

The 14th KES Innovation Awards Program

To help boost the global market competitiveness of promising companies with world-class technology in the electronics and IT industries, we have planned the 14th KES Innovation Awards, and hereby announce them as follows.

May 29, 2025 (Thu)

Chairman of Korea Electronics Association(KEA)

The 14th KES Innovation Awards Overview

1. Purpose

- Strengthening the market competitiveness of companies by discovering and awarding promising companies with innovative and creative technologies and products

2. No. of Award-Winning Products: 30 products

- * For large companies, a maximum of 3 products per company

3. Product Categories

A single product may be entered into several categories

Category	Details of category
AX (AI Transformation)	Generative AI, On-device AI, Ambient AI, Smart Home Devices, Home Entertainment, Integrated Appliances, Wearables, AI Semiconductors, AI Hardware, AI Software, AI Data, AI Cybersecurity
Digital Health	Sleep Tech, Beauty Tech, Silver Tech, Smart Home Appliances, Digital Healthcare Devices, Medical Information Systems, Healthcare Solutions, Accessibility, Wellness
Electronic Components & Materials	Semiconductor parts, sensors, transistors, connectors, converters, PCBs, packaging materials, raw materials, components
Robotics	Smart Manufacturing, Service & Industrial Robots, Logistics Robots, Industrial Robots, Collaborative Robots, AGVs, Drone Delivery, Autonomous Driving Systems, Digital Twin
Mobility	Autonomous Driving, Electric Vehicles, SDV, PBV, UAM, Infotainment Devices, In-vehicle Displays
ESG/Sustainability	Renewable Energy, Resource Circulation, Carbon Capture, Energy Storage Systems, Hydrogen Economy, Green Materials, Battery Recycling, Human Safety
Web 3.0/XR	VR, AR, XR, MR, Blockchain, NFT, e-Sports, Entertainment, Cybersecurity, Spatial Computing

4. Applicants : KES 2025 Exhibitors only

5. Evaluation and criteria

A. Evaluation

- Awards shall be selected through a document evaluation (1st round) and deliberation by the committee (2nd round)

B. Criteria

- The evaluation is based on **innovation, marketability, design, and sustainability**
- It is preferable if there are patents, certifications, or awards as a result of technology and product development (when supporting documents are submitted)

6. Award benefits

7.

8 special benefits are provided to Awards winner in 3 stages

Pre-show	① Press releases and media promotion
	② Press releases and media promotion for each winning company
	③ Promotion via newsletters and online channels (Facebook, Instagram, YouTube, LinkedIn etc.)
On-site	④ Opportunity of product/technology presentations at KES STAGE
	⑤ Arranging of matching consultations with buyers and VCs
	⑥ Join Floor Guided Tour Company in priority
	⑦ Display of KES Awards emblem at a company booth
Post-show	⑧ 20% discount on participation fee the next edition of KES For medium-small business / startups only

8. Application

- Please submit Awards application form (including attached documents)
 - The forms are posted on the website of KES
- Deadline: 23:59 on August 14(Thu), 2025
- Apply to : Email only (bonnie@gokea.org)
- Contact: KEA Exhibition & Marketing Dept. Bonnie Kang
 - (Phone) +82-2-6388-6064 / (Email) bonnie@gokea.org



This information is subject to change without notice.

Application documents will not be returned. In accordance with the Personal Information Protection Act, personal information will not be disclosed to third parties other than for the purpose of giving the awards, and will be collectively destroyed after the awards ceremony ends.

Application documents

Division	Document to submit
Form #1	[Required] Awards Application Form
Form #2	[Required] Product summary
	[Required] Detailed product description
	[Optional] Other supporting materials

Guide to preparing application documents

- ▶ **At least 3 product images (png, jpg)** and a representative image shall be presented.
- ▶ The corporate logo shall be sent as an **editable file** such as AI or PDF.
- ▶ The application documents cannot be replaced with the company’s product manual or proposal, etc., and **the product description format must be complied with.**
- ▶ The detailed product description shall be **a maximum of 4 pages in Malgun Gothic 11pt, and 160% line spacing.**
 - If it exceeds 4 pages, the excess content will be excluded from the review.
 - Additional supporting materials do not have a page limit.
- ▶ Refer to the detailed writing guide below. You can modify it according to the **evaluation items.** Simple **image data can be added, if necessary.**
- ▶ Supplementary documents (patents, certificates, etc.) confirming any of the following shall be **submitted separately.**
 - Superiority and eco-friendliness compared to similar products (e.g., green certification, etc.)
 - Patent status and awards (e.g., copies of patent certificates, awards, etc.)
 - Other documents certifying the excellence of the product
- ▶ Product summary and detailed description shall be submitted **on the original form (hwp, word document).**

1. Product summary

***Maximum 1 page.**

Application field	<input type="checkbox"/> AX <input type="checkbox"/> Digital health <input type="checkbox"/> Electronics Parts and materials <input type="checkbox"/> Robotics <input type="checkbox"/> Mobility <input type="checkbox"/> ESG <input type="checkbox"/> WEB 3.0/XR						
Product name	(ex) QLED TV						
Commercial name (model number)	English (ex) Neo QLED 8K (KQ85QNA900FXKR)						
Introduction to product and Summary of features and benefits	<p>A. Main features</p> <p>1)</p> <ul style="list-style-type: none"> ○ - <p>B. Features/benefits</p> <p>1)</p> <ul style="list-style-type: none"> ○ - <p>C. Patents and awards received</p> <p>1)</p> <ul style="list-style-type: none"> ○ - 						
Product image							

Guide to preparing product summaries

Delete after preparing the content!

- ▶ Summarize only key features within 200 words, while expanding on the details provided in the product description.
- ▶ The product image must clearly show the product's appearance or service.

2. Detailed product description

***Maximum 4 pages.**

I. Product overview

A. Product specifications

1)

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B. Main functions and features/benefits of the product

1)

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C.

1)

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Guide to preparing detailed description

Delete after preparing the content!

- ▶ The detailed product description shall include information on the product's composition, structure, and general specs.
- ▶ The product specifications shall summarize the underlying core technology and the role of the technology in the product's functions.
- ▶ The main functions and features/benefits of the product shall describe the product's key features and advantages.
- ▶ In addition, you may provide any other information that can be referenced in the product overview.

II. Innovativeness

A. Innovativeness of major core technologies and functions

1)

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B. Excellence of technology and product

1)

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C.

1)

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Guide to preparing detailed description

Delete after preparing the content!

- ▶ The innovativeness of the major core technologies and functions shall be quantified as much as possible by comparing it to existing or competing products in terms of the increase of input or output efficiency through innovation of the function.
- ▶ The excellence of the technology and product shall include any certificates* proving the product's significance, e.g., as the world's (domestic) first development, first commercialization of the product and technology, or their other excellence.
* Only the main certification details are summarized in the product description. (Detailed information shall be provided in the 'supporting materials' below)
- ▶ In addition, you may describe other innovation attempts in the consumer market and aspects of the BM.

III. Marketability

A. Market status

- 1)
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B. Market competitiveness

- 1)
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 -

C. Promotional/marketing strategies

- 1)
 -
 -

D.

- 1)
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Guide to preparing detailed description

Delete after preparing the content!

- ▶ The description of the market status shall include the global market's size and status, the market share status, and the commercialization goals, as well as the potential for future growth in the market.
- ▶ The description of the market competitiveness shall include the specific business model of the product and technology, the competitiveness compared to other competing products, and the ripple effects within the market.
- ▶ The description of the promotional/marketing strategies shall explain the strategies for entering the market and securing market share, along with major demand groups and target markets, establishments or plans for participating in domestic and international exhibitions, etc.
- ▶ In addition, you may describe other matters that can demonstrate marketability.

IV. Design

A. Design excellence and differentiation

1)

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B. Functional suitability

1)

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C.

1)

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Guide to preparing detailed description

Delete after preparing the content!

- ▶ The technology or SW shall be described from the user UI/UX perspective
- ▶ The design excellence shall encompass aesthetic elements, reflection of market trends, and differentiation.
- ▶ The functional suitability shall include the intended use and functional suitability of the product, along with the functional improvement compared to existing products.
- ▶ In addition, you may describe other matters that can demonstrate design quality, such as the use of universal design, as well as practical merits that take user convenience into consideration.

V. Sustainability

A. Sustainability

1)

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B. Environmental improvement effect

1)

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C. Social influence

1)

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D.

1)

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Guide to preparing detailed description

Delete after preparing the content!

- ▶ The sustainability shall be described in terms of product, technology, or BM.
- ▶ Environmental improvement effects shall include the use of eco-friendly materials or the environmental improvement effects of products and technologies, etc.
- ▶ The social influence should be described in terms of social problems solved and jobs created.

<Attached Form 4>

3. Other supporting materials

I. Related patents, certifications, and awards

No.	Type	Patent/award title	Application/ registration date	Application/ registration number	Holding country
(e.g.)	Patent	OO system using OOO	DD/MM/YY	No. xx-xxxxxx	South Korea

II. Supporting material

Image		Image	
Patent Certificate	No. xx-xxxxxx	Awards	