

Official Rules for MobiCom 2014 Mobile App Competition

May 16, 2014

This document describes the Official Rules that govern how the ACM MobiCom 2014 Mobile App Competition will be run. The competition will be referred to as the "Contest" throughout this document. In these rules, "we," "our," and "us" refer to the MobiCom 2014 Organizing Committee. "You" and "your" refer to an eligible Contest entrant. The Contest is open to US and International participants including undergraduate and graduate students, researchers and practitioners. Contest Finalists (defined below in section 3.1) are required to register and attend the conference in order to be considered by the Contest jury for first, second and third place winners.

1. CONTEST DESCRIPTION

The Contest is for novel and innovative mobile applications utilizing any computing architecture (stand-alone, client/server, client/proxy/server, peer-to-peer/ad-hoc, cloud/mobile, others). It is intended as a platform-neutral Contest. Applications can be developed for, but not limited to, Android, iOS, Windows Phone, Blackberry OS 10 and HTML5. All applications must be demonstrated on real devices and on off-the-shelf operating systems, i.e., the phone should not be jailbroken or rooted. Bonus points will be assigned to apps that can be directly downloaded from an app store. Network services that are part of the application should also be real services embodying no mock-up components.

Each mobile application created and submitted in this Contest will be called an "entry". All entries will be screened and only eligible AND innovative entries will be invited to enter the Contest. Section 6 describes what constitutes an eligible entry. All invited entries received will be judged using the criteria described in section 3 to determine qualification as finalists. A Jury of the Finalists will further judge the entries after considering live demonstrations during the MobiCom 2014 conference before determining the three top winners.

We are not responsible for entries that we do not receive for any reason, or for entries that we receive but are not decipherable for any reason. In particular, we are not responsible for lost, corrupted, illegible or delayed entries or for network, computer, hardware or software failures of any kind which may restrict or delay the sending or receipt of your entry.

2. CONTEST SCHEDULE

The registration period starts on June 16, 2014 and ends on June 30, 2014 (the "Registration Period"). Participants are required to submit application proposals (ideas and initial designs) during the Registration Period. The proposal should be in PDF format, no longer than 1 page, and should include:

- Name of the application
- Author(s) names and contact email
- Platform
- Target user groups

- Application description (the idea)
- Innovation and/or uniqueness in marketing (list of similar or related apps in market)
- Flow chart of functionality (preferably including actual or simulated screen shots).
- Submission of application proposals should be emailed to:
miluzzo@research.att.com AND cuervo@microsoft.com with subject line “Proposal – App Entry”

The Registration Period will be followed by a screening period in which a set of qualified and eligible applications will be selected among all the participants. Invitations to proceed with full submissions will be sent out on July 7, 2014.

The submission period starts on July 7, 2014 and ends on August 10, 2014 (the “Submission Period”). The submission should include:

- A PDF document containing description of the application. It is more like the initial proposal but with more finalized details
- A link to a short video (< 3 mins) which includes a marketing pitch and demo of the application on a real device. The video should be made available only to the jury during the judgment period (should not be made public).
- Binary build of the application and installation guide. For instance apk file for Android, and xap file for Windows Phone.
- If your application has a server component, submission of that server package is not required. But it is your responsibility to make sure the server is running and available during the judgment period so application is functional during evaluation.
- The PDF file, video link and the binary build should all be sent to:
miluzzo@research.att.com AND cuervo@microsoft.com with subject line “Submission – App Entry”

3. WINNER DETERMINATION AND PRIZES

3.1. Finalists

After the close of the Submission Period, a panel of qualified judges will review all eligible entries received and select up to ten (10) finalists. The finalists will be invited to attend the MobiCom 2014 conference to defend their own application in front of “The Jury of the Final”.

If you are one of the finalists, we will notify you by August 22, 2014. We will also publish the list of Finalists on the competition website linked to by the MobiCom web site.

3.2. Selection of Winners

The Jury of the Final will complete the judgment of the finalists’ applications and will determine the top 3 winners, after live presentations by the finalists at MobiCom 2014. The winners will be announced shortly after the presentations.

3.3. Judging Criteria

The selection criteria will include the following:

3.3.1 Perceived Value & Importance

The first step in building a great mobile application is identifying the need you seek to meet with your application. This could be a problem you wish to solve, a task your application will help mobile users do, or maybe a better, faster way to accomplish something for the people on the go. A successful application will meet an important need and may be part of a sustainable business.

3.3.2 Originality & Innovation

How unique and original is your application idea? How well does your application compete against any competitors? How does your application make innovative usage of the mobile platform to meet users' needs?

3.3.3 Quality of User Experience

Does the application have clear user experience goals and well-defined user scenarios? How polished and visually appealing is your application's user interface? Is the user interface responsive? Are errors handled gracefully?

3.3.4 Definition and Business Viability

How does your application fit into a business model for meeting your users' needs? At the final competition, does your Live Presentation convince the judges that you've got a great project and a clear market opportunity?

3.4. Prizes

TBD

4. WHAT OTHER CONDITIONS AM I AGREEING TO BY ENTERING?

By entering this Contest you agree to abide by the Official Rules stated in this document.

5. WHAT IF SOMETHING UNEXPECTED HAPPENS AND THE CONTEST CAN'T RUN AS PLANNED?

If someone cheats, or a virus, bug, catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Contest, we reserve the right to cancel, change or suspend this Contest. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Contest, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Contest.

If you attempt to compromise the integrity or the legitimate operation of this Contest by hacking or by cheating or committing fraud in ANY way, we may seek damages from you to the fullest extent permitted by law.

6. WHAT CONSTITUTES AN ELIGIBLE ENTRY?

You cannot enter the Contest with an application that was already designated as winner in any other contest organized by any other third party.

You cannot enter the Contest with an application that is already in an app market such as Google Play, Apple App Store or Windows Phone Marketplace.

Your entry must be your own original work and must not infringe or violate the privacy, intellectual property rights or other rights of any other person or entity. While we don't require the submission of the source code, we reserve the right to ask for it to verify whether the project is original and own work.

Your entry may not include any third party trademarks (logos, names) or copyrighted materials (music, images, video, recognizable people) unless you have obtained permission to use the materials.

Entries should NOT contain, as determined by us, in our sole and absolute discretion, any content that:

- Is sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic.
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or a particular political agenda.
- Is obscene or offensive.
- Defames, misrepresents or contains disparaging remarks about other people or companies.
- Communicates messages or images inconsistent with the positive images and/or social good will to which we wish to associate; and/or violates any law.

We reserve the right to reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

7. SUMMARY OF IMPORTANT DATES

App registration deadline	June 30, 2014
Invitations for submission	July 7, 2014
App submission deadline	August 10, 2014
Notifications of Finalists	August 22, 2014
Contest	At MobiCom, 2014