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Scientific American launches The World Changing Ideas Video Contest

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Scientific American is pleased to announce The World Changing Ideas Video Contest, in partnership with SciVee. Continuing the theme of the *Scientific American* December 2009 cover story, "World Changing Ideas," the contest encourages readers to submit video entries about innovative ways to build a cleaner, healthier, smarter world. Entries can be submitted today through June 14, 2010 when the contest concludes.

"A world changing idea is one that pushes the frontiers in areas that are critical to improving modern life," says Editor-in-Chief Mariette DiChristina. "We are excited to see what creative ideas our readers have."

The annual "World Changing Ideas" feature in *Scientific American* highlights the power of science and technology to improve the world around us. From a simple idea to a complex invention, these ideas show how innovation is the key to making a better future. The video contest will bring these ideas to a new format and level of reader engagement.

Scientific American editors and Board of Advisors will screen and judge the video-contest entries on overall impact, scientific content, concept/originality, entertainment value and production quality. There will be one winner and two runners up in each of the five categories: energy, transportation, environment, electronics and robotics, and healthcare and medicine. In addition, there will be a Viewers' Choice vote in each category for a favorite video. All winners will be announced in August 2010.

"Video is becoming a major factor in scientific communication and advancement. SciVee is excited to partner with *Scientific American* to make the World Changing Ideas even more visible across the web," says Marc Friedmann, CEO of SciVee.

The video submissions are limited to 2-5 minutes in length and must be uploaded to SciVee's website. The contest is open to legal residents of the 50 United States or the District of Columbia. A full list of **contest rules** and guidelines is on the SciVee site.

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Links:
www.scientificamerican.com/article.cfm?id=world-changing-ideas
www.scivee.tv
www.scivee.tv/node/14690

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About SciVee

SciVee provides Internet video and rich media Web products and services for institutions and individual researchers to help the advancement of scientific knowledge. Based in San Diego, SciVee was launched in late 2007 as a joint initiative between the National Science Foundation (NSF) and the San Diego Supercomputer Center (SDSC) at the University of California, San Diego. Visit **www.scivee.tv** for more information.

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