



FLY !

Ultramagic
international
innovation
Awards



WELCOME

Ultramagic is a manufacturer of hot air balloons and cold air inflatables with over 30 years experience. Headquarters and factory are in the town of Igualada, Barcelona, Spain. The Company has agents and representatives spread over 30 countries. Ultramagic has produced more than 1.600 balloons for more than 50 countries. Many of the balloons manufactured by Ultramagic participate annually in competitions and festivals, winning several World Championships as well as some other events at global and national levels.

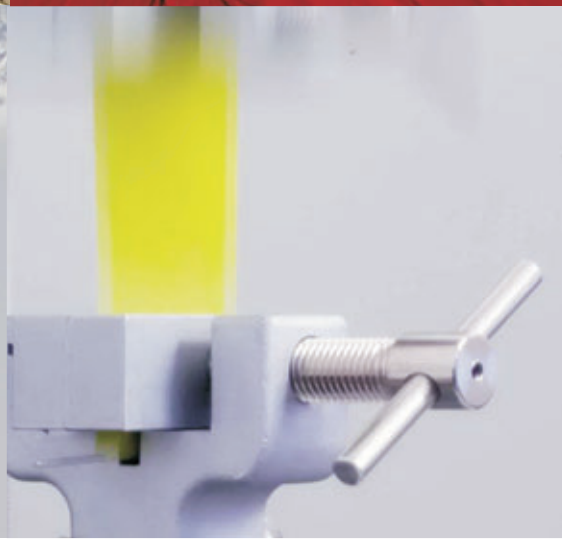
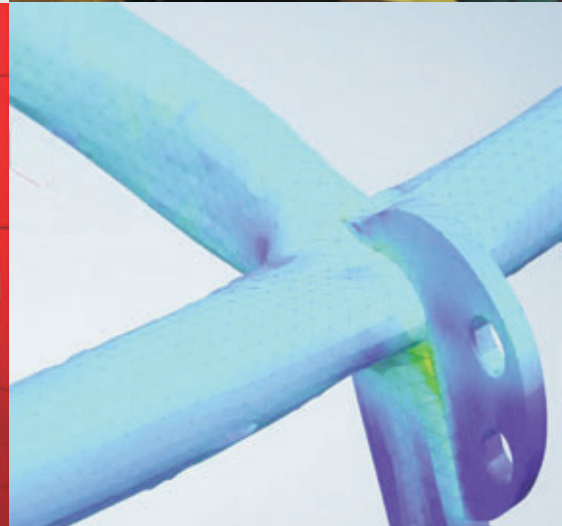
Another regular activity of the company is to carry out flying balloons in extreme conditions. These activities are known as "Ultramagic experience". Please take a look at www.ultramagicexperience.com . Hot air balloons flying over the Mont Blanc, Kilimanjaro and Aconcagua are some of our adventures. At the moment we are preparing some new fantastic and exciting challenges.

Since our inception we have always been involved in a continuous research and innovation process. The consequence has been technical solutions that we have applied to our products. This fact has enabled us to achieve a leadership position in the market. As a result of this arises the:



Ultramagic international innovation Awards

Ultra
MAGIC
"The Leader"



1. CONTEST DEFINITION

Ultramagic (the organizer) proposes this unique opportunity to enhance innovation in aeronautics.

“WK definition - Aeronautics - Aeronautics is the science involved with the study, design, and manufacturing of airflight-capable machines, or the techniques of operating aircraft and rocketry within the atmosphere. While the term—literally meaning "sailing the air"—originally referred solely to the science of operating the aircraft, it has since been expanded to include technology, business and other aspects related to aircraft.”

The contest is open to all those who think they can bring new insights and elements to replace or improve the existing ones by offering radically differential approaches in the sector. We are interested not only in technological and formal innovations but also in the conceptual or creative ones.

What we propose is a major overhaul in the balloon world. Therefore, any contribution from any point of view or expertise may be of interest.

2. CONTEST OBJECTIVES

The main objective of the contest is to find new concepts for the aeronautics sector. In addition we will also consider novel or attractive ideas which may lead us to incorporate them in our business.

We have divided the competition in three categories as indicated below in order to accommodate the different possibilities of participation.

What do we expect? Well, surprise us! Projects that excite us and make us see our business differently. We could even share the development of these projects with you. Everything is open. Any possibility may work. Shock and surprise us!

3. PARTICIPANTS

Any person, entity or institution can participate either individually or in a team. Always following the provided conditions specified in the rules of this contest.



4.

CATEGORIES



A

Category

Technological innovation

This category should include those projects providing technological innovations in machinery and equipment or in the components currently used in the construction and manufacture of hot air balloons.

- Those components used for the flight, ground handling, storage
- The envelopes, the baskets, the burners, the gas cylinders, the fans...
- The review of the inflation and deflation process, the assembly, the transport...
- The potential savings in the process of construction, the materials...
- The duration of the materials or new alternative materials proposals based on a study.
- The safety improvements.
- Aerodynamics, ergonomics and aesthetic components.

Any other alternative ways of flying arising from the analysis of the components currently used for making balloons.



B

Category

Ecology & balloons

As the title suggests we are concerned about ecology in aeronautics.

Which improvements to the following can be made regarding this issue?

- Energy and consumption saving.
- Recycling of materials.
- Use of less polluting materials easily recyclable or sustainable.
- Use of alternative energies.
- Acoustics and combustion efficiency.
- Etc.

*Do you think that there is an issue or topic we have forgotten?
Go ahead and propose!*

C

Category

Ultramagic & ballooning

Although we are balloon manufacturers our activities are very diverse throughout the year to promote the use of balloons. We participate in many competitions, extreme challenges and we even organize the European Balloon Festival (EBF). However, we are sure that there are still lots of unimaginable challenges out there.

Can a balloon overfly all the countries in the whole world? Has anyone done it yet? Any special record to break? (Guinness record maybe, not FIA records) Can you develop a ballooning adventures television show? Maybe. Could our merchandising be improved? How about our communication? Can our brand image be better? Can a movie be made with a balloon as a main character? How about writing a book? Oh wait ... that has already been done... Think of something new.

That's it! That's what we are pursuing. Or even more: We are looking for something what we do not imagine yet ... We want to be really amazed by your suggestions!



5. PRIZES

The total amount for the Contest awards is 52,000 Euros, divided in the following way:

(1) A Main Prize for each category:

Category A - 10,000 Euros

Category B - 10,000 Euros

Category C - 10,000 Euros

(2) A Special Prize of 10,000 Euros for the best idea selected from all the projects submitted. This special prize can be additional to one of the winners of a category or can be additional to any of the other finalists.

(3) Finalists Prizes for non winners of 1,000 Euros each. To distribute among all categories (maximum of 12 finalists non winners)

All prizes are gross amounts; all taxes and liabilities applicable to the prizes or to the respective winners will be deducted from each the specific prize amount.

6. SELECTION PROCESS

The contest will have two phases.

In the first phase, the contestants will send their projects as a simple sheet resume or a complete dossier as well.

You must answer these 3 questions:

- What problem you should resolve or what opportunity you propose?
- What solution you give to that problem?
- What benefit you expect the solution gives?

The Jury will select 15 finalists across all categories. Those selected will pass to the second phase, to allow them to develop their projects, if necessary.

- In the second phase, once the finalists know they have been selected, they can extend as much as possible with details, drawings, etc. The Jury will select the winning project for each category among the 15 finalists.
- The Jury will reject any project that does not fulfill the contest's rules and /or objectives.
- The Jury may declare that none of the projects are suitable as a finalist; in this case, no prize will be given.
- The Jury may select finalists, but may declare the awards void (no winner decision), either one category, or two or the three of them if it decides that no single project fulfill the contest's objectives. In this case the Main Prize (1) of the category declared void will not be given. The Jury will decide if any project is entitled to the Special Prize (2). The finalists will always have right to the Finalists Prizes (3).



7. JURY

The Jury is composed by:

President:

- Josep M. Lladó, Aeronautical eng., MBA, Balloon pilot, E
- Uwe Schneider, Process engineer, Balloon pilot, D
- Stefan Zeberli, Gardener, Balloon pilot, CH
- Stephanie Bareford, H. Biosciences student, Balloon pilot, UK
- Yudai Fujita, UM Dealer, Balloon pilot, J
- Paul Dickinson, Aeronautical engineer, Balloon pilot, UK
- Pep Valls, Design and Marketing expert, E
- Ivan Ayala, Telecommunications engineer, Balloon pilot, E
- Secretary - Carles Lladó, UM Sales manager, Balloon pilot, E

The Jury will decide about all and any issues related to the contest under its own discretion, and will decide about its own organization and the decision making process. Unless agreed on a different way, decisions will be made by majority of members, and the President will have a deciding vote in case of a tie.

The Jury will decide the prizes according to the following evaluation criteria:

- Innovation and excellence of the project.
- General interest and contribution to balloon activity and development.
- Degree of maturity and level of development of the project.
- Economical and technical viability of the project.
- Any other criteria that the Jury may consider appropriate.

8. DECLARATION OF INTEREST

Those interested in participating in the contest may “declare an interest” before the final registration, in the competition website (www.ultramagicawards.com). Once you have completed this process the organization will keep you informed with updated information. The organization will also remind you about the dates.

Ah! Very important! Besides the economic rewards for each category, if you have an idea (evolved or not) please let us know. We can even get involved with you to develop it. We would love to do it!



9. CALENDAR

All dates are Spanish local time.

First phase: from April 1st to June 30th, reception of the projects.

July 7th - Nomination of the 15 finalists.

When chosen the 15 finalists names and category will be published, without details, to allow them to prepare their work privately.

Second phase: from September 1st to October 30th.

All relevant additional information about the projects must be received by October 30th.

November 24th - Awards ceremony.

10. REGISTRATION OF PROJECTS SUBMISSION

Registration for this contest will be made through the dedicated website of the competition www.ultramagicawards.com by correctly completing the registration.

Participants must submit registration in English.

On the second phase participants must submit in digital format:

- A typed proposal of the Project: Format DIN A4, with a maximum of 10 pages with the following contents:
- Descriptive conceptual project document. This must develop the main idea of the project as well as outlining goals and targets, also potential market expectation.
- Graphical representation. 3D representations of the project. Possible images or constructive technical details necessary for proper understanding. Other free drawings or graphics.
- Possible study of technical and economic feasibility.
- Hardware: models or prototypes

Use of other free formats or any additional ones can also be accepted

Depending on the conceptual contributions of each project, originality or creativity in their presentation will be assessed like 3D or multimedia presentations.

11. AWARDS CEREMONY

The awards ceremony will take place at a special gala on November the 24th in Igualada at a site to be designated.

Travel expenses and two day accommodation for two people for each of the 15 finalists will be covered by the Organization.

The competition results with the names of the teams will be published in the specialized sector press as well as in some other media worldwide.

12. COMPETITION RELATED FREIGHT AND WORK RETURN.

The name of the person or team as well as the category in which they choose to participate must be written outside the prototypes or models to be supplied to Ultramagic.

Items supplied by the contestant (e.g. models or prototypes) relating to their application must be removed by the contestant from Ultramagic when requested by the organizers. The cost of this collection or recovery shall be paid by the participants. Returning these projects and materials overseas must be managed from the country of the contestant.

13. CONFIDENTIALITY AND RIGHTS.

The organization is committed to preserving the confidentiality of all submitted work as well as the intellectual property projects. In addition the organization will not use any of the original projects submitted by non finalists without prior agreement with their creators.

The rights of use and development of the winning and the finalist ideas will belong to Ultramagic.

All those projects with existing ideas or solutions will be dismissed.

New projects not awarded, but considered interesting to Ultramagic may be developed by Ultramagic with agreement by the owner on how to do this.

SPECIAL NOTE

An affidavit must be submitted by the participant that the design is a personal work of individual participant or participating team and has not been presented in another competition or contest and has the right to present it to the contest, being the organization free of any liability about it.



14.

CONTEST STIPULATIONS, QUESTIONS AND CLARIFICATIONS

By entering the contest, the participant agrees to accept all of the contest rules.

Breaking of rules will mean the immediate exclusion of the offender as soon as it happens. If the organization knows after the contest that one of the participants has infringed any rule, it will be able to start legal actions against the offender and to claim for the legal transfer back of the prize involved.

The organization and / or the Jury will be able to cancel the contest at any time due to force majeure; in such a case the participants will not be able to make any claim.

All participants will accept all the decisions made by the Jury as final.

Projects that the Jury considers have already been developed or investigated before can be used in the future by Ultramagic.

People employed by Ultramagic or their immediate family may not enter the contest.

No members of the Jury or their immediate family may enter the contest.

The organization shall not be liable for any loss or damage of the material presented during the transport. Once the material has arrived, the material will be checked. From that moment the material will be assured.

Any questions or clarifications about these rules must be requested by email to the organization.

The organization may contact the participants for any clarification of doubt if necessary or for any rule change that it has to be made for an important reason.

The official language of the competition will be English. English will be used for all communications between the participants and the organization.

The awards and the contest rules are subject to Spanish laws and jurisdiction, and any dispute related in any way will be submitted to the local courts in Igualada, Spain.

