

Rules and Regulations

2021 Long Beach Augmented Reality Challenge



The Long Beach Augmented Reality (Challenge) is a 3-phased competition spanning 4 months. The Challenge is supported by the City of Long Beach and US Ignite, with generous funding from Facebook Reality Labs.

By registering yourself or your team and providing a pitch/proposal/white paper submission to Phase I of the Challenge, you (“Participant”) agree to the below rules (“Rules”):

1. Organizer; Sponsor

The Augmented Reality Developer Competition is supported by the City of Long Beach, 411 W Ocean Blvd, Long Beach, CA, 90802 USA (the “Organizer”), and supported by US Ignite, 1150 18th St NW Suite 750, Washington, DC 20036 USA (the “Sponsor”).

2. Challenge Schedule

The Augmented Reality Developer Challenge Competition consists of 3 phases:
1) Ideation/Pitch/Proposal 2) Prototype/Sprint; 3) Final Exhibit.

Phase I: Ideation/Pitch/Proposal

All interested entrants must register and submit Phase I: Pitch materials via the Challenge Competition website at <http://longbeach.gov/smartcity/projects/long-beach-ar-challenge/> by May 7, 2021 at 11:59:59 PM Pacific. Applicants will be notified individually of their eligibility to move on to the next phase by May 21, 2021.

Phase II: Prototype/Sprint

Following the Ideation/Pitch Phase, selected participants will move on to the Phase II: Prototype/Sprint stage of the competition. Participants will have three (3) months to develop a prototype based on their Phase I submission. Participants will submit their prototype to the Challenge Organizer by August 1, 2021 at 11:59:59 PM Pacific.

Phase III: Final Exhibit

After completing Phase II, participants will move on to Phase III: Final Exhibit. Participants will showcase their product developed during Phase II at the Exhibition event tentatively scheduled for the week of August 9, 2021 (Final Date TBD). These products must adhere to the Challenge product and testbed demonstration requirements.

3. Who Can Participate

No purchase or fee is necessary to enter or claim any prize. The contest is void where prohibited by law or regulation. Participation is open to teams of one or more members (each team is referred to in these Rules as a "Team" and each team member as a "Participant"). There is no maximum number of Participants per Team, and Participants may be a member of more than one Team. Each Team must designate one Participant on the submission form as the "Team Leader" who will be responsible for sending and receiving communications on behalf of the Team. Team Leaders must be at least 18 years of age. Participants between the ages of 13 and 17 are permitted if they are not Team Leaders and have obtained written permission to participate from their parent or legal guardian.

Participants not local to the Long Beach, CA area may apply. Teams with no Participants local to the Long Beach area will be qualified as "Virtual" teams. Virtual teams will not be required to attend the Final Exhibit event in person.

The following individuals and entities are ineligible to participate in the Challenges:

- Employees of US Ignite and the City of Long Beach;
- Federal employees acting within the scope of their employment;
- Challenge judges;
- Families of and persons living in the same household as US Ignite and City of Long Beach employees and contractors, and Challenge judges;
- Anyone who has a financial relationship with a US Ignite or City of Long Beach employee or contractor, or Challenge judge;
- Anyone otherwise affiliated with a Challenge judge, including an individual with a professional relationship with any Challenge judge or a private entity in which a Challenge judge currently serves as a director, officer, or employee;
- Federal grantees who use Federal funds to develop Submissions that are inconsistent with the purpose of their grant award; and
- Federal contractors to the extent they use Federal funds from a contract to develop Submissions or to fund efforts in support of a Submission.
- Organizer, at its sole discretion, shall determine eligibility of any Participant, Team, or organization, and may disqualify anyone at any time for any reason. Additionally, Organizer shall have the sole discretion to identify all Participants in the event of a dispute.

4. How to Enter

Completely fill out and submit the application form at <http://longbeach.gov/smartcity/projects/long-beach-ar-challenge/between> by May 7, 2021 at 11:59:59 PM Pacific. Entrants will then receive information via email on next steps.

The Team Leader, on behalf of each member of the Team, formally accepts the Challenge Rules and all decisions of the Organizer and Judges (defined below), which are final and binding. The completed submission form and accompanying submission materials constitute the Team's "PHASE I: PITCH/IDEATION" submission.

5. Submissions Guidelines

The Team Leader must provide (i) a valid email address, which Organizer will use to communicate with the Team, and (ii) the names, email addresses and brief bios of all Team members. Submission materials must include without limitation a description of the solution as well as technical and design details. Teams may submit more than one Submission per Challenge. A project that has been submitted elsewhere previously may also be submitted to the Challenges; however, Challenge entries must further develop, refine or build upon existing solutions (e.g., provide new tools or documentation, test existing solutions in new environments, etc.) in order to be eligible for prizes. In the event two or more Submissions describe substantially similar projects, the Judges' will consider both Submissions and the possibility of combining Teams.

Organizer, at its sole discretion, reserves the right to disqualify any Submission not in compliance with these Rules, any applicable laws, or which includes material that is indecent, obscene, hateful, discriminatory, defamatory, slanderous, libelous, unlawful or otherwise inappropriate as determined by Organizer in its absolute discretion. Each Submission must also comply with any other terms or requirements on the City of Long Beach site.

6. Submissions Requirements

All Submissions must meet specific criteria to be considered for judging in the Challenges. Without limitation, the following conditions apply:

The Submissions must be responsive to the Challenges, meaning they must:

- Use Facebook's Spark AR Platform

- Answer the following question in their submission: AR provides us with an opportunity to share our unique visions of Long Beach with each other. How might we use AR to activate Downtown Long Beach and connect users to our historic past, diverse present, or emergent future?
- Leverage one of the following types of outdoor physical demonstration sites to feature their final AR product: Building facade, building facade with a mural, building glass display, sidewalk, public plaza

Although it is not required, Organizer strongly encourages Participants to host their Submission documentation publicly (via GitHub or equivalent), in such a manner that others can learn and benefit from the project. Participants are also encouraged to leverage open-source hardware and software in the design of their solutions and to make their solutions available under open licenses such as the MPL for code and Creative Commons licenses for documentation. Participants not following these recommendations are welcome to enter but should explain any alternative steps they are taking to serve the goals of public access, interoperability, and enabling further innovation.

Team members must have all necessary copyright, trademark, patent or other proprietary or legal rights to the technology and documentation covered in their Submissions as well as the rights to share the Submissions with Sponsor in connection with the Challenges.

The Submission must be in English.

7. Judging and Winner Selection & Prizes

All Submissions will be reviewed and evaluated by a panel of experts drawn from academic, nonprofit and for-profit organizations working in the fields of technology, research and community activism (“Judges”). Judges will select winners for the final stage of the competition. In reviewing the Submissions, all Judges will assess:

- **Technical Feasibility:** How feasible are the ideas presented? What are the technical capabilities of the idea or prototype?
- **Differentiation:** How does the proposed solution differ from or improve upon existing solutions? What is innovative or novel about the proposed concept or technology?
- **Affordability:** How affordably could the idea/prototype be implemented in a real community?
- **Social Impact:** How well tailored is the idea or prototype to the needs of the community and users for which it is designed? How will the design of the idea/prototype help engage community members in order to maximize utilization?
- **Scalability:** How will the idea or prototype be adaptable to broader communities or areas? How scalable is the project? How will the idea or prototype provide tools and documentation to anyone who might wish to build upon it or launch a similar effort?

For awardees, interviews may be conducted via videoconferencing to gather additional information about proposed solutions. During the Final Exhibition Phase, non-Virtual Finalists will also be required to provide live demos for judges or a public audience. In addition, during this stage, external reviewers and validators will confirm that the Submissions meet the necessary criteria through hardware testing.

All decisions of the Judges are final, non-appealable and binding. Potential winners must comply with all Rules. Winning is contingent upon verification of eligibility and compliance with all requirements in these Rules.

8. General Prize Conditions

Prize money will be paid to the Team Leader, who is responsible for determining any apportionment among other Team members. Organizer and Sponsor will not be liable for any Team member claims regarding prize distribution. Winning Teams are solely responsible for the payment of any taxes that may arise as a result of acceptance of a prize, and all other expenses or costs relating to the prize not expressly set forth above.

The Team Leader must have a valid US Bank account number and routing number.

9. Winner Notification/Validation

Winning Teams will be notified of their selection by email and phone. Winners will also be announced on the City of Long Beach website. Members of winning Teams may be required to sign and return to Organizer an affidavit of eligibility, a liability release and/or a publicity release where permitted by law, as well as provide information necessary for compliance with any applicable tax laws. If the Team Leader of a winning Team cannot be notified within five (5) days after selection, or in the event of failure to comply with any of these requirements, the prize may be forfeited and an alternate winner selected.

10. Travel

Finalist Teams that are not Virtual are required to have at least one Team Participant provide an in-person demo during the Exhibition event. The Challenge Organizer will not be responsible for related travel and accommodation.

11. Authorization to Use Winners' Information

All members of winning Teams grant permission to Organizer and Sponsor and its authorized representatives to use their names, city and state, photograph and/or other likeness, voice, and basic biographical information for promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, in perpetuity, without notice, consideration, review or approval. Team members also agree to participate in and cooperate with any promotional activity and/or publicity relating to the Challenges as the Organizer and Sponsor shall reasonably request from time to time, without further compensation, except at the Organization's and Sponsor's sole discretion, reasonable travel and accommodation.

12. Disclaimers

Organizer and Sponsor are not responsible for: (i) lost, late, misdirected, damaged, garbled or illegible Submissions; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Submissions materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive Submission information by Organizer on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof; or (iii) any injury or damage to a Team member or any other person's computer related to or resulting from participating in the Challenges. Organizer reserves the right to: (a) permanently disqualify from any Challenges any person it believes has intentionally violated these Rules; and (b) suspend, modify or terminate the Challenges if Organizer believes, in its sole discretion, that malfunction, error, disruption or damage is impairing or will impair the administration, security, fairness, or integrity of the Challenges. If the Challenges are terminated before the scheduled end of the each Stage, the Organizer will determine the winners from all eligible entries received as of the termination date in a fair and equitable manner as determined by Organizer in its reasonable discretion. Persons found tampering with or abusing any aspect of the Contest, or whom the Organizer believe to be causing or attempting or intending to cause any malfunction, error, disruption, or damage will be disqualified.

13. Privacy

To administer the Challenges, Organizer will receive personal information from Teams including names, locations, phone numbers, and emails. Organizer handles this information as described in these Rules. Participants may opt-out of communications from Organizer if they no longer wish to participate in the Challenges.

14. Confidentiality

Submissions will be shared with Judges, Organizer and the City of Long Beach staff, and mentors.