents) or W-8BEN tax form (for non-U.S. residents) within ten (10) business days of notification in order to receive a Challenge Prize.
- b** If we do not receive the required forms and information from a Challenge Winner in a timely manner, we may disqualify the Challenge Winner (and his/her teammates, as applicable) from receiving any prize.

8. Challenge Prizes

- a** The Challenge Prize is a trip for two (2) to the 2016 FORMULA 1 UNITED STATES GRAND PRIX on 20th – 23rd October 2016. If a Challenge Prize Winner is a team, only two (2) team members will have the opportunity to take the trip, and they will not be able to take any guests. If a Challenge Prize Winner is an individual, he/she will receive a trip for two (2), the Challenge Prize Winner and one (1) guest. Team leaders are responsible for letting us know which team members will travel.
- b** The Challenge Prize consists of: (i) round-trip Economy-class airfare from a major airport near the Challenge winner's home to Austin Bergstrom International Airport, United States; (ii) one double-occupancy double or twin hotel room for three (3) nights; (iii) ground transportation between the airport to the hotel and the hotel and the race events; and (iv) two (2) weekend grandstand tickets to the 2016 FORMULA 1 UNITED STATES GRAND PRIX. The approximate retail value of each Challenge Prize is \$16,000 USD (approximately \$20,960 CAD). The actual value of the prize will vary depending on various factors, including the point of departure. **The Challenge Winner is responsible for paying any costs and expenses not listed above.**
- c** Each Challenge Winner and his/her guest (if applicable) are responsible for obtaining passports and any other necessary travel documents, and must have no impediment to entering the United States of America. We will not provide any travel assistance, other than providing the necessary tickets. A Challenge Winner and guest must travel on the same itinerary. Once travel documents are issued, they cannot be changed. The guest must be at least eighteen (18) years old, and must sign and return to us a liability and publicity release prior to the issuance of travel documents. We may determine any Challenge Prize details that are not specified above, in our sole discretion. If a Winner cannot travel on the dates we specify, he/she will forfeit the prize. If the race is cancelled for any reason, our sole responsibility will be to award the remaining elements of the Challenge Prize. The Challenge Prize may not be transferred and must be accepted as awarded. A Winner may not request cash or substitute prize component; however, we reserve the right to substitute the Challenge Prize (or component thereof) with another prize of equal or greater value if the Challenge Prize is not available for any reason. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes and social contributions on the Challenge Prize, which will depend on applicable laws in the winner(s)' country and location of residence, and may require the completion of additional documentation.

9. Grand Prize

- a** One (1) Grand Prize winner will receive \$50,000 USD and a trophy. (If a Grand Prize winner resides in Brazil, the monetary prize will be awarded in gold.) If the Grand Prize winner resides outside of the United States, the actual value of the Grand Prize in the winner's currency will depend on the exchange rate when the prize is paid. If a team wins the Grand Prize, the Grand Prize will be divided evenly among all team members. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes and social contributions on the prize, which will depend on applicable laws in the winner(s)' country and location of residence, and may require the completion of additional documentation.

10. How Your Entry May be Used

- a** You do not transfer ownership of your Entry by entering the Contest. However, by entering, you grant an irrevocable, perpetual (non-exclusive) right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use and communicate to the public your Entry as-is or as-edited (with or without using your name) — as well as any footage taken of you participating in Contest-related activities — in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party to: (i) in the case of challenges set by the Formula One group, to the Formula One group and its agents, licensees and assigns; and (ii) in the case of all other challenges, to us and our agents, licensees and assigns. By entering the Contest, you unconditionally and irrevocably waive, to the extent permissible under applicable law, any and all copyrights, trademark rights, privacy rights, and other legal or moral rights that may preclude us, our agents, licensees, and/or assigns from any use of the Entry anywhere in the world and you agree not to instigate, support, maintain, or authorize any action,

claim, or lawsuit against us, our agents, licensees, and/or assigns (or those of the Formula One group as applicable) on the grounds that any use of the Entry, or any derivative works, infringes any of your rights as creator of the Entry, including without limitation copyrights, trade mark rights, and moral rights. You agree to sign any necessary documentation that may be required for us or the Formula One group to make use of the rights you granted

- b** You acknowledge that we, the Formula One group or other entrants may have developed or commissioned materials similar or identical to your Entry, and you waive any claims you may have resulting from any similarities to your Entry.
- c** You understand that we cannot control the information you disclose to us during the course of participating in the Contest, or what we or our representatives will remember about your Entry. You also understand that we will not restrict work assignments of representatives who have had access to your Entry. By participating in the Contest, you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us.
- d** You understand that you will not receive any compensation or credit from us for use of your Entry, other than what is described in these Official Rules.

11. General Terms

- a** We reserve the right, in our sole discretion, to disqualify and seek damages from any individual or team who fails or failed to comply with any provision of these Official Rules, cheats, tampers with the operation of the Contest, or otherwise acts in a disruptive or unsportsmanlike manner.
- b** In the event that the operation, security, or administration of the Contest is impaired in any way, we may, in our sole discretion, either: (i) suspend the Contest to address the impairment and then resume the Contest; or (ii) award the prizes according to the Judging Criteria set forth above from among the eligible entries received up to the time of the impairment.
- c** Except where prohibited by law, in cases of death or personal injury caused by our negligence, or fraud or breach by us of these Official Rules, you agree to release and hold harmless Tata Communications, MERCEDES AMG PETRONAS Formula One Team, the Formula One group, Sidhu & Simon Communications, Hill & Knowlton Strategies, and McCann Enterprise and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest, including, but not limited to: (i) unauthorized human intervention in the Contest; (ii) technical errors that may impair your ability to participate in the Contest; (iii) errors in the administration of the Contest arising from circumstances beyond our reasonable control; (iv) any claim or allegation that your Entry infringes any copyright, trademark, or any other intellectual property right; (v) disputes between team members; (vi) disputes between entrants and their employers; and (vii) claims relating to injuries, death, or damage to persons or property relating in any way to your participation in the Contest or use of a prize.
- d** Except where prohibited by law, you agree that any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York, NY, USA. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or our rights and obligations in connection with the Contest, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York. (For residents of Denmark and Finland: Should you be considered a consumer under the applicable mandatory consumer protection legislation, nothing contained herein shall prevent your rights to present claims in the Market Court.)
- e** Our failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Contest is subject to federal, state, provincial, and local laws and regulations and is void where prohibited by law.
- f** Any clause of these Official Rules that is prohibited or unenforceable in any jurisdiction is ineffective as to that jurisdiction to the extent of that prohibition or unenforceability. That does not affect the validity or enforceability of that clause in any other jurisdiction nor invalidate the remaining clauses of these Official Rules.

12. Privacy and Publicity

a Any information you submit as part of the Contest will be used for purposes of this Contest and treated in accordance with our Privacy Policy. Except where prohibited, participation in the Contest constitutes your consent to our use of your name, likeness, voice, opinions, biographical information, and jurisdiction of residence for promotional purposes in any media without further payment or consideration, and to the cross-border transfer of such information, consistent with applicable law.

13. Organizer

The Contest is organized by Tata Communications Limited, Vintners Place, 68 Upper Thames Street, London EC4V 3BJ, United Kingdom