

# SWISS APP AWARDS 2012

The Event for Swiss Mobile Apps  
SPONSOR PACKAGES

## **APP AWARDS CATEGORIES**

Best User Experience App  
Most Downloaded App  
Best Web App  
Best Game App  
Best Bank App  
People's Choice  
App of the Year

Event date: Wed. March 21, 2012 at 18.30

Event Location: Hotel Marriott, Neumühlequai 42, 8001 Zürich

## **WHY SPONSOR?**

Swiss App Awards is the first of its kind in Switzerland and will give high exposure to your business before, during and after the event.

Leading app developers, app designers, app owners, clients and media representatives in Switzerland will be at the event. Getting your brand associated with Swiss App Awards will increase your credibility and raise awareness for your brand and bring you business.

Expected number of attendees: 180

## **EVALUATION OF APPS**

To be nominated and get a chance to win an award, the following rules apply:

- The app has been made available in any App store or has been updated in from Jan. 1<sup>st</sup> 2011 – Feb. 17, 2012.
- The app is owned by a Swiss company or a company with a Swiss VAT no.
- Submission of apps entering the contest can be done until February 17, 2012.

Prizes will be given to the following involved parties; the app winning developer(s), designer and owner.

After February 17, 2012, when the deadline for uploading apps is done, the Jury will evaluate all suggested apps and rate them within three criteria; design, functionality, and usability. If jury members have been involved or have employees who have been involved in the development of tested apps, they are not allowed to vote for their own app. The five best rated apps within the award categories (except People's Choice) will be published on the Swiss App Awards website as the nominees on February 24, 2012.

At the Swiss Awards event the five nominees from each of the six categories will be presented and at the end the Award winners (incl. People's Prize) will be announced.

## **SPONSOR PACKAGES**

### **GOLD SPONSORSHIP CHF 5000,-**

- Put your company roll-up next to the stage and at the drinks area where it is highly visible to attendees.
- Get one flyer or information brochure to lie on the round tables around the drinks area.
- Get your company logo on the sponsor signage at the event and on the webpage
- Get five tickets for the Swiss Awards for free.

### **SILVER SPONSORSHIP CHF 3000,-**

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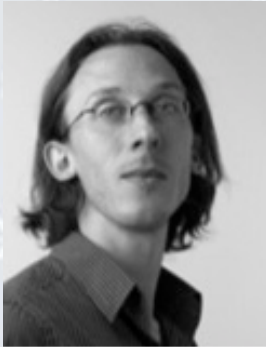
## THE SWISS APPS AWARDS JURY

	<p><b>Jørn Larsen</b> Jørn Larsen is co-founder and CEO of Trifork a public Danish company providing software solutions to government and financial services provider as well as facilitator of GOTO and QCon software conferences. Trifork is behind Danish App Awards' App of the Year winner; the Danske Bank App.</p>
	<p><b>Martin Coul</b> Martin Coul is the founder and energy behind Swiss Mobile Basecamp 2012. He shares his mobile industry insights, international contacts and intimate knowledge of the value chain with aspiring entrepreneurs, startups and VCs across numerous technology domains throughout Switzerland. Over the last 12 years he has worked with and for some the mobile ecosystems leading talent and companies including HTC, Nokia, Samsung, Skype, Sony Ericsson and Symbian.</p>
	<p><b>Janne Jul Jensen</b> Janne Jul Jensen holds a PhD in interaction design. She specialises in usability, human-computer interaction and interaction design, and applies her expertise to the mobile app projects within Trifork, most recently the Danske Bank mobilbank project. She also gives courses internally and externally on her topics of expertise.</p>
	<p><b>Katja Neumann</b> Katja Neumann is a usability engineer at Zühlke. She has studied psychology and human-computer interaction and a CAS acquired in requirements engineering. Particularly, she has dealt with the topic of mobile usability, ie the usability of mobile devices like smartphones and tablets as well as applications for such devices. She has practical experience in the usability evaluation from various projects,</p>



**Adrian Kosmaczewski**

Adrian Kosmaczewski has been writing software for the past 20 years. He started working professionally in 1996, riding the first and second waves of the web, right from the inside. He has shipped web applications using various technologies, as well as desktop systems for Mac OS X, Windows and Linux. He is the founder of Akosma Software, delivering quality software since 2008. Adrian started writing Cocoa applications for the Mac in 2002, and has been writing iPhone apps since he returned from WWDC 2008.



**Marcel Berberich**

Marcel Berberich is Senior IT Consultant and team leader for mobile web and application development at Futurecom, a leading Swiss company for integrated marketing solutions. He has been working in the mobile area for more than five years and developed miscellaneous apps and mobile websites for top companies like Ford, UBS, ÖKK, Merck Sharp & Dohme, Jelmoli or Lindt Canada. Besides his work he writes articles for Frog Blog, a popular blog about the digital and analog world.



**Mike Lee**

Legendary product engineer and World's Toughest Programmer Mike Lee (@bmf) has worked on apps for Alaska Airlines, Delicious Monster, Tapulous, United Lemur, Apple, and Nextive, producing such hits as Delicious Library, Tap Tap Revenge, Obama '08, and Apple's Mobile Store. During his time at Delicious Monster Software in Seattle, they won an Apple Design Award. He loves lemurs and airplanes and collect single-malt scotch.



**Alain Bellet** is since 4 years head of the Media & Interaction Design unit and Professor at the well-recognized ECAL/University of art and design Lausanne. Having studied Graphic Design he moved ten years ago to screen based medias by developing websites in the cultural field or for clients such as Vitra. He is now sharing his time between Lausanne and Zurich where he lives and works in his own practice, developing online projects and more recently apps. His interests are in the crossing of visual communication and the use of new technologies.

Please visit our website [www.swissappawards.ch](http://www.swissappawards.ch) for more information about the event.

# SPONSORING SWISS APP AWARDS 2012

If you wish to sponsor Swiss App Awards, please fill in an online form on our website: [www.swissappawards.ch](http://www.swissappawards.ch) under "Sponsors" or please fill out this form and send it to

Ms. Lærke Fabricius, [lfa@trifork.com](mailto:lfa@trifork.com) tel. 079 231 65 98 or  
Mr. Christian Frei,, [frei@trifork.com](mailto:frei@trifork.com) tel. 043 333 12 12

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