

“Improving peoples lives!”

Assignment – also look at <http://philips.braintrigger.nl>

The screenshot shows the Philips BrainTrigger website interface. At the top, there is a navigation menu with links: Welkom, Ondernemerschap, Bedrijven, Opdrachten, Nieuws, Over BrainTrigger, Contact, and Help. A secondary menu includes: aanmelden, login, inzendcode, contact, and nieuws. The main content area features several challenge cards:

- Familyday, June 26th 2010:** A challenge titled "Is it true that my mummy does not have a desk at work?????" with a photo of a young girl. It asks users to think of a new invention for Philips by June 26th, 2010.
- Win een TV of GoGear AV speler:** A challenge featuring a Philips TV displaying a person on a mountain peak.
- Gezondheid en welzijn:** A challenge titled "because we're thinking of your health and well-being." It includes a handwritten note: "How about cleaning something? (something - fan)" and a photo of a hand cleaning a fan.
- "My reading light" voor Afrika:** A challenge featuring a photo of a person reading a book.
- Nog meer inspiratie:** A challenge featuring a photo of a man with a horned helmet and a red 'X' over his face, with the text "Too easy" written next to him.
- Hoe werkt deze wedstrijd precies?** A challenge with a sub-link "Stappenplan voor deze opdracht (NL)".

This assignment is about inventing stuff that improves peoples lives.

Are you under 18 and is one of your parents working for Philips in one of the buildings 42, 43 of 45 at High Tech Campus Eindhoven?

Then participate: send us your Philips invention that makes life more fun!

Your design will be part of an exposition. Everyone on the web can vote for your invention . On June 26th visitors of the Familyday can also vote.

Win great prizes!

The “**publieksprijs**” (if your invention attracts the most votes on the website): **A portable hybrid LCD TV**

Two “**juryprizes**” (for the inventions most appreciated by the jury): **een GoGear AV speler**

On June 26th the winners will be announced (15.15 o’ clock, podium near The Strip)!



Take the steps as described below and WIN!

STEP 1 - Brainstorm

Think together with friends and family which new inventions could contribute to people's lives. Write all ideas on a paper.

Choose the best idea to develop..

STEP 2 - Develop your design

Make a drawing that resembles your idea. What does it look like, how does it work, who will be using it? Write it down. Scan your design to a digital file. Designing a digital document on the PC of course is also possible.

STEP 2a (not required) - prototype

Create a prototype using all kinds of materials (not mandatory for the assignment).

The prototype doesn't really have to work, but should give an impression about what it is and could do.

Of course you take pictures of your prototype!

STEP 3 – presenting on BrainTrigger website

Go to www.braintrigger.nl and click “aanmelden”. The site is in Dutch only... Create your own account using your own e-mail address (or your mum’s or dad’s)! You will receive an email with a link to confirm your account. Now you can sign up for the assignment “Een Philips uitvinding” and create an “Inzending” (= send-in) page. Note the so called “Inzendcode”. Using that code you can work on the web presentation of your invention Under “Help” on de BrainTrigger site is a user manual (Dutch only).

Your presentation has to contain:

- one good picture or drawing of your invention in the so called “HOOFDgegevens” of your “inzendpagina”.
- a description(maximum of 150 words) of your invention in the so called “HOOFDgegevens” of your “inzendpagina”.
- adding more articles with pictures, films, texts, downloads or links of course is allowed! Not required, but it will improve your exhibit. Create something nice! How you present it is important. Perhaps you want to present yourself too?

If you click “Nu inzenden” your exhibit is on the BrainTrigger site. Using “Add this” you can copy your page’s URL to any social network site. Ask everyone you know to vote for your invention on the BrainTrigger site!

STEP 4 – hand in at reception desk

Last but not least you hand in your design (drawing/photo and/or prototype).

Your father or mother can do this at the reception desk in building HTC 42 or 45 between June 1st and June 25th.

Do not forget filling in the form (last page of this document) accompanying your design!

Your invention will be in an exposition on June 26th during the Familyday in the conference centre at the High Tech Campus Eindhoven.

At “Omschrijving” please write down what your invention exactly does and for whom it is meant. Why does it make life more fun?

Good luck!!

NAAM VAN DE UITVINDING:

NAAM ONTWERPER:

LEEFTIJD ONTWERPER:

naam ouder

afdeling

e-mailadres

Omschrijving: