



## **Nokia Widget Wizard Contest 2009**

### **Contest Overview**

- The objective of this contest is to showcase the skills of students of Limkokwing University of Creative Technology in developing locally-relevant and commercially-viable mobile widgets for the new Nokia N97 multimedia device in Malaysia, within any of the following themes:
  - Entertainment
  - Personal Information Management
  - Social Networking
- Students stand a chance to win the following prizes:
  - Grand Prize: One N97 for each Team member and a Team cash prize of RM5,000
  - 2<sup>nd</sup> Prize: One N86 for each Team member and a Team cash prize of RM3,000
  - 3<sup>rd</sup> Prize: One N86 for each Team member and a Team cash prize of RM1,000
- Students may also get the chance to see their work showcased at Nokia publicity events, advertorials, and their application(s) may be offered for download via Nokia's new OVI Application Store.

### **How to enter**

- Participation in this Contest is on a Team basis, with each Team comprising 3 members.
- You and your team must read and agree to abide by the Terms & Conditions of the Nokia Widget Wizard Contest 2009 which are attached. Participation in the Nokia Widget Wizard Contest 2009 constitutes an acceptance of the Terms and Conditions of the Contest.
- You and your team must complete the Registration Form attached and submit it to your nominated Advisor (who must be a current lecturer from the Limkokwing University of Creative Technology) by 5pm on 26 June 2009.
- You and your team must complete a copy of the Summary of Submission Form and the Entry Form to be provided on the Limkokwing University of Creative Technology website for each individual entry. Each Entry Form must be accompanied with its Summary of Submission Form and vice versa in order to qualify. Each Team is allowed a maximum of 3 entries only.
- The Summary of Submission Form and the Entry Form for each entry must be handed in to your Advisor lecturer by 5pm on 31 July 2009.



- Entries that qualify will be given marks by the panel of judges on the following criteria:
  - **Executive Summary (10%)**
    - Description is complete, comprehensive and adequately covers overall issues and widget proposition
  - **Relevant problem–solution thinking (20%)**
    - Clear target market description (15%)
    - Accurate identification of competitors (15%)
    - Identification of a real target market problem (35%)
    - How the solution delivers value to the target market by addressing the problem (35%)
  - **Creativity of Widget Idea (20%)**
    - Unique/ novel use of technology
  - **Feasibility of execution (20%)**
    - Technical feasibility and practicality
  - **Commercial viability (20%)**
    - Possesses potential to be commercialized
  - **Overall presentation (10%)**
    - Clear presentation of thoughts and ideas (50%)
    - Evidence of teamwork (50%)
- Check the Limkokwing University of Creative Technology website on 14 August 2009 to see if your Team has been shortlisted as one of the 30 shortlisted entries.
- If your Team has been shortlisted, you must develop the actual widget between 15 August 2009 and 14 September 2009, and hand in the actual widget to your Advisor by 5pm on 14 September 2009 on a CDROM.
- The actual widgets will be given marks by the panel of judges on the following criteria:
  - **User experience (40%)**
    - Intuitiveness/user-friendliness (50%)
    - Contains a 'hook' to drive constant usage (50%)
  - **Technical finishing (30%)**
    - Sound operation, free of glitches
  - **Design (30%)**
    - Aesthetically pleasing
- The 30 shortlisted teams are required to check the Limkokwing University of Creative Technology website on 22 September 2009 to see if their Team is one of the 3 prize winners.
- Winners will be awarded their prizes in an awards presentation ceremony in October 2009.



### **Important Contact Points**

- At any point in the Contest, you may refer to your nominated Advisor or any of the below lecturers for any queries:
  - Mr Kevin Tan Han Keong – Programme Leader, Games Development, [kevin.tan@limkokwing.edu.my](mailto:kevin.tan@limkokwing.edu.my), 012-304 9100
  - Mr Peter Pan Jan Lik – Principal Lecturer, Games Development, Faculty of Multimedia Creativity, [panjlik@limkokwing.edu.my](mailto:panjlik@limkokwing.edu.my), 016-247 8891
  - Mr Tee Wee Jing – Principal Lecturer, Faculty of Information & Communication Technology, [teewj@limkokwing.edu.my](mailto:teewj@limkokwing.edu.my), 016-286 8990
  - Mr Yap Sing Nian – Associate Head, Faculty of Information & Communication Technology, [yapsn@limkokwing.edu.my](mailto:yapsn@limkokwing.edu.my), 012-266 4268
  - Mr Tan Chin Ike – Senior Programme Leader, Faculty of Multimedia Creativity, [ike@limkokwing.edu.my](mailto:ike@limkokwing.edu.my), 012-337 0832



**Important Dates to Remember**

1-Jun-09	26-Jun-09	31-Jul-09	1 Aug 2009 - 14 Aug 2009	14-Aug-09	15 Aug 2009 - 14 Sept 2009	14-Sep-09	15 Sept 2009 - 18 Sept 2009	22-Sep-09	Oct-09
Development of entries									
	Team registration closes at 5pm								
		Entry submission closes at 5pm							
			Judging of entries						
				30 shortlisted best entries will be posted on University website					
					30 shortlisted Teams to develop the actual widgets				
						Widget submission closes at 5pm			
							Judging of actual widgets		
								3 winning Teams will be posted on University website	
									Awards ceremony



## TEAM REGISTRATION FORM

<b>SECTION 1: Team Details</b>	
Team Name:	
Name of Advisor:	Advisor's IC No:
Advisor's HP No:	Advisor's Email Address:
Name of Team Leader:	Team Leader's IC No:
Team Leader's HP No:	Team Leader's Email Address:
Name of Team Member 1:	Team Member 1's IC No:
Team Member 1's HP No:	Team Member 1's Email Address:
Name of Team Member 2:	Team Member 2's IC No:
Team Member 2's HP No:	Team Member 2's Email Address:

<b>SECTION 2: Confirmation of Participation</b>
I have read the Terms & Conditions of the Nokia Widget Wizard Contest 2009 and agree to abide by them.
Name of Team Leader : _____ Date: _____
----- Signature of Team Leader on behalf of the Team

<b>SECTION 3: Endorsement by Advisor</b>
Name of Advisor:
I hereby endorse and approve the Team's participation in the Nokia Widget Wizard Contest 2009 and agree to abide by its Terms & Conditions.
Signature of Advisor
<b>Name :</b> <b>Designation:</b> <b>Date:</b>

<b>Note:</b>  <i>This form is meant as the Team Registration form and serves as your confirmation to participate in the Nokia Widget Wizard Contest 2009 on the Terms &amp; Conditions set out, as may be revised from time to time as the Organiser deems fit.</i>  <p style="text-align: center;">Thank you and good luck!</p>
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## TERMS & CONDITIONS OF THE NOKIA WIDGET WIZARD CONTEST 2009

1. These terms and conditions apply to the “Nokia Widget Wizard Contest 2009” (hereafter referred to as “the Contest”) which will be held from 1<sup>st</sup> June to 16<sup>th</sup> October 2009 (hereafter referred to as “the Contest Period”).
2. The organiser of this Contest is Nokia (M) Sdn. Bhd. (hereafter referred to as “the Organiser”) of Block 2B-13-1 & 2, Level 13, Plaza Sentral, Jalan Stesen Sentral 5, 50470 Kuala Lumpur, Malaysia.
3. Before sending your submission, you must first read and accept these Terms and Conditions of the Contest, and agree to accept the final decision of the jury.
4. The Contest is only open to students of Limkokwing University of Creative Technology.
5. Information on how to enter and on prizes, form part of the conditions of entry.
6. The information related to the Contest is attached.
7. Participation in the Contest is on a Team basis. Each participating Team must comprise of 3 students (hereby referred to as “the Participants”) from Limkokwing University of Creative Technology.
8. Each Participant may only be a member of one Team. Teams with Participants who are discovered to be members of more than one Team will be disqualified.
9. Teams are required to register for the Contest by completing the Team Registration Form which is attached and submitting their completed form to their nominated Advisor by 5:00pm on 26 June 2009.
10. Once a Team and its members have been registered in an entry, no change or substitute of any of its members is allowed.
11. If a Team member is not able to continue for any reason whatsoever, he/she cannot be replaced and the Team must continue with the remaining members. However, exemptions to such situations where a replacement becomes necessary may be granted on a case-to-case basis and if your Team is faced with such a situation, you are required to make an application for Team member replacement in a written letter to your nominated Advisor. In the event the Team is left with just 1 member, the Team will automatically be disqualified from the Contest.
12. Each Team may submit up to 3 entries. If more than 3 entries are received, the first 3 entries received will be accepted for the Contest and subsequent entries will be disqualified.
13. All entry submissions must be in English.
14. All entry submissions must be fully completed. Incomplete entry submissions will be disqualified.
15. The Entry Submission Phase ends at 5:00pm on 31 July 2009 and all entries must be handed in to the Team’s nominated Advisor by that time. No responsibility will be accepted for late, lost, ineligible or misdirected submissions.
16. A panel of judges from Nokia and Limkokwing shall shortlist the 30 best entries between 1 August 2009 to 14 August 2009 based on the judging criteria which is attached and all decisions made are final. No further correspondence shall be entertained.

17. Each Team may have only one entry that qualifies to win a prize but may have up to 3 entries which qualify to be shortlisted within the 30 best entries.
18. The names of the 30 shortlisted entries' Teams and their corresponding members' names will be posted in the Limkokwing University of Creative Technology website by 14 August 2009.
19. The 30 shortlisted entries' Teams are required to develop their shortlisted widgets between 15 August 2009 and 14 September 2009, attend a Forum Nokia workshop at Limkokwing University of Creative Technology at a date to be determined in August and submit their completed widgets by 5:00pm on 14 September 2009 to their nominated Advisor in a CDROM.
20. The panel of judges shall then judge and determine the order of the 3 winning Teams on the basis of the Teams' submitted widgets between 15 September 2009 to 18 September 2009.
21. The 3 winning Teams will be announced on the Limkokwing University of Creative Technology website by 22 September 2009
22. Each Participant from the 30 shortlisted Teams & attending lecturers shall receive a Certificate of Participation for attending the Forum Nokia workshop.
23. The Prize(s) for the 3 winning Teams are:
  - a. Grand Prize: One N97 for each Team member, a Team cash prize of RM5,000 and an Awards Certificate for each Team member
  - b. 2<sup>nd</sup> Prize: One N86 for each Team member, a Team cash prize of RM3,000 and an Awards Certificate for each Team member
  - c. 3<sup>rd</sup> Prize: One N86 for each Team member, a Team cash prize of RM1,000 and an Awards Certificate for each Team memberAll non-cash Prizes are not exchangeable for cash and non-transferable. Nokia reserves the right to substitute a suitable prize of similar value in the event any Prize originally specified is not available for whatever reason.
24. All prizes shall be awarded at an awards ceremony in October 2009 on a date to be determined by Nokia and Limkokwing University of Creative Technology. Winning Teams are required to be present at this awards ceremony.
25. Entries must be the Participants' own original work and must not have been previously published. The Participants also control that the submission does not misrepresent an association or connection to some person, brand or thing that it does not actually have, and is not defamatory, libelous, vulgar, obscene, derogatory, pornographic, objectionable with respect to race, religion, creed, national origin, gender or sexual preference, or is otherwise inappropriate or unfit for publication. The Participants agree to use reasonable efforts to scan and remove any viruses before submitting any material for the Contest. Submissions that do not adhere to the above conditions will be subject to disqualification. Both the Organiser and Limkokwing University of Creative Technology shall not be held liable in the event any law suit arises from the infringement of Intellectual Property rights by the Participant(s).
26. The Participants acknowledge that the submission is not submitted in confidence.
27. The Participants agree that the Organiser may use, display and publish their names, photographs and work, for advertising and promotional purposes associated with the Contest, without additional consideration, world wide, in any media, until 31<sup>st</sup> December 2012.

28. By submitting your information for the Contest, you hereby agree and consent to Nokia retaining and using all the data/information submitted by you for its sales, marketing and promotional efforts and to the furnishing of such data/information to Nokia-related entities and their agents for such purposes. You are required to provide all requested information accurately. If you do not provide the information, you cannot participate in this Contest. Nokia may also use your information to contact you in the future for marketing and promotional purposes. Your personal information may be disclosed to relevant authorities and winners' names published as required under the relevant legislation. A request to access, update or correct any information should be directed to Nokia at the address set out above.
29. The Organiser accepts no liability for lost, damaged, misdirected or delayed entries or any technical difficulties affecting the end result of this Contest or the entry to the Contest. By participating, the Participant and the winners, by acceptance of their prizes, agree to release and hold harmless the Organiser, its affiliates, subsidiaries, and their officers, employees, agents and representatives from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses, which may be sustained directly or indirectly in connection with participation in this Contest or with the receipt, ownership or use of the prize or while preparing for, participating in, and/or travelling to any prize-related activity. The Organiser expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.
30. By participating in the Contest, Participants agree that all mobile widgets submitted for the Contest shall be available for (a) use and distribution by Nokia free of any royalty or licensing fees, and for demonstration and marketing purposes free of any royalty or licensing fees till 31<sup>st</sup> December 2012.
31. The Organiser reserves the right to modify the Terms and Conditions of the Contest at any time, without prior notification.