



Sony is a brand that does not need much introduction.

They believe that curiosity is the key to creativity and that anything you can imagine you can make real.

make.believe symbolizes the power of creativity and the ability of Sony to turn ideas into reality.

What do we want you to do?

“If you want to make your dreams come true, the first thing you have to do is **WAKE UP!!!!** Forget boundaries, set your imagination free and capture your thoughts in a **VIDEO** or **ANIMATION**. We want you to identify your dreams and imagine them as reality. We want you to “make.believe”

What’s in it for you?

Five (5) winners will win US\$1000 each

Who are your audience?

Your audience will be 15 to 35 year olds who seek inspiration to realize their dreams!

What’s the medium?

Video or Animation

Who can participate?

Anyone from anywhere who has dreams they want to make real

Contest duration

Start Date:	16 November 2009
End Date:	14 January 2009
Time:	11:59 PM (GMT +8)

Any specific requirements?

- The video must be 30 to 60 seconds, in either Color or Black and White treatment.
- In terms of language, English is preferred but submissions in other languages will still be accepted as long as they contain English subtitles.
- Every entry must begin with the start and end frames provided. The start frame is a Sony “start” button while the end frame is a “Sony make.believe” logotype and tagline sign off.

Additional Do’s & Don’ts

- No restrictions on the number of submissions per participant.
- All submitted materials are non-returnable.
- Entries must be original and exclusive to the participant, true and verifiable.
- You **MUST** use images and music that are rights-free. It is your duty to ensure that all elements you use do not infringe any copyrights. Please include the following statement on your media description bloc once you have uploaded your work: “All images used in this work are free of rights”.
- Eyeka Asia has the right to reject entries containing obscene, racist, unethical, dangerous, violent or legally objectionable material, or material that may infringe

upon any person's personal or property rights. Such entries will be immediately disqualified and not allowed on the Call for Entries.

Entry specification

- 640x480 PAL, MOV / WMV / AVI / MP4
- Encoding: MPEG 4, H.264, XVID
- Video Rate: 400 kb/s minimum
- Audio Rate: 64 kb/s
- For broadcasting issue, you must supply the original working files in the format below upon request: PAL DV Tape/MOV file 720x576 screen resolution, 25 FPS, 44.1 kHz for audio (applicable to MOV file)

Entries that do not meet the above listed criterion will be disqualified. Any further information, please send an email to: community.asia@eyeka.com

“make.believe”

make = *action* (do, build, design)

‘Make’ signifies the ability to turn creativity into reality.

believe = *spirit* (think, imagine, dream)

‘Believe’ represents the encouragement of ideas - the ability to imagine. To dream.

‘Dot’ = the link between ‘make’ and ‘believe’. It’s the point of ignition that imagination transcends reality. Sony fulfils the role of the Dot to enable your dreams to become reality.