

THE APPYS 2010

WITH

THE Carphone Warehouse

IRELAND'S ONLY DEDICATED APPS AWARDS



The Appys with The Carphone Warehouse will celebrate the innovation and creativity now abundantly evident in the app development industry and reward the best, the most useful and the most creative apps and their developers.

The media partner for The Appys with The Carphone Warehouse is Independent Digital, the digital consumer division of Independent News & Media Group. www.independent.ie.

Independent.ie 
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JUDGES

Stephen Mackarel, CEO, The Carphone Warehouse

Stephen Conmy, Digital Times

Alex Gibson, The Persuaders

Tim Duggan, Partner, Mercury Girl and Mercury Boy Inc.

Jonathan Forrrest, MD, Cybercom

Jane McDaid, MD, Thinkhouse,

Darragh Doyle, communications manager, Boards.ie

Colm Grealy, CEO, DRG

Ronan Higgins, CEO & Founder, Appsie

Conor Lynch, connector.ie

Patrick Lenehan, CTO, The Independent Group

Alexis Bouckaert, creative director, Rothco

Dr. Evelyn Balfe, business innovation analyst, Amdocs

Ruadhan O'Donoghue, project leader and site editor, dotMobi

Claire Carroll, digital media strategist, Ogilvy Neo



AWARDS

Best App Grand Prix
Best Free App Grand Prix
Best Paid App Grand Prix

CATEGORIES

Best Developer
Best Android app
Best Ovi app
Best Bada app
Best Apple app
Best Business Solutions app
Best Augmented Reality/Location Services app
Best Branded app
Best Gaming app
Best Media app
Best Social Networking app
Best Educational/Learning app
Best Medical/Healthcare app
Best Retail app
Best Tourism app

HOW DO I ENTER?

Simply go to www.theappys.ie to fill out the brief application form. Cost per entry is just €75.

DEADLINE FOR ENTRIES

It's September 30th, 2010.

CAN I ENTER ONE APP INTO MULTIPLE CATEGORIES?

Yes is the short answer. A 'best gaming app' can also be a 'best branded app' for example.

WHAT CRITERIA WILL BE JUDGED?

Simple really, judges are looking for:

- Usability
- Production values
- Design
- Relevance to target market
- Utility (does it do what it says on the tin?)
- Currency - is it regularly updated? ... and,
- Innovation

THE ONLY BARRIER TO FUTURE APP DEVELOPMENT IS THE LIMITATION OF THE HUMAN IMAGINATION

