

ABOUT THE 2007 COMPETITION

The 2007 competition saw nearly 1000 entries from all over the world including nearly all 50 States and many other countries including: Australia, Canada, Czech Republic, Columbia, Croatia, Germany, Egypt, Spain, France, Great Britain, Hong Kong, Hungary, Indonesia, Israel, Italy, Malaysia, New Zealand, Singapore, South Africa, Syria, Thailand, Turkey, and Taiwan.

The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive media producers from all over the world.

HOW YOUR ENTRIES WERE JUDGED

Entries were judged by an international, volunteer panel of industry professionals with diverse backgrounds and various roles within the interactive media industry. Entries were also evaluated by a panel of end-users making the 2007 results a product of one of the most comprehensive and well-rounded processes of any interactive media competition. The 2007 Judges hailed from the United States, South Africa, Canada, Great Britain, and Turkey.

Judges look for the best blend between creativity and functionality. Each entry will be judged on the following:

- Solution creativity and originality
- Overall graphic design / appearance / user experience
- Communication of message
- Technical merit
- Effectiveness of solution

All GOLD winners in each category were eligible for the "Best of Category" award as well as the "Best of Show" award.

MISSION OF THE HIA

You've heard the expression, "giving credit where credit is due," well that's our reason for being. Horizon honors the most talented developers of interactive media. The competition provides a level playing field to all participants regardless of company size. Often, smaller firms and individual developers produce outstanding work that never receives the recognition it deserves. Our mission is to shed the spotlight on that work and the people who made it happen.