

Best of Show Award

Interop[®]24
Tokyo JUNE 12-14
MAKUHARI MESSE, JAPAN



Promotion Manual

Event period June 12 (Wed.) - June 14 (Fri.) | Makuhari Messe, Chiba JAPAN

1. Best of Show Award

“Best of Show Award” is one of the most famous events of Interop Tokyo. The judging committee will review the latest products entered by exhibitors in each category and decide the Grand Prix.



Participating and winning an award at this event will increase the exposure, credibility and prestige of your products and company.

*The winning company will also receive a trophy at a later date.

Furthermore, award-winning results and products will be introduced at various locations during Interop Tokyo.

～Benefits of entering Best of Show Award～

1. The review committee is highly authoritative and credible because it composed of key persons from leading media companies and experts in the academic world.

2. If you win an award, products may get some business media exposure!

Reference | 2023 article : <https://atmarkit.itmedia.co.jp/ait/articles/2306/15/news097.html>
<https://www.security-next.com/147020>

2. Entry Process and Judging Schedule

The judging committee, consisting of key persons from leading media companies and academics, will review the selected new products entered by exhibitors to determine the "Product of the Year".

Which product will win the prestigious award after discussions from numerous entries, through the finalist judging panel, to the main judging on the day of the competition?

It is truly a major event for the entire industry and will be held again this year.

***Only exhibitors at Interop Tokyo 2024 are eligible for this entry.**

1. Late April – May 24 (Fri.) : Entry Period
2. Late May : Entry product/service announcement (available on the official website)
(FY2023 Reference URL → <https://f2ff.jp/2023/interop/award/entry/?lang=en>)
3. Late May : Finalist judging by a panel of judges
4. Early June : Announcement of finalist products/services (available on the official website)
(FY2023 Reference URL → <https://f2ff.jp/2023/interop/award/finalist/?lang=en>)
5. June 11 (Tue.) : Final Judging
*Judges will visit each exhibitor's booth to evaluate the finalists' products.
6. June 12 (Wed.) AM : Final Judging Session
7. June 12 (Wed.) PM : Announcement of award-winning products/services
(available on the official website)
(FY2023 Reference URL → <https://f2ff.jp/2023/interop/award/winner/?lang=en>)

* Please note the following *

- **Entries will not be accepted after the entry deadline.**
- The time for this review will be announced to you after it is finalized. Please assign an explanation staff in charge.
(This will be your opportunity to appeal directly to the judges)

3. Eligibility and requirements for entry

【Products Eligible for Entry】

1. Products, solutions and services that will be launched or announced **from June 17, 2023 to June 14, 2024**.
2. Existing products that are significantly upgraded or updated during the above period and recognized by the judges as different before updating are eligible. (*)
3. The number of products that can be entered depends on the number of booths. (**)

Please note the following

1 to 3 booth spaces: Up to 3 entries

4 to 9 booth spaces: Up to 6 entries

10 booth spaces or more: up to 20 entries

* Please describe the difference from the existing product in the “Detailed description (for Judge of Award)” in the entry form .

** The main judging (June 11, the day before the exhibition) will be held at each booth. Please enter only those items that will be exhibited at your own booth.

【Products not eligible for entry and other notes】

1. Items not answered will not be included in the evaluation.
2. Products that have won awards at other events will not be given preferential treatment.
3. Products that have already penetrated the market may not be eligible.
4. Products announced or commercialized before June 16, 2023 are not eligible.
5. Multiple entries for the same series of products and solutions may be combined into a single entry for judging.

*The above entry conditions are subject to change.

In each year, judging will be based primarily on the following points of view.

We encourage you to summarize your entry in an easy-to-understand manner, focusing on the selling points for the following items.

- | | |
|---|---|
| ✓ Plan or idea | ✓ Power saving / Space saving / Heat saving |
| ✓ Functionality / Operability / Usability | ✓ Design |
| ✓ Capability / Performance | ✓ GX / SDGs |
| ✓ Cost-effective | ✓ CX (Customer Experience) |
| ✓ Topicality / Expectation | ✓ AI Utilization ※From 2024 |

5. Entry Keywords

Please select one "most appealing" keyword per product/service from the list below. (**Listed in bold**)

*If you select "Security", "Network Infrastructure", "Enterprise & Cloud", "AI", "Mobile Computing" or "Innovation Technology", please select one of **the sub-items** as well.

■ Security

- Ransomware measures
- Endpoint Security
- Targeted Threat / Cybersecurity measures
- Authentication / Identity Management
- Measures against information leak
- Monitoring and Detection
- Vulnerability countermeasure
- IoT Security

■ Network Infrastructure

- AI Infrastructure / Data Center
- Career / ISP
- Enterprise
- SMB

■ Enterprise & Cloud

- Enterprise Appliance
- Enterprise Service
- Cloud Service
- Cloud Infrastructure

■ AI

- Generative AI
- AIOps

■ IoT / Edge Computing

■ Mobile Computing

- 5G / 6G
- Wi-Fi

■ Innovation Technology

- Space Challenge
(Space Industry)
- Media Challenge
(Media Over IP, etc.)
- Academic Challenge
(University Research)

■ NFV / SDI

■ Server & Storage

■ Management & Monitoring

■ Testing

■ Industrial Network

■ Gadget

■ Personal Media & Device

■ Facility (Racks, cables, power supplies, etc.)

■ APN (All Photonics Network)

■ InStore tech

■ Other

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