

AVS Industrial Technology Innovation Award

Incentive Measure

(Revised in December 2017)

Chapter 1: General Provisions

Article 1 In order to speed up the formulation of AVS, the whole society should be mobilized as much as possible to promote the formulation, development, industrialization, popularization and application of the standards, encourage technological innovation, and form a good environment that respects knowledge and talents. These Measures are hereby formulated by the Audio Video Coding Standards Workgroup of China and the Secretariat of Zhongguancun Audio-Visual Industry Technology Innovation Alliance (hereinafter referred to as AVS Secretariat) based on the actual situation of AVS standard and its promotion.

Article 2 The name of the award referred to in these Measures is "AVS Industrial Technology Innovation Award". Any individual and member who actively submit proposals during the formulation of AVS standards, have important technological innovations, scientific discoveries, technological inventions, and have made outstanding contributions to the realization, transformation, promotion and industrialization of AVS products will have the opportunity to win the honorary title of "AVS Industrial Technology Innovation Award", and will be given certain material rewards by the AVS Secretariat.

Article 3 These measures are applicable to all members that have made outstanding contributions in the AVS standard system process and technological innovation, standard achievement transformation, standard promotion activities, and AVS industrialization, the invited experts and consultants who have made positive contributions.

Article 4 The recommendation, review and award of this award shall follow the principles of openness, fairness, impartiality, merit selection and putting quality before quantity, and widely accept social supervision.

Chapter 2: Setting and Time Limit of Award

Article 5 Categories and quota of awards: AVS Industrial Technology Innovation Award, with three winners in total. The commemorative certificates and material awards will be issued by the AVS Secretariat.

Article 6 The basic bonus will be paid according to the annual balance of AVS membership dues. The AVS Secretariat will raise the money award through multiple channels, including funding, sponsorship (including title sponsorship) and paid activities, to increase the amount of AVS Industrial Technology Innovation Award.

Article 7 The time limit for the award starts from 2014, and the award will be reviewed every calendar year. The first review year is 2014.

Chapter 3: Application

Article 8 Requirements for award application.

All members meeting any of the following conditions or personnel dispatched by members to participate in AVS work can declare:

(I) Those who have made important contributions to the drafting and formulation of the AVS standard, including those whose suggestions and opinions were adopted the AVS standard;

(II) Those who have actively promoted the improvement of AVS standards, played a positive role in the formulation and promotion of AVS standards, and brought good social feedback and positive influence to AVS for their efforts;

(III) Those who have actively submitted technical proposals to the AVS Workgroup and stood out in terms of the number of proposals and the number of adoptions;

(IV) Those whose proposals have been adopted as part of the AVS standard with outstanding technical contributions and clear intellectual property rights;

(V) Those who have made outstanding contributions in AVS technology innovation, code development and product realization;

(VI) Those who have made significant contributions to the establishment of the technical direction, the formation of the technical framework, and the improvement of the technical level during the formulation of the AVS standard;

(VII) Those who have made significant contributions to the AVS verification system or engineering implementation;

(VIII) Those who have actively promoted the transformation of AVS achievements and the industrial application of AVS and achieved significant social and economic benefits.

Article 9 Any person or institution that meets the application conditions may be recommended to the AVS Secretariat by the following recommendation methods:

(I) Self-recommended;

(II) To be recommended by the institution;

(III) To be recommended by other experts in the Workgroup (recommended by other experts);

(IV) The task force is responsible for the recommendation, but the leader of the task forces need to report to the AVS Secretariat in a unified manner; each task force should actively promote and cooperate with the recommendation and selection of awards.

(V) To be recommended by the AVS Secretariat, and the Secretariat must actively cooperate with the recommendation and selection of the award.

Article 10 The candidates must fill in the recommendation letter in a unified format prepared by the AVS Secretariat, and provide a set of necessary certificates or evaluation materials. The recommendation letters and related materials should be complete, authentic and reliable.

The specific requirements for personnel materials applying for the AVS Industrial Technology Innovation Award are as follows:

- (I) Letter of Recommendation
- (II) Relevant certification materials;
- (III) A one-inch photo

If an institution is recommended, the items in the form shall be adjusted accordingly.

Article 11 The applicant shall not apply for AVS Industrial Technology Innovation Award under any of the following circumstances:

- (I) The disputes over intellectual property rights or social benefits have not yet been resolved;
- (II) Violating national policies and laws.

Chapter 4: Review

Article 12 The AVS Secretariat has specially established an Expert Review Committee to be responsible for the review of the AVS Industrial Technology Innovation Award, and the AVS Secretariat is responsible for the daily organization of the review.

Article 13 The members of the Expert Review Committee of the AVS Industrial Technology Innovation Award shall be determined by the General Group of the AVS Workgroup, and can be from the General Group, specially invited consultants, experts in the group or the industry. The number of members shall not be less than seven. The review experts shall meet the following conditions:

- (I) Knowledgeable, familiar with the AVS standard, the development of science and technology in the field of audio and video coding at home and abroad, with strong comprehensive judgment ability, and a senior professional technical title or equivalent;
- (II) Work conscientiously and responsibly, with good scientific and professional ethics.

Article 14 The main responsibilities of the Expert Review Committee of AVS Industrial Technology Innovation Award are as follows:

- (I) According to these measures, the evaluation opinions on candidates of AVS Industrial Technology Innovation Award shall be put forward according to the same conditions, performance, virtue and ability, contribution, etc.;
- (II) To review the candidates for the AVS Industrial Technology Innovation Award;
- (III) To study, coordinate and solve other major issues arising in the evaluation of AVS Industrial Technology Innovation Award.

Article 15 The AVS Secretariat is responsible for the formal review of the recommended materials; for incomplete recommended materials, the recommending unit or recommender is required to make corrections within the specified time. Those who fail to make corrections within the time limit or to meet the requirements after making corrections will be notified that they will not be reviewed. The recommended materials that pass the formal examination will be collected by the AVS Secretariat and submitted to the expert jury for review.

Article 16 The review and voting rules of the AVS Industrial Technology Innovation Award are as follows:

(I) AVS Industrial Technology Innovation Awards will be evaluated by a comprehensive qualitative and quantitative evaluation method at the conference.

(II) The evaluation of the AVS Industrial Technology Innovation Award implements the avoidance system. The recommended candidates and relevant experts are not allowed to participate in the evaluation of the current year as evaluation members;

(III) The expert judges will approve the recommended candidates, and will select the winners from high to low according to the level of achievement, economic and social benefits, and other certifications.

(IV) At the closing meeting of the Meeting of AVS Workgroup in December each year, the evaluation of the AVS Industrial Technology Innovation Award will be initiated, and relevant materials will be submitted to the AVS Secretariat for summary and then submitted to the expert evaluation meeting, which will be voted by the expert judges in February of the following year.

Article 17 Evaluation Criteria

In addition to complete information, true and reliable data, and compliance with the evaluation requirements, candidates for the AVS Industrial Technology Innovation Awards should meet the corresponding requirements of Article 8 of this selection method.

Article 18 The review results of the expert judges will be announced to all members of the AVS Workgroup after reviewed by the Expert Review Committee of the AVS Industrial Technology Innovation Award. If there is no objection within the specified time, the award will be awarded during the Meeting of AVS Workgroup in March.

Chapter 5: Objections and Awards

Article 19 The evaluation results of the AVS Industrial Technology Innovation Award shall be announced to and supervised by all members of the Workgroup.

Any objection to the results of AVS industrial Technology Innovation Award shall be submitted to the AVS Secretariat within 30 days after the announcement of the award results. If no objection is filed within the time limit without justified reasons, it shall not be accepted.

Article 20 Objections are divided into substantive objections and non-substantive objections. Any objection raised by the candidate concerning the innovation, advancement, practicality and contribution of AVS's work, as well as the inaccurate filling of the recommendation letter, shall be considered as substantive objection. Objections to a candidate are non-substantive objections.

Article 21 Substantive objections shall be coordinated by the AVS Secretariat and assisted by relevant recommending institutions and individuals. Any party involved in the objection should actively cooperate without shirk or delay. Upon receipt of the notice of objection, the recommending institution and recommender shall verify the objection materials within the specified time, and report the investigation and verification results to the AVS Secretariat. AVS Secretariat may organize the review committee members (including members of the

General Group) and experts to conduct investigation and propose handling opinions if necessary.

The non-substantive objections shall be coordinated by the recommending institution or recommender, and preliminary handling opinions shall be submitted to the AVS Secretariat. The AVS Secretariat is responsible for coordinating the handling of cross-institution objections with the assistance of relevant recommending institutions or referees. The procedures shall be handled in accordance with the provisions of the preceding paragraph.

Article 22 If the objection is settled within 30 days from the announcement date of the review result of the AVS Industrial Technology Innovation Award, it can be conducted in the current year; if the objection is dealt with within one year or one year after the announcement date of the evaluation result, those who meet the application conditions can be re-recommended.

Article 23 The certificate and bonus of the AVS Industrial Technology Innovation Award will be arranged by the AVS Secretariat.

Article 24 For those who have won the AVS Industrial Technology Innovation Award, if they are found to have falsified or plagiarized or infringed upon the discoveries, inventions or other scientific and technological achievements of others, upon verification, the reward will be revoked, certificates and bonuses will be recovered, and criticism or treatment will be given according to the seriousness of the circumstances. Those who use the selection opportunity to frame, suppress, or retaliate against others should be dealt with seriously, and those who violate the criminal law shall be dealt with by judicial organs in accordance with the law.

Chapter 6: Supplementary Provisions

Article 25 The term "economic benefits" as mentioned in these Measures refers to the added value and saved value created by the technical or other contributions.

The "significant social benefits" as referred to in these Measures refers to making significant contributions to social development, providing information (technology) that can be widely used by the society, and playing a key role in major AVS decision-making.

The term "achievements with independent intellectual property rights" mentioned in these Measures refers to the patented achievements that have been authorized or have entered the stage of publicity.

Article 26 The AVS Secretariat is responsible for the interpretation of these measures.

Article 27 These Measures shall come into force on December 29, 2017. The original award selection method will be terminated immediately.