

# Freescale Kinetis L Series MCU Design Challenge (India)

## Official Rules

### **This Challenge is void where prohibited, taxed, or restricted by law.**

Sponsor: Freescale Semiconductor India Pvt.Ltd ("Freescale"), ADDRESS: Plot 2&3, Sector 16-A, Noida – 201 301, U.P. India

### **Challenge Dates:**

This Challenge begins on January 10, 2014 and ends 11.59 p.m. IST, July 27, 2014.

- **Registration: January 10, 2014:** Freescale Kinetis L Series MCU Design Challenge (India) registration opens
- **Round 1: April 10, 2014 11:59 p.m. IST:** Abstract submission and registration closes.
- **Week of April 20, 2014:** Freescale will announce 50 shortlisted Participants.
- **Round 2: July 27, 2014 11:59 p.m. IST:** Participant's deadline to submit prototypes to Freescale.
- **Announcement of winners** at Freescale Technology Forum in India ("FTF India") (August 26-27, 2014)

### **Challenge Information:**

Participants in the Freescale Design Challenge will compete by developing an application prototype that is intended for use with the one or a combination of Freescale product families, as described at [freescaledesignchallenge.electronicsforu.com/](http://freescaledesignchallenge.electronicsforu.com/) (the "Project")

*The Challenge consists of 2 rounds.*

All Participants must learn about Freescale Kinetis-L product family by downloading technical documentation and going through online trainings.

**In Round 1**, Participants must submit an abstract based on the features and functionality of Project they wish to develop using Freescale products. The top 50 abstracts (as decided on by the Judges) will be shortlisted for Round 2 and Participants of such will be offered one complimentary hardware tool and one version of CodeWarrior™ tool, Special Edition.

**In Round 2**, Participants will submit a Project design paper consisting of detailed information of their Project including schematics, layouts, flow charts and source code. Participants also have to present the working of their project on a video and upload it in the login account provided on [freescaledesignchallenge.electronicsforu.com/](http://freescaledesignchallenge.electronicsforu.com/)

To enter a Project design in the Challenge, Participants must submit original work, or if a Participant incorporated the original work of another, that Participant must have written permission (included with Participant's entry) from the legal owner. Each Participant's entry must be submitted in digital format, following Freescale's guidelines, and written in English. Entries will be accepted in hard copy format only by prior arrangement. Each entry must contain the complete documentation of the project and its operation.

### **Winning Criteria:**

Freescale will announce top 3 winners during Freescale Technology Forum to be held on in Bengaluru (dates TBD). The Judges will score the Project prototypes based on:

- Creativity
- Design efficiency
- Number of Freescale products incorporated in the design
- Technical complexity
- Usefulness of application
- Overall application rating
- Environmental benefit potential for end use products

The top 3 winners may be allocated a space to demonstrate their prototypes during FTF India in Bengaluru.

### **Who May Enter:**

**Round 1:** Challenge is open to all persons 18 years or older as of January 1<sup>st</sup>, 2014 who are Indian residents who can speak, read and understand English (“Participant”). The Challenge is void wherever restricted or prohibited by law. An Indian employee of a Freescale strategic partner may participate as a Participant, provided, however, that he or she may not submit an Entry that has been previously demonstrated or submitted to Freescale or that his or her company is developing for Freescale. Employees of Freescale, their affiliate companies, subsidiaries, and agencies (including advertising, promotion, creative, media placement, public relations, and product placement), Judges and their family members (“Challenge Parties”) are not eligible.

**Round 2:** Is open to all Participants of Round 1. Participants not selected in the top 50 in Round 1 will not get a free Freescale tool; Participants can however still submit a Project prototype for Round 2.

To be eligible for consideration by the Judges, the Round 2 entry must be received by Freescale at or before ends 11.59 p.m. IST, July 27, 2014. Entries received after July 27, 2014, will be automatically disqualified and will not be judged. Freescale does not assume any responsibility for lost, late, undelivered, illegible, or incomplete entries. Freescale reserves the right, in its sole discretion, to extend the deadlines of the Challenge to ensure the quality and integrity of the Challenge.

### **How to Enter**

Prior to submitting an Entry, Participants must have registered with Freescale as a Challenge Participant. To register, Participants must complete the Challenge registration form and submit it to the Challenge site [freescaledesignchallenge.electronicsforu.com/](http://freescaledesignchallenge.electronicsforu.com/)

In response to the submitted registration form, Freescale will assign a Project ID Number and notify each Participant of their assigned Project ID Number which each Participant will use instead of their name or any other personally-identifying information on all documentation and correspondence relating to the Participant’s Entry. Once a Project ID Number has been assigned, any personally-identifying information attached to a Participant’s Entry will disqualify the Entry.

After the Participant receives a unique Project ID Number – Login/ Password they can submit an Abstract. All Entries will be reviewed by the Judges. Once the Abstract qualifies for the Challenge, the top 50 Participants will have the opportunity to receive one hardware tool and one version of CodeWarrior Special Edition software to create a design (shipping to be paid for by the selected Participant).

### **Abstract And Project Submission Guidelines**

The Abstract is a publishable synopsis of the Project (minimum 500 words) to be submitted in the space given on the website.

Entries must be submitted in digital format, following Freescale’s guidelines, and written in English. Entries will be accepted in hard copy format only by prior arrangement. Acceptable formats for graphics/other files are:

- JPG
- GIF
- TIF
- Microsoft Word DOC
- PDF

All the Projects submitted must be in complete documentation for an Entry to be deemed acceptable. Entries should include an abstract, video of working model (narrating and demonstrating the working of the project), flowcharts, Schematics, layouts (in source format & PDF) and source code collectively. The object/executable code must be able to be recreated by a third party. The source code for the Project must be packaged and presented as part of the complete Project folder. The entire Project must be included with all project and source code files. Source code must compile without error.

### **Intellectual Property:**

By submitting an Entry, Participants represent and warrant that the Entry is Participant's own original work and that Participant is the owner or has obtained and currently holds valid and sufficient rights, including rights in all third-party intellectual property, to grant Freescale, its subsidiaries, affiliates, and agents the rights granted herein. Participants agree to be solely responsible if Participant submits another developer's Entry as Participant's own. Participant also agrees to release, indemnify, defend and hold Freescale harmless from any and all claims, liabilities and damages (including without limitation attorney's fees) related to Participant's Entry in the Challenge, or usage of the Application by Freescale. Participant agrees to immediately notify Freescale in the event Participant discovers that there is any change in the ownership of the Entry as acknowledged and represented by Participant's submission. All copies of the Entry documentation will become the property of Freescale and will not be returned to Participant.

By entering this challenge, Participant further agrees to and do hereby grant Freescale, its subsidiaries, affiliates, and agents the non-exclusive, irrevocable, perpetual, royalty-free, worldwide right and license to reproduce, modify, display, publicly perform, and demonstrate and use the application represented by Participant's Entry (the "Application"). Participant also agrees to modify the entry or any portion thereof as reasonably requested by Freescale to make the Application appropriate for public display and use.

If Participant incorporates proprietary aspects in Participant's submitted design, it is Participant's responsibility to seek whatever protection Participant deems appropriate for the Application prior to submitting the written Entry to Freescale. In addition, Participant grants Freescale the right to use all or any portion of Participant's Entry documentation to create a publishable description (the "Reference Material or Reference Designs"). Reference Material or Reference Designs of each Participant's Entry will be drafted, including flow charts, diagrams, schematics, etc., will be the property of Freescale. Software submitted with Participant's Project Entry remains Participant's property; however, if Participant is selected as a Winner, Participant agrees to provide Freescale a non-exclusive right to copy, reproduce, display, publish, and disseminate the software in any media (now known or later developed) anywhere in the world as part of any Project presentation. At Freescale's discretion, each Entry selected as a Winner may be posted at [www.freescale.com](http://www.freescale.com). In addition, Participant understands and acknowledges that Freescale may publish and display any Application Notes.

### **Rejection / Disqualification of entries:**

- a) Fake identities and fake registrations are not allowed and subject to disqualification.
- b) Multiple Project submissions: Only one Entry is permitted per Participant
- c) Participants who leave their names in headers, footers, table of contents pages, schematics, etc. may be disqualified. Unique 'Project ID Number' and Project name will completely identify the Project work.
- d) Copying and plagiarizing the ideas: Each Project entered in the Challenge must be the original work and sole and exclusive property of the person who submits it or the Participant must have written legal permission from the property owner.
- e) Ill-practices and unnecessary disputes may lead to disqualification.
- f) Incomplete documentations: Incomplete, illegible, or defaced Entries will be rejected.

g) Submissions after deadline have passed: Entries should be submitted in digital format by uploading the ZIP file using login before the deadline listed herein.

### **Judging:**

**Round 1:** Round 1, Abstracts submitted by Participants will be evaluated by Judges from Freescale technical team and Challenge Managing Partner (the “Judges”) based on innovation, utilization of available features and usefulness of the prototype.

**Round 2:** Round 2, Participants will submit all a design paper consisting of technical documentation and a video of the prototype at [freescaledesignchallenge.electronicsforu.com/](http://freescaledesignchallenge.electronicsforu.com/)

Top 3 Participants will be selected as Winners based on criteria mentioned below and will be notified.

The awards will be announced at FTF India, prior to that the Participants who are notified of the winning and are asked to visit FTF India will need to keep it confidential.

Each Entry will be reviewed by the Judges for the following:

- Creativity
- Design efficiency
- Number of Freescale products incorporated in the design
- Technical complexity
- Usefulness of application
- Overall application rating
- Environmental benefit potential for end use product

Freescale has the right to select the Judges at its own discretion.

Decisions of the Judges are final in all matters relating to this Challenge. All Winners must meet the eligibility requirements set forth in these rules, and sign an affidavit of eligibility, and liability and publicity release, where permitted by law, in order to qualify for the prize.

Each Entry should attempt to maximize: feasibility to bring the design to manufacture; environmentally friendly market appeal; clarity of entry; and technical integrity of proposal.

### **Prizes:**

Awards:

- **First Prize:** One first prize winner will win, Rs 1,00,000 award; placement on the design challenge website for promotional purposes; and mention in Freescale monthly newsletter and/or website/or news release.
- **Second Prize:** One second prize winner will win, Rs 75,000 award; placement on the design challenge website for promotional purposes; and mention in Freescale monthly newsletter and/or website/ or news release
- **Third Prize:** One third prize winner will win, Rs 50,000 award; placement on the design website for promotional purposes; and mention in Freescale monthly newsletter and/or website/ or news release

All prize winners will get a chance to showcase their winning prototype at the FTF India.

**Winner Notification:**

The top 50 Participants from Round 1 will be contacted in the week of April 20, 2014 by e-mail. If for some reason the Participants cannot be reached by email they will be contacted by mail or telephone. If the Participants are still not available, the next candidate will be contacted. The top 3 winners will be contacted anytime Post final project submission on July 27, 2014. The top 3 Winners will be announced during FTF India in Bengaluru (August 26-27, 2014)

As a condition of winning a top 3 prize, winners must complete, sign and return an affidavit of eligibility and liability/publicity release, where permitted by law within seven (7) days of receipt of written prize confirmation or prize will be forfeited (and an alternate winner selected). Any unclaimed prizes will not be awarded. By accepting prize, Participants consent to use of their name and/or likeness for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. If any correspondence or any prize is returned as undeliverable, the corresponding prize will be forfeited and will be awarded to an alternate winner. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return his/her prize. Upon delivery to the Winner, Freescale will be deemed to have awarded the prize to the Winner with Winner assuming full responsibility for the prize.

Prize money will be subject to applicable withholding taxes. Winners will have to provide copy of Tax identification proof (PAN Card) before the prize money is released.

By participating in this Challenge, Participants agree to release and hold harmless Freescale, its advertising and promotions agencies and each of their respective parent companies, affiliates, subsidiaries, officers, directors, agents, and employees, from any and all liability whatsoever for any injuries, losses, or damages of any kind arising from or in connection with the 1) awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Challenge or any prize related activities, including but not limited traveling to or from any prize related activity.

Top 3 Winners will be invited to FTF India in Bangalore and the registration charges will be waived off. However, Freescale is not responsible for providing for travel, boarding and lodging cost. Top 3 Winners are to maintain the confidentiality till the announcement at FTF India

**Miscellaneous Conditions:**

In these Official Rules, "You" and "Participant" refers to each individual desiring to participate in the Challenge.

All Entries become the property of Freescale and will not be returned. By participating Participant agrees to abide by and be bound by this official rules and the decisions of the Judges, which shall be final with respect to all issues relating to this Challenge. It is Participant's responsibility to ensure that Participant has complied with all of the conditions contained in the official rules. Freescale is not responsible for any lost, late, misdirected, stolen, illegible or incomplete entries.

Freescale is not responsible for any incorrect or inaccurate information whether caused by Participants, printing errors or by any of the equipment or programming associated with or utilized in the Challenge or by any technical or human error, which may occur in the processing of submissions in the Challenge. Freescale reserves the right to correct any typographical, printing, computer programming or operator errors. Freescale does not assume responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, registration forms or entries. Freescale are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. Freescale are not responsible for any injury or damage to Participants or to any computer related to or resulting from participating or downloading materials in this Challenge. If, for any reason, the Challenge

is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Freescale which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Challenge, Freescale reserves the right at its sole discretion to cancel, terminate, modify or suspend the Challenge. Persons found tampering with or abusing any aspect of this Challenge, or who/m Freescale believes to be causing malfunction, error, disruption or damage will be disqualified. CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, FREESCALE RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

#### **Choice of Law:**

This Challenge shall be governed by, and these Official Rules shall be construed and enforced in accordance with any applicable laws and regulations of India. Participant agrees that any and all disputes which cannot be amicably resolved between the parties within a reasonable time, and causes of action arising out of or connected with this Challenge, shall be resolved individually, without resort to any form of class action. Participant further agrees that Participant shall not be entitled under any theory of law (including negligence) to any monetary damages against Freescale in excess of the Challenge prize. In no event shall Freescale be liable under any theory of law (including negligence) for any incidental, consequential, punitive, or other similar damages.

#### **Arbitration:**

**EXCEPT WHERE PROHIBITED BY LAW, AS A CONDITION OF PARTICIPATING IN THIS CHALLENGE, PARTICIPANT (RESIDENT OF INDIA) AGREES THAT (1) ANY AND ALL DISPUTES AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CHALLENGE, OR ANY CLAIMS SUBMITTED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION OR PROCEEDING, AND EXCLUSIVELY BY FINAL AND BINDING ARBITRATION (TO THE EXCLUSION OF THE COURTS) BY ONE ARBITRATOR PURSUANT TO THE LAWS AND RULES RELATING TO COMMERCIAL ARBITRATION IN THE PROVINCE IN WHICH PARTICIPANT RESIDES THAT ARE IN EFFECT ON THE DATE OF THE NOTICE TO ARBITRATE. UNDER NO CIRCUMSTANCES WILL PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND PARTICIPANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, OR ANY OTHER DAMAGES, INCLUDING LAWYERS' FEES, OTHER THAN PARTICIPANT'S ACTUAL OUT-OF-POCKET EXPENSES (I.E., COSTS ASSOCIATED WITH ENTERING THIS PROGRAM), AND PARTICIPANT FURTHER WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED.**

AS A CONDITION OF PARTICIPATING IN THIS CHALLENGE, PARTICIPANT AGREES THAT (1) ANY AND ALL DISPUTES AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED IN ANY WAY WITH THIS CHALLENGE, OR THE PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) THE PARTIES SHALL USE THEIR BEST EFFORTS TO SETTLE THE DISPUTE, CLAIM, QUESTION, OR DISAGREEMENT, THROUGH GOOD FAITH CONSULTATION AND NEGOTIATION WITH EACH OTHER, RECOGNIZING THEIR MUTUAL INTERESTS AND ATTEMPTING TO REACH A JUST AND EQUITABLE SOLUTION SATISFACTORY TO BOTH PARTIES; (3) IF THE PARTIES DO NOT REACH SUCH RESOLUTION WITHIN A PERIOD OF 60 DAYS, THEN, UPON NOTICE BY EITHER PARTY TO THE OTHER, ALL DISPUTES, CLAIMS, QUESTIONS, OR DIFFERENCES SHALL BE EXCLUSIVELY SETTLED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH THE PROVISIONS OF ITS COMMERCIAL ARBITRATION RULES, AND HELD AT THE AAA REGIONAL OFFICE NEAREST THE PARTICIPANT; (4) THE FEDERAL ARBITRATION ACT SHALL GOVERN THE INTERPRETATION, ENFORCEMENT AND ALL PROCEEDINGS AT SUCH ARBITRATION; AND (5) JUDGMENT UPON SUCH ARBITRATION AWARD MAY BE ENTERED IN ANY COURT HAVING JURISDICTION. UNDER NO CIRCUMSTANCES WILL PARTICIPANT BE

PERMITTED TO OBTAIN AWARDS FOR, AND PARTICIPANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, OR ANY OTHER DAMAGES, INCLUDING ATTORNEYS' FEES, OTHER THAN PARTICIPANT'S ACTUAL OUT-OF-POCKET EXPENSES (I.E., COSTS ASSOCIATED WITH ENTERING THIS CHALLENGE), AND PARTICIPANT FURTHER WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED.

The rules and conditions are subject to change by Freescale/ if necessary. Freescale reserves the right in their sole discretion to cancel, suspend and/or modify the Challenge at any time.

To obtain a copy of these rules please send a request via email to [anjali.srivastava@freescale.com](mailto:anjali.srivastava@freescale.com) with a subject line Request for Freescale Kinetis L Series MCU Design Challenge Rules - 2014 no later than July 27, 2014

For a list of winning IDs, please send a request via email to [anjali.srivastava@freescale.com](mailto:anjali.srivastava@freescale.com) with a subject line Request for Freescale Kinetis L Series MCU Design Challenge Winner - 2014

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All prizes referred herein shall be non-assignable and will not, under any circumstances, be converted into any alternative source of benefit or prize different from those established herein.

These official rules are drawn up in the English language. If these official rules are provided in any other language and there is a conflict in the text, the English language text shall prevail.