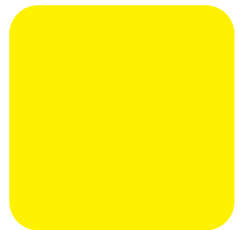
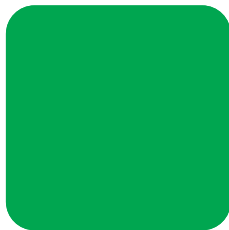
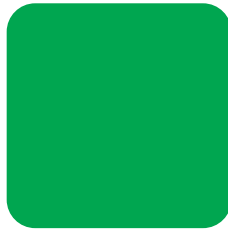
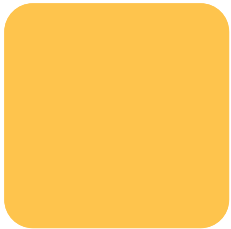
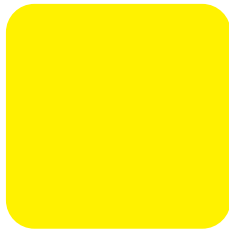
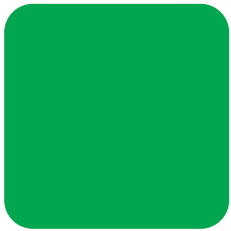




IPTV 2nd

Application Challenge

Better Quality of Life



2nd IPTV Application Challenge



Themed, “Better Quality of Life”, ITU’s second IPTV Application Challenge encourages developers around the world to create innovative apps running over ITU’s IPTV standards, which are created by the ITU-T IPTV Global Standards Initiative.

Applicants are encouraged to think creatively about the IPTV platforms and the opportunities they offer. While highlighting the rapidly expanding range of the IPTV ecosystem, this year’s Challenge will uncover ground-breaking ideas in fields including e-health, ICT accessibility, smart living and a number of other areas where IPTV can be leveraged to achieve a higher standard of living.

Selected participants will be given the opportunity to showcase their creative work and expand business opportunities at WTSA-12 in Dubai, UAE; an event attended by around 1000 senior representatives of ITU Member States and Sector Members.



CATEGORIES OF AWARDS:

Best App – Individual/SME is a cash prize award of USD3,000 for the best and most innovative application submitted by an individual or organization (profit, non-profit) with less than fifty employees. Public sector organizations, independent of their size, may not compete for this cash prize award but may participate in

the next category.

Best App – Corporate is a recognition award for the best application submitted by an organization (profit, non-profit, academic) with fifty or more employees, or a public sector organization regardless of its size.

In addition, some applications may be found deserving of an Honourable Mention.



DEADLINES

Before submitting their applications, participants must register by 15 August 2012. Applications must be submitted by 7 September 2012.

The 2nd ITU IPTV App Challenge entrants are encouraged to be as creative as possible. Potential areas of focus include, but are

not limited to:

- E-government, e-publishing, e-commerce, e-learning
- E-health services, such as e-pharmacy, e-monitoring and e-diagnostics
- Media accessibility, such as closed captioning and speech recognition
- Smart living

Registration and further information: www.itu.int/challenges/iptv

Contact: iptvchallenge@itu.int