

How does the world as we know it become the world we've always dreamed of?

There are people who see beyond what appears on the surface. When others retreat in fear of the future, they work to eradicate the world's problems before they even become problems at all. They see the possibilities and move forward empowered with the knowledge and tactics to make it happen. Refusing limitations, taking risks, innovating – embracing a new frontier and the unknowns that come with it.

Do you embody the truth behind the world's progress? We believe the world belongs to the brave.

Join Us.



### It's time for show and tell.

Create like the future depends on you. Then show us your best idea for "better living through technology". Here's your chance to reveal your inner Tony Stark.

## Who will you answer to?

Tony Stark's friends at Audi. Oh, and the rest of the world. Tell your friends – spreading the word will help get you noticed.

#### The reward.

Your bravery will be rewarded with \$15,000 toward putting your idea into action. But first, we'll send you off to California for a 4-day tech-lover's dream adventure.

# ABOUT THE TONY STARK INNOVATION CHALLENGE

In lieu of weapons manufacturing, Tony Stark is taking Stark Industries in a new direction. Together, Audi and Tony Stark are using Stark Expo as a recruiting platform. They're asking people like you to share your ideas.

Show us that you have what it takes to be Stark-worthy by submitting your ideas for "Better Living through Technology" and rallying your social network to like, rate, comment and discuss your idea. Whichever ideas shine the most, will be reviewed by Audi executives and a winner will be determined.

Submissions must take the form of a video (2 minutes or under please) and be submitted to www.TonyStarkInnovationChallenge.com.

#### Winner Receives:

- \$15k to develop your idea
- Four-day trip for two to California
- A day at the Audi Sports Car Experience driving an Audi R8
- A VIP day with the ICON Aircraft team, joining them in flight and water testing of the innovative ICON A5 aircraft (one of Tony Stark's toys)
- Helicopter tour of L.A.
- Transportation in the latest innovation from Audi, the 2011 A8
- Luxury hotel accommodations and dinners at L.A.'s top restaurants
- Spa treatments, tailored cocktail attire, and grooming to perfect his/her Stark style
- Tour of Audi Design Center in Santa Monica Airport
- Experience documented and featured on AudiUSA.com

## How you'll be judged: by top executives at Audi of America.

Your video should:

- 1. Make the world a better place by solving a problem or improving an existing solution (20%)
- 2. Articulate and demonstrate expertise of the "better living through technology" philosophy (20%)
- 3. Have the scalability and adoptability to potentially change the way we live (20%)
- 4. Showcase innovation, adventure, and intelligence worthy of Audi and Tony Stark (20%)
- 5. Entice the social network; viewer ratings will help determine top entries (20%)

#### Need to knows:

- Submit ideas that exemplify better living through technology (up to three submissions accepted)
- Ideas are demonstrated through an original video and then shared with the online community who will rate and share the content
- English-only submissions
- Videos may have a maximum length of 2 minutes
- Winners must be available during June 2010 for finalist interview and August 2010 to redeem prize
- Approved submissions will be posted to the site within 48 hours
- Entry should not contain Iron Man or Marvel Intellectual Property, any visible logos, drawings, cartoons, phrases, trademarks, or any third-party materials other than Audi

**Who:** 18+ U.S. Only

## When:

| Events:   | Starts:                      | Ends:                       |
|---|------------------------------|-----------------------------|
| Video Submission Period                         | 12:01 a.m. PT April 28, 2010 | 11:59 p.m. PT June 9, 2010  |
| Public Voting Period                            | 12:01 a.m. PT April 28, 2010 | 11:59 p.m. PT June 13, 2010 |
| Selection of Potential<br>Finalist Videos       | 12:01 a.m. PT June 14, 2010  | 11:59 p.m. PT June 16, 2010 |
| Clearance, Notification and Interview (Final 2) | 12:01 a.m. June 17, 2010     | 11:59 p.m. June 25, 2010    |
| Winners Announced                               | Week of June 28              |                             |

# Viewing & Rating:

- Users can rate videos on a scale of 1 to 5
- Only one rate per video, per day, for the length of the contest participation period
- Final ratings will be calculated toward the final score of each entry and used to determine the grand prize winner