

ECI Awards 2019 Entry Category

Definitions

Model Innovation new

This category refers to models that have generated or are expected to generate commercial value in the course of business operations through business model innovation, service model innovation or management model innovation, including but not limited to e-commerce, new retail, social contact, physical products (VR & AR/UVA/robot), artificial intelligence, entertainment/media, games, utility software (APP/PC), finance, comprehensive health, tourism, real estate & furniture, education, automotive, sports, sharing economy, cultural creativity, consumption upgrading, enterprise services and other industries. (note: Consumer grade refers to models target at consumers, and Business grade refers to models target at enterprises)

- Business Model – Consumer
- Business Model – Business
- Service Model – Consumer
- Service Model – Business

Product Innovation new

Product Innovation honors innovations applied to industrial design of physical products in appearance, material, shape, application, function, usage of the product, or virtual products that improve the user experience of the product through advanced technology, advanced UI design and friendly interaction, which in turn generate or are expected to generate greater commercial value.

(physical products include but not limited to 3D printing, audio products, VR/AR, UAV, robot, medical health, home entertainment, IoT, smart home, health & sports, life technology, mobile devices, automotive technology, wearable devices, etc.; virtual products include but not limited to mobile apps, utility software for PC, service software for PC, IoT software, e-commerce software and so on. Note: Consumer grade refers to models target at consumers, and Business grade refers to models target at enterprises)

- Physical Products – Consumer
- Physical Products – Business
- Virtual Products - Consumer
- Virtual Products - Business

Marketing Innovation

Marketing Innovation honors groundbreaking innovative technologies and solutions for marketing. Its independent technical solutions include tools, products, models, platforms, etc., and other forms of advertising technology, as well as marketing communications innovation activities using new technologies.

- Apparel (Bags/Shoes & Hats/Accessories)
- Life Service (Catering/Recreation/Tickets Service etc.)
- Digital Products
- Comprehensive Health
- Beauty & Personal Care
- Sports & Outdoors
- Household & Office (Furniture/Household Appliance/Office Products)
- Food, Beverages & Alcohol
- Automotive (Pre-sale/After-sale/Car Brands)
- Culture & Sports (Movies/Sporting Events/Games etc.)
- Travels (Destinations/Travel Services/Transit Services/Public Transportation etc.)
- new
- Cultural & Entertaining Creativity
- new
- New Retail (including integrated marketing)
- Virtual Products
- Others

new

Specialty Category 1 - AI Innovation

This category honors great improvement in product experience, marketing mode, business model, management model or service model through the innovative implementation of AI technology and has generated commercial value, or is about to generate commercial value.

- Enterprise Service - AI
- Consumer Service - AI
- Marketing - AI

Specialty Category 2 - Management Innovation

This category honors innovations made by non-profit organizations (including public institutions, industry societies/associations, industry parks, leagues as well as administrative authorities), independently or collaboratively with other organizations, for system construction, ecosystem management or establishment of business rules in digital business, regarding areas including but not limited to: consumer rights protection, innovation incentive, financing, resources sharing, transaction rules, employment promotion, taxation laws, cross-



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border trade, risk control, credit system, etc.

(note: this specialty category is by invitation only)