

**SHORTLIST 2011**

ENTRANT	APP NAME	DEVELOPED BY
<b>BEST BRANDED APP / IN AP ADVERT APP</b>		
98FM Cawley Nea / TBWA Edwin Costello Golden Pages Ogilvy Dublin Paddy Power Project Zebra Vizeum / Boys and Girls	98FM giveblood.ie iPhone App Pumps.ie goldenpages.ie App It has to be Heinz BBQ Paddy Power Sportsbook TF3 Battle Zone Powers Whiskey Snugs	Adforce Agency.com Edwin Costello Golden Pages PUCA Mobenga Project Zebra Irish Times Development
<b>BEST BUSINESS APP</b>		
Adverts Marketplace Ltd. Appsie CPL Jobs Golden Pages National Irish Bank Red Oak Tax Refunds Tapadoo Windmill Lane Digital	Adverts.ie myResearch app CPLJobs goldenpages.ie App National Irish Bank Smartphone App Red Oak Snap! Zapa Tag BT2	Adverts Marketplace Ltd Appsie Lemonsplat.com Golden Pages Danske Bank Group Shanagarry Technologies Tapadoo Windmill Lane Digital
<b>BEST EDUCATION APP</b>		
Agency.com Appsie Axonista Dublin Institute of Technology Eco Appz EyeSeeGames Fota Wildlife Park Puca	ESB Electric Ireland Appliance Calculator Child Immunisation Tracker Patrick Kavanagh, The Dublin Literary Trail UpskillatDIT Eco-Bulbz Hype © Fota Wildlife Mobile App Eumom Pregnancy App	Tequila Ireland / Agency.com Appsie Axonista for Dublin City Council Paul Kelly Apperrific Limited EyeSeeGames and Tailtean Games Product World Puca
<b>BEST ENTERTAINMENT APP</b>		
Associated Newspapers DV4 entertainment.ie entertainment.ie Great Works Mobanode Mobanode Windmill Lane Digital	MailOnline 3player (TV3) Cinema Guide Ireland TV Guide Ireland ABSOLUT Blank Absolut Fringe St Patricks Festival Shark Awards	Brand 42 DV4 FUSIO FUSIO Teenage Engineering Mobanode Mobanode Windmill Lane Digital
<b>BEST FACEBOOK APP</b>		
eightytwenty/4D eightytwenty/4D n/a neo@ogilvy Net Affinity Limited Publicis QMP Puca Tequila Ireland	Bulmers Vat House Jameson Urban Safari ronewmedia Academy Captain Morgan Legendary Prizes Net Affinity Hotel Booking Engine App for Facebook No Nonsense Whacker West Coast Cooler Thursday Club Tweet Hunt	eightytwenty/4D eightytwenty/4D Happy Digital Gamaroff Digital Net Affinity Limited Publicis QMP Puca Tequila Ireland/ Agency.com
<b>BEST FOOD APP</b>		
Bob Nixon neo@ogilvy Product World PUCA Whisk Media Ltd	iCook with Neven Heinz Summer BBQ App Centra Recipe SPAR Ireland (Kitchen Heros) Whisk Cooking by James McIntosh	Bob Nixon neo@ogilvy / PUCA Product World PUCA GCD Technologies
<b>BEST GAMING APP</b>		
EyeSeeGames Publicis QMP Rewind Software	Hype © No Nonsense Whacker Space Brains	EyeSeeGames and Tailteann Publicis QMP Rewind Software
<b>BEST IPAD APP</b>		
Associated Newspapers Bryan Duggan Distilled Media Ltd. Great Works Paddy Power Redwind Software	MailOnline for iPad Tunepal TheJournal.ie news ABSOLUT Drinkspiration Home Edition Paddy Power Sportsbook Heineken Challenge HD	Brand 42 Bryan Duggan Daft Media Apegroup Mobenga Redwind Software

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Skype Touch Press Touch Press LLP	Skype Solar System for iPad The Waste Land	Skype Touch Press Touch Press LLP
<b>BEST MEDIA/PUBLISHING APP</b> Appsie Associated Newspapers  Communicorp Digital Distilled Media Finbarr Brady Golden Pages Independent Digital	Pollen Alert Ireland MailOnline Newstalk YouReport TheJournal.ie Newseum Todays Front Pages goldenpages.ie App Independentwoman.ie	Appsie Brand 42  Communicorp Digital, ICAN, All in Media Distilled Media Finbarr Brady Golden Pages iMobile
<b>BEST MUSIC APP</b> 98FM App Sandwich Ltd Bryan Duggan Top Drawer Apps	98FM Muud.io Tunepal My Artists 2	Adforce App Sandwich Ltd Bryan Duggan Oisin Prendeville
<b>BEST SOCIAL APP</b> 98FM Distilled Media HeyStaks PUCA  Redwind Software Skype Vizeum / Boys and Girls Web Reach	98FM TheJournal.ie HeyStaks Social Search West Coast Cooler Thursday Club  Augmented Ibiza Skype Powers Whiskey Snugs Jelly SMS	Adforce Distilled Media HeyStaks PUCA  Redwind Software, The Cloud and Compass Skype Irish Times Development Finbarr Brady
<b>BEST SPORTS APP</b> Appsie Communicorp Digital Element Software Ltd Imobile Applications Ltd Imobile Applications Ltd Imobile Applications Ltd Mobanode Paddy Power	Polo Timer Today FM Premier League Live The 2011 Solheim Cup G-Mac Leinster rugby Munster IRB Laws Of Rugby Paddy Power Sportsbook	Appsie Communicorp Digital Element Software Ltd Imobile Applications Ltd Imobile Applications Ltd Imobile Applications Ltd Mobanode Mobenga
<b>BEST TRAVEL &amp; TOURISM APP</b> Arekibo Biznet IIS Car Trawler Fota Wildlife Park My Tour Talk Redwind Software Ltd TomTom Xpert Taxis	DAA Arrivals and Departures App Dublin Bus App Argus Car Hire Fota Wildlife Mobile App My Tour Talk - Northern Ireland Audio Tour Guides Augmented Ibiza TomTom app for iPhone Xpert Taxis	Arekibo Biznet IIS Tapadoo Product World GCD Technologies Redwind Software Ltd / The Cloud TomTom Vinnie Coyne

