

To all graduate and PhD engineering students:

## A new contest “Join the Spirit” has been launched: “Find me if you can!”

EADS Innovation Works is asking students to “Join the Spirit” for a **unique international competition about human re-identification in images**. Its main goal is to **seek innovative and efficient algorithmic approaches** in solving the following problem: “Given two pictures, each showing a person, could be determined if this is the same person in both images or not?”

### Amazing awards!

- At the end of the first phase:

The 20 teams who will pass the first phase will receive a **Parrot AR.Drone 2.0 - a quadcopter with a built-in HD camera**. If your team is among the finalists, you will have the possibility to present your team in an original way through a film done with the drone and it will be published on the web.

- At the end of the final phase:

The champion team will win a **VIP invitation to Astrium space facilities in French Guiana at the occasion of an Ariane 5 launch!** In addition, the first three teams will receive a “**Parrot Zik**”, the most advanced wireless headphones, designed by Philippe Starck.

### When?

The contest opens March 1, 2013 and finishes September 30, 2013 at midnight (GMT). The mid-course decision is to occur on April 14, 2013. The list of finalists from the first phase will be published April 29, 2013 on the “Join the Spirit” website and the name of the first three teams from the final phase October 1, 2013.

### Who can take part?

Any graduate or PhD engineering student enrolled in a university, with no limitation on age or country of residence.

### Why participate?

Taking part in this competition is a chance for you to:

- Use your academic skills in a real-world challenge
- Demonstrate your talent to other participants in an international competition
- Earn worldwide attention for you and your university, while gaining professional-world experience
- Seize the opportunity to win a VIP invitation to Astrium space facilities in French Guiana at the occasion of an Ariane 5 launch

So join us at <http://jointhespirit.eads.com>, you will find all the details to take part!

Best regards,

EADS Innovation Works – “Join the Spirit” Team

#### About EADS Innovation Works

EADS Innovation Works is a global network of seven trans-national Technical Capability Centres that have the mission to identify new value-creating technologies and to develop technological skills and resources. The organisation also operates EADS' corporate research and technology laboratories that promote the group's technical innovation potential with a focus on the long-term.

#### About Parrot

Parrot, a global leader in wireless devices for mobile phones, has developed the most extensive range of hands-free systems on the market for cars and its globally recognized expertise in the fields of mobile connectivity and multimedia around Smartphones has positioned Parrot as a key player of in-car infotainment. Additionally, Parrot designs and markets a prestigious line of high-end wireless multimedia products and is expanding on the UAV market with the Parrot AR.Drone. Parrot, headquartered in Paris, currently employs more than 750 people worldwide and generates the majority of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006. (FR0004038263 – PARRO) [www.parrot.com](http://www.parrot.com) / [www.ardrone.com](http://www.ardrone.com)

#### About Astrium

Astrium is the number one company in Europe for space technologies and the third in the world. It is the only global company that covers the full range of civil and defence space systems, equipment and services. In 2012, Astrium had a turnover over €5.8 billion and 18,000 employees worldwide. Its three business units are: Astrium Space Transportation, the European prime contractor for launchers, orbital systems and space exploration; Astrium Satellites, a leading provider of satellite system solutions, including spacecraft, ground segments, payloads and equipments; Astrium Services, the Space services partner for critical missions, providing comprehensive fixed and mobile solutions covering secure and commercial satcoms and networks, and bespoke geo-information services, worldwide.

#### About EADS

EADS is a global leader in aerospace, defence and related services. In 2012, the Group – comprising Airbus, Astrium, Cassidian and Eurocopter – generated revenues of € 56.5 billion and employed a workforce of over 140,000.



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Parrot Zik wireless headphones. Copyright: Parrot



Parrot AR.Drone 2.0 quadcopter hovering. Copyright: Parrot