DO YOU WANT TO CHANGE THE WORLD?

THINK BIG! INNOVATE

and tell us by April 22nd

$100K 1st Prize

$100K Matching prize to affiliated university

$50K 2nd Prize

$25K 3rd Prize

...and the opportunity of collaborating with the world-renowned Bell Labs

We are at a unique point in time, where our physical world is going to be transformed into a new digital existence, with everyone and everything connected and able to communicate and collaborate. In this new reality of tens of billions of devices connecting to the cloud to exchange, process, analyze and store data, the network architecture has to dramatically change to support 100x the capacity and much lower latency; in effect the network has to seem as it is 'infinitely fast'

Who will create the new technologies to meet the communications and collaboration needs of the future?

Bell Labs, the research arm of Alcatel-Lucent, is one of the pre-eminent global research organizations. It has a rich history of solving the great challenges facing the information and communications technology (ICT) industry and 'inventing the future'. Bell Labs remains focused on that mission today, working on addressing challenges that require a '10x' improvement in the performance of networks.

Imagine you had access to the resources of Bell Labs – software, hardware, brilliant collaborators, and an environment with an unparalleled history and spirit of innovation – to explore your big ideas.

ARE YOU READY TO INVENT THE FUTURE? THINK BIG and tell us how you would create it!
We are looking for game-changing and impactful ideas that have the potential to change the way we live, work and communicate with each other.

If you have a BIG idea with the potential to make a 10x change, and if you are interested in developing your idea with leading Bell Labs researchers, you have come to the right place.

TO APPLY, VISIT THE BELL LABS WEBSITE AT WWW.BELL-LABS.COM/PRIZE

Bell Labs

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THE BELL LABS PRIZE

IMAGINE THE FUTURE AND WE WILL HELP YOU INVENT IT

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In December of 2014 the $100,000 first prize was awarded to Emmanuel Abbe, assistant professor at Princeton University for his work around Shannon Theory of Social Networks and Beyond; The $50,000 second prize was presented to Patrick Reynaert, associate professor at the University of Leuven, Belgium on Gigabits Through Plastic; and the $25,000 third prize went to the team of Matilde Sanchez Fernandez, Ana García Armada and Eva Rajo-Iglesias all from the Universidad Carlos III de Madrid, Spain whose project was called Unleash the Wireless Power of your Device: Blended Antenna HUBs for your Unconstrained Mobile Cloud Experience.

Register and enter your idea in 250 words or less. If your idea is among the top 50 submissions, we will invite you to work with one of our researchers to turn your ideal into a detailed, professional proposal.

The final top 10 of you will be flown to Bell Labs to present your proposal.

Three winners will receive cash prizes and will be able to pursue the proposal from within Bell Labs - 1st prize is $100k, 2nd Prize is $50k and 3rd prize is $25k. There is also a $100,000 prize to the winning Institute associated with 1st place winner.

We are looking for ideas in categories that broadly cover communications networking, such as coding, compression, cryptography, math, networks, wireless, software, sustainability, statistics, and the cloud. These are not restrictive, however, and applicants are free to indicate a different category in the application form. You can find more details at the registration site, **www.bell-labs.com/prize**.

The competition submission deadline is April 22, 2015!

How can you create a winning proposal?
You need to submit a proposal that stands out from others in 4 dimensions:

- **10x Innovation Potential**
  How is your proposal novel? What has not been done before? What is the 'blue ocean' thinking that could result in a 10x change in performance (e.g. speed, capacity, throughput, distance, latency, cost, energy efficiency or simplicity)?
- **Technical Merit**
  How technically sound is your proposal? On what current principles and capabilities does it depend? Would it require future advancements and innovations to succeed?
- **Feasibility**
  Can a proof of concept, simulation or demonstration be built in the course of the competition? What is required to do so? In order to build a commercially viable (revenue and profit-generating) solution, what more would be required?
- **Business Impact**
  What is the magnitude of the new ICT-related capability or business that could be created from this proposal?

How will communications change in ten years? What are the solutions to current problems in delivering and sharing data? If you think you have the answer, let us know, and maybe you will get the chance to join the scores of researchers that have been recognized with Nobel prizes, Japan prizes, US National Medals of Science, Turing awards, and more.

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