

# Texture Technologies Corp.

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## Video Contest For Food Science & Similar Departments of US & Canadian Universities

### **Purpose:**

To raise awareness, through the use of energetic video productions, of the importance of texture analysis to the food industry.

**Prizes:** 1<sup>st</sup> Prize US\$ 2,500, 2<sup>nd</sup> Prize \$ 1,000, 3<sup>rd</sup> Prize \$ 500, and 4<sup>th</sup> & 5<sup>th</sup> Prizes \$ 250.

### **Rules:**

1. Videos must be between four and six minutes in length and depict how the university and/or its students use their TA.XT2, TA.HD, TA.XTPlus or TA.HDPlus Texture Analyzers.
2. Videos should be submitted by Food Science Clubs, Food Science/Crop Science/Agriculture Science and similar University or College Departments, or University faculty. Videos may also be submitted by groups of students affiliated with food related departments.
3. Videos must be produced by the university's faculty & students.
4. Videos may not use any copyrighted material unless written approval is submitted with the video.
5. The contest is only open to US & Canadian universities and colleges that use the TA.XT2 or TA.XTPlus family of Texture Analyzers.
6. The video must include references to the Texture Technologies' or Stable Micro Systems' family of TA.XT2 or TA.XTPlus Texture Analyzers.
7. The submission must include a written release so that TTC may announce entrants, winners and post the submitted videos online and at IFT Annual Meetings.
8. Videos must be in electronic format of CD or DVD in either avi, flv, mov, mpg, mpeg, mp4, wma, or wmv formats. Other electronic formats may be considered, but no tape submissions will be considered.
9. TTC reserves the right not to award all five prizes.

### **Judging Criteria:**

1. The energy and creativity by which the video presents the importance of texture analysis to the department's education mission, faculty-student research and/or student professional development.
2. The ability to work into the video composition details about specific uses of the equipment and/or references to IFT- AACC posters and presentations involving texture analysis.
3. Videos which highlight how a greater number of students and faculty use their instrument, with a diversity of applications, will be favored over those that discuss only a few applications and users.
4. The quality and relevance of the references about using SMS' Texture Analyzers to the video's composition.
5. The quality of production, direction, composition and articulate sound & voice tracks.

**Submission Due Date:** Videos should be submitted by May 27<sup>th</sup>, 2011. Submissions should be to Marc Johnson, Texture Technologies Corp, 6 Patton Drive, Hamilton, MA 01982. To help us plan the video distribution among the judges please send a non-binding e-mail to [marcj@texturetechnologies.com](mailto:marcj@texturetechnologies.com) by May 1<sup>st</sup>, 2011 indicating that an entry in the contest may be pending.

The awards will be announced at the end of the first day's exposition session at the IFT Annual Meeting (Sunday June 12<sup>th</sup> 2011 at 5:00 pm).