

**IMAGINE CUP 2012
WINDOWS PHONE CHALLENGE
RULES & REGULATIONS**

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OVERVIEW

Get in, stand out, and raise your skills! If you want to write software that can really make a broad impact, the Windows Phone Challenge is calling! Now is your chance to make your work available on a mobile device used by millions. Great apps start with strong functionality, add device-focused utility, and finish with a delightful Windows Phone user experience. Are you ready to step up to the challenge?

The Windows Phone Challenge is not intended for submission of games. Competitors who are interested in building games for Windows Phone should participate in the Imagine Cup 2012 [Game Design: Phone Competition](#).

Applications submitted will be judged based on functionality, utility, and user delight. Additionally, all applications must adhere to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems". You can choose any topic that highlights how technology can impact our lives to make them better. In addition to the resources on the 2012 Theme page, you could check out the [United Nations Millennium Development Goals](#) ("MDGs") for inspiration. Including the MDGs in your project is completely optional, but they might help you identify some of the toughest challenges in the world today.

Looking for ideas for applications to build? Here are a few examples, but your Team won't be limited to these ideas:

- An application that helps you locate recycling centers near you
- An application that helps people connect to solve some social issue
- An application that helps kick-start funding for nonprofit organizations

Students will work either as individuals or in teams and be challenged to utilize the latest Microsoft technologies to help make the world a better place.

If you choose to compete in this Challenge, then you agree that your participation is subject to the following:

- [The Imagine Cup Official Rules](#)
- The Imagine Cup Windows Phone Challenge Rules and Regulations described below

If there are any inconsistencies between the Imagine Cup Official Rules, the [Imagine Cup Terms of Use](#), the [Imagine Cup Code of Conduct](#) and/or these Competition Details, the [Imagine Cup Official Rules](#) will govern.

WHAT ARE THE START AND END DATES?

This Challenge starts at 00:01 Greenwich Mean Time ("GMT") on 18 November 2011 and ends at 23:59 GMT 3 May 2012 ("entry period"). Each Round has unique entry requirements.

The overall Challenge Period consists of two (2) separate Rounds as described below. Each Round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging. All Competitors must successfully complete Round 1 before continuing in the Challenge.

ROUND	START DATE (all times 00:01 GMT)	END DATE (all times 23:59 GMT)
Round 1 – Concept Design	18 November 2011	13 March 2012
Round 2 – Application Submission	3 April 2012	3 May 2012

The Competition Sign-Up Period begins on 18 November 2011 at 00:01 GMT, and ends on 13 March 2012 at 23:59 GMT.

CAN I ENTER?

You are eligible to enter this Challenge if you meet the Eligibility Requirements set forth in the "Eligibility Criteria" section of the [Imagine Cup Official Rules](#).

HOW DO I ENTER THE CHALLENGE?

If you wish to participate in this Challenge, you must sign up as instructed during the Challenge sign up period. To sign up, visit imaginecup.com.

A Team may consist of a single student or as many as four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region and at least one (1) of the Team members must be a legal resident of the represented country/region. To qualify as a valid Team member, each individual must register and form a Team no later than the closing date of Round 1. We will not accept changes to a Team beyond this date.

It is recommended, but not required, that you have one (1) mentor in addition to your four (4) Team members. Limit one (1) mentor per Team. A mentor can be from an educational institution, a not-for-profit organization or a private sector company. To qualify as a valid mentor for a Team, this individual must register as the Team's mentor no later than the closing date of Round 1. We will not accept changes to a Team's mentor beyond this date.

For additional important details regarding signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](#).

ENTRY MATERIALS OVERVIEW

During each designated round, your Team must submit the entry materials as defined below.

Note: To design and develop Windows Phone Projects in Imagine Cup Windows Phone Challenge, you need to have the following installed: Full Version of Expression Blend 4 this is found free within [Expression Studio 4 Ultimate from DreamSpark](#). Next you or your Team will need to install the [Windows Phone Developer Tools](#) (for additional information please select this link for [Windows Phone Developer Tools](#)) . Then you or your Team will need to install the [SketchFlow Template for Windows Phone](#).

To clarify, the version of Expression Blend that comes with Windows Phone Developer Tools does not include the support for SketchFlow Template and therefore you need to have the Full Version of Expression Blend, which you can get for free from DreamSpark.

Round 1 – Concept Design

To have an eligible Round 1 entry you or your Team must submit the following two (2) entry materials by the closing date of Round 1.

1. One (1) Application Summary
2. One (1) SketchFlow Prototype

The maximum file size for the Round 1 submission is 50MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#) section of these rules.

Round 2 – Application Submission

To have an eligible Round 2 entry you or your Team must submit the following three (3) entry materials by the closing date of Round 2. It is recommended that your Team refer to the judge feedback received from Round 1 to update your submission – we would like to see you continue to develop your submission from Round 1.

1. One (1) Updated Application Summary
2. One (1) Windows Phone Application Video
3. One (1) Windows Phone .XAP File

The maximum file size for the Round 2 submission is 250MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#) section of these rules.

ENTRY MATERIALS REQUIREMENTS AND DEFINITIONS

Following is a Glossary of Terms for all entry materials, along with the specific content and technical requirements. Each round has unique entry requirements, described below. All required entry deliverables must be received within the designated round in order for your Team's entry to be eligible for judging.

Round 1 – Concept Design

Application Summary

The *Application Summary* is an electronic text document that describes your Team's application, the intent of your application, the unique application features of the application, and how it aligns to the Imagine

Cup [2012 Theme](#). You must include additional attributive information relating to third party content per the technical requirements below. In preparing your Application Summary document, your Team is required to utilize the Windows Phone Challenge Application Summary template which you can download [here](#).

Technical Requirements:

1. Your Team must use the [Windows Phone Challenge Application Summary Template](#).
2. Your Team's Application Summary must address all questions and provide all required responses within the Application Summary.
3. The content of the application must address a social cause connected to the Imagine Cup 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
4. The Application Summary File Name must follow this naming convention: Windows Phone Challenge Round_1_Project_Plan_[Team Name].extension.
5. The Application Summary must be submitted as a .doc, .docx, .pdf which is uploaded into a .ZIP file.
6. The Application Summary size must not exceed 5MB
7. The Application Summary must not exceed 15,000 characters including spaces. Text within any images you include does not count towards this character limit.
8. The file format must be either a .DOC, .DOCX or .PDF, .RTF or .TXT file. This option does not allow .JPEG submission files.
9. The Application Summary Document must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
10. **Important note about Copyright:** Your Team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your Team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an application's user interface - your Team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information in the Application Summary Template. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

Helpful Hints:

1. Your Team must use the [Windows Phone Challenge Application Summary Template](#)
2. Include images to help convey your Team's idea. Think about what elements of your application will best describe it to others – theme, functionality, usability, delight factors, etc. Your Team is not required to use images in the Application Summary.
3. When drafting your Application Summary, please be certain your Team addresses the judging criteria within your answers to the required questions.

SketchFlow

The *SketchFlow* is an electronic document describing your application and concept in graphical format. It details the features, concepts, theme and premise of your application idea.

Technical Requirements:

1. Your Team is required to utilize the **full version** of Expression Blend 4 and its SketchFlow prototype tool. You can find the **full version** of Expression Blend 4 within the [Expression Studio 4 Ultimate edition](#) which you can download for free from [DreamSpark](#).
Note: Depending on your configuration, the install will either add Windows Phone capabilities to your previously installed version of Expression Blend 4/Visual Studio 2010 or if no previous Expression Blend 4/Visual Studio 2010 install exists, Expression Blend 4 for Windows Phone will be installed (note: this version is not compatible for SketchFlow). Expression Blend version in Windows Phone Developer Tools does not include the support for SketchFlow Template and therefore you need to have the **full version** of Expression Blend, which you can get for free from [DreamSpark](#).
2. Your Team is required to use the [SketchFlow Template for Windows Phone](#) to create your SketchFlow using Expression Blend 4. Note: your Team will need to install this template to proceed. It is a free download!
3. Your Team must provide a name for your application. The name must be in the English language.
4. The content of the application must address a social cause connected to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems".
5. If you use written text in the SketchFlow, it must be in the English language. If a translator is needed, you are responsible to procure and to make use of one.

Helpful Hints:

1. Please review the [SketchFlow Technical Requirements](#) above, complete the required template, and submit it by the closing date of Round 1.
2. Once built, your Team will package your prototype using the instructions [here](#) to submit for Round 1 of this challenge. You must create a SketchFlow prototype using Phone project.

To Package a SketchFlow Project

Step 1:

With the SketchFlow project that you want to distribute open, on the **File** menu, click **Package SketchFlow Project**.

Step 2:

In the **Package SketchFlow Project** dialog box, type a name for the folder in the **Folder name** box, and then click **Browse** to browse to the location where you want to save the packaged files. Click **OK**.

Step 3:

The materials within the folder you have just created should be loaded into a .ZIP file. This is what your Team must upload as your Prototype submission. The entire package needs to be collected and loaded into a .ZIP file including your Team's Application Summary.

3. Your Team's Application Summary should be loaded into the .ZIP file you created above, and this is what you'll submit for Round 1.

Round 2 – Application Submission

Updated Application Summary Template

The *Application Summary Template* is an electronic text document that describes your Team's application, the intent of your application, and how it has evolved since Round 1. We are looking to see the evolution of your application. You must include additional attributive information relating to third party content per the technical requirements below. In preparing your Application Summary document, your Team is required to utilize the Windows Phone Challenge Application Summary template which you can download

[here](#). **The Updated Application Summary is intended to include any feature or functionality updates or changes made by your Team after Round 1.**

Technical Requirements:

1. Your Team must use the [Windows Phone Challenge Application Summary Template](#).
2. Your Team's must complete all questions and provide all required elements within the Application Summary.
3. If your Team had challenges testing specific features of your application, please make a note if this in your Updated Application Summary. The judges will take this into consideration.
4. The content of the application must address a social cause connected to the 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
5. The Application Summary File Name must follow this naming convention: Windows Phone Challenge Round_2_Project_Plan_[Team Name].extension.
6. The Application Summary must be submitted as a .doc, .docx, .pdf which is uploaded into a .ZIP file.
7. The Application Summary size must not exceed 5MB
8. The Application summary must not exceed 15,000 characters including spaces. Text within any images you include does not count towards this character limit.
9. The file format must be either a .DOC, .DOCX or .PDF, .RTF or .TXT file. This option does not allow .JPEG submission files.
10. The Application Summary Document must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
11. **Important note about Copyright:** Your Team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your Team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an application's user interface - your Team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information in the Application Summary Document. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

Helpful Hints:

1. Your Team must use the [Windows Phone Challenge Application Summary Template](#).
2. Include images to help convey your Team's idea. Think about what elements of your application will best describe it to others – theme, functionality, usability, delight factors, etc. Your Team is not required to use images in the Application Summary.
3. When drafting your Application Summary, please be certain your Team addresses the judging criteria within your answers to the required questions.

Windows Phone Application Video

The *Windows Phone Application Video* presents your application in the form of a video that demonstrates your application's functionality and provides an opportunity for your Team to explain the features of your application. Your Team is encouraged to show the application in action, used by the target audience, and to explain the application's architecture.

Technical Requirements:

1. The video length must not exceed five (5) minutes, including the Imagine Cup Intro and Outro Clips. The Imagine Cup Intro and Outro Clips are located here or can be downloaded from the [Windows Phone page imaginecup.com](#):

16:9

[Intro Clip – 30 fps](#) (1.7 MB)

[Outro Clip – 30 fps](#) (1.7 MB)

NTSC Format:

[Intro Clip – 30 fps](#) (1.5 MB)

[Outro Clip – 30 fps](#) (1.5 MB)

PAL Format:

[Intro Clip – 25 fps](#) (1.3 MB)

[Outro Clip – 25 fps](#) (1.4 MB)

2. Your Team's Application Video content must clearly address each of the judging criteria outlined below.
3. The emphasis of the video must be on the application itself. Video production quality will not be judged.
4. The audio of the actual entry (your Team's video) can be in any language, but if the audio is not in the English language, then the video must have English subtitles in order to be eligible. If a translator is needed, you are responsible to procure and to make usage of one. NOTE: your Team's entry will be disqualified if it is not submitted in the English language or if subtitles are not used for non-English audio.
5. The video must be submitted as a .wmv.
6. The video must not exceed 250 MB.

Helpful Hints:

1. We recommend creating your video using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at [DreamSpark](#).
2. If you already have future plans for expanding on your application, you could provide samples or show off your models or storyboards in your application video.
3. Help the viewer get to know your Team. You could introduce each of the team members and what their specialties or contributions were in the creation of your application.

Windows Phone .XAP File

The *Windows Phone .XAP File* is an application package for Microsoft Silverlight used for Windows Phone mobile applications. Your Team's application should demonstrate how it addresses each of the judging criteria listed below. Since this is the Imagine Cup Windows Phone Challenge, please be sure to include the Windows Phone platform features which were utilized and why.

Technical Requirements:

1. Fast Application Switching
 - Your Team must implement Application Execution Model (i.e. Tombstoning). See [http://msdn.microsoft.com/en-us/library/ff817008\(v=VS.92\).aspx](http://msdn.microsoft.com/en-us/library/ff817008(v=VS.92).aspx).
 - Your Team's application must properly handle the `IsApplicationInstancePreserved` property in the `Application_Activated` method. See [http://msdn.microsoft.com/en-us/library/ff967547\(VS.92\).aspx](http://msdn.microsoft.com/en-us/library/ff967547(VS.92).aspx).
2. Live Tiles

- Your Team's application must utilize single or multiple live tile support. See [http://msdn.microsoft.com/en-us/library/hh202948\(VS.92\).aspx](http://msdn.microsoft.com/en-us/library/hh202948(VS.92).aspx).
3. UX Guidelines and Metro Design
 - Your team's application must follow the UX design guidelines found here: [http://msdn.microsoft.com/en-us/library/ff637515\(v=VS.92\).aspx](http://msdn.microsoft.com/en-us/library/ff637515(v=VS.92).aspx).
 4. All of the features and functionality your Team presents in this .XAP file must be working and in a final and complete state.

Helpful Hints:

- Your Team is not required to build an application on an actual Windows Phone mobile device. Teams are encouraged to utilize the Windows Phone emulator environment if they do not have access to a Windows Phone mobile device. Judges will not decrease points for applications built in the emulator environment.
- When you are happy with your prototype and ready to create your actual application don't forget to take advantage of our [Windows Phone 7 Design Templates](#). The design templates are a XAML version of the [UI Design and Interaction Guide for Windows Phone 7](#) and allow you to easily create common Windows Phone UI layouts by simply copying and pasting the desired look and feel.

HOW DO I SUBMIT MY TEAM'S ENTRY?

Round 1 – Concept Design

Submit your Team's entry for Round 1 by utilizing the submission form on the entry panel of the [Windows Phone Challenge page at imaginecup.com](#) no later than then closing date of Round 1. The submission form on this page will include the following fields below. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you advance to Round 2. All fields below are required.

5. **Entry File (Application Summary and SketchFlow Prototype):** Load your entry materials into a .ZIP file.
6. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
7. **Entry Title:** This title will represent the name of your entry. It must be submitted in the English language and is limited to a maximum of 500 characters including spaces.
8. **Entry Description:** This is a statement describing your Round 1 Entry. It must be submitted in the English language and is required to be a maximum of 600 characters including spaces.
9. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

Round 2 – Application Submission

If you advance to compete in Round 2, submit your entry for Round 2 via the entry panel of the [Windows Phone Challenge page at imaginecup.com](#) no later than then closing date of Round 2. The submission form on this page will include the following fields below. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you are selected as a winning team. All fields below are required.

1. **Entry File (Updated Application Summary, Windows Phone Application Video, and Windows Phone .XAP File):** To upload your entry collect your entry materials and load into a .ZIP file.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your entry. It must be submitted in the English language and is limited to a maximum of 500 characters including spaces.
4. **Entry Description:** This is a statement describing your Round 2 Entry. It must be submitted in the English language and is recommended to be a maximum of 600 characters including spaces.
5. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

OPTIONAL: You and your Team have the opportunity to submit your application to the [Windows Phone App Hub](#) if available in your country/region. If you'd prefer, you can upload your application as "private" so you can share your app with only those you choose! This is a great way to get feedback from friends and family so you can learn more and continue to improve your app! If you don't have access to the Windows Phone App Hub in your country/region, you can utilize the developer emulation environment to get feedback.

Note: Team submission to Windows Phone App Hub is not an Imagine Cup entry requirement. Your Team's submission to Windows Phone App Hub will not be considered during the judging process.

ENTRY LIMIT

We will only accept one (1) entry per Team. A competitor may not be a member of more than one (1) Team in the Windows Phone Challenge.

HOW WILL ENTRIES BE JUDGED?

Round 1 – Concept Design

At the conclusion of the Round 1 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of international judges based on the unique criteria listed below to determine up to one hundred (100) of the top Teams, (each, a "Finalist") that will advance to compete in the final round: Round 2 – Application Video.

Round 1 – Concept Design Judging Criteria

Criteria	Description	Weighting
Imagine Cup Theme and Uniqueness	How well does the application adhere to the Imagine Cup 2012 Theme? How unique and original is the idea?	20%

Solution Design, Innovation & Architecture	<p>How does your Team’s application work? How does it implement the idea your Team has developed?</p> <p>What is your Team’s plan to be implement solution design if you should be selected to advance to Round 2?</p> <p>What are the core functionalities of your Team’s application?</p> <p>Which technologies and/or services will your Team implement when building your application? Describe any back-end services your application might rely on.</p>	30%
Utility	<p>Utilitarian apps incorporate mobile features and visual impact that compel frequent use in a new way. What is your Team’s focus on utility? Here are some examples of what the judges will be looking for:</p> <p><u>Feature Set</u></p> <ul style="list-style-type: none"> • App takes full advantage of device features and mobile scenarios • Surprises the user with unexpected capabilities <p><u>Visual Impact</u></p> <ul style="list-style-type: none"> • How do you envision the visual impact of your app? How do you for see the use of color, graphic placement and visual elements if your Team advances to Round 2? <p><u>Stickiness</u></p> <ul style="list-style-type: none"> • Apps that are likely to compel frequent and repeated use <p><u>Originality</u></p> <ul style="list-style-type: none"> • Concepts that push the boundaries for mobile apps, offering innovative features or best-in-category innovation 	25%
Delight	<p>Stand out! Great apps look and feel like an integral part of Windows Phone 7. What is your Team’s focus on delight? Here are some examples of what the judges will be looking for:</p> <p><u>Wow Factor</u></p> <ul style="list-style-type: none"> • Amazing app capabilities that make the user smile and inspires “show and tell” behavior <p><u>Windows Phone 7 Design Language</u></p> <ul style="list-style-type: none"> • App makes full use of Windows Phone 7 design language elements (e.g. controls, iconography, font, etc.) • Uncluttered, polished, clean experience <p><u>Windows Phone 7 Platform Features</u></p> <ul style="list-style-type: none"> • Best adoption of Windows Phone 7 platform features (e.g. Live Tiles, push notifications, Hub integration, etc.) 	25%

Round 2 – Application Submission Judging Criteria

At the conclusion of the Round 2 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of international judges based on the unique criteria listed below. It is recommended that each Team incorporate any judge feedback received after Round 1. The Round 2 judging process will determine up to three (3) or more of the top Teams, one (1) per country/region, (each, a “Finalist”) that will be declared the First, Second, and Third place winners of the Imagine Cup 2012 Windows Phone Challenge.

Round 2 Application Submission Judging Criteria

Criteria	Description	Weighting
Imagine Cup Theme	How well does the application adhere to the Imagine Cup 2012 Theme?	20%
Functionality	<p>High functional apps work as promised, include quality content, and are easy to use.</p> <p><u>Core Functionality</u></p> <ul style="list-style-type: none"> • Outstanding performance • Quick loading • Does not hang or crash <p><u>Content Quality</u></p> <ul style="list-style-type: none"> • Content is dynamic or exceptionally well prepared <p><u>Ease of Use</u></p> <ul style="list-style-type: none"> • First use of the app is intuitive and reassuring. • Advanced features are discoverable and understandable. • Fast Application Switching • Does your application utilize single or multiple live tile support? • Does your app follow appropriate UX Guidelines and Metro Design specifications <p>Which technologies and/or services did your Team implement when building your application? Are back-end services your application relies on detailed?</p>	30%
Utility	<p>Utilitarian apps incorporate mobile features and visual impact that compel frequent use in a new way.</p> <p><u>Feature Set</u></p> <ul style="list-style-type: none"> • App takes full advantage of device features and mobile scenarios • Surprises the user with unexpected capabilities <p><u>Visual Impact</u></p> <ul style="list-style-type: none"> • Great use of color, graphic placement, and visual elements <p><u>Stickiness</u></p> <ul style="list-style-type: none"> • Apps that are likely to compel frequent and repeated use <p><u>Originality</u></p> <ul style="list-style-type: none"> • Concepts that push the boundaries for mobile apps, offering innovative features or best-in-category innovation 	25%
Delight	<p>Stand out! Great apps look and feel like an integral part of Windows Phone.</p> <p><u>Wow Factor</u></p> <ul style="list-style-type: none"> • Amazing app capabilities that make the user smile and inspires “show and tell” behavior <p><u>Windows Phone Design Language</u></p> <ul style="list-style-type: none"> • App makes full use of Windows Phone design language elements (e.g. controls, iconography, font, etc.) • Uncluttered, polished, clean experience <p><u>Windows Phone Platform Features</u></p> <ul style="list-style-type: none"> • Best adoption of Windows Phone platform features (e.g. Live Tiles, push notifications, Hub integration, etc.) 	25%

PRIZES

The top three (3) winning teams will receive a trip to the Imagine Cup 2012 Worldwide Finals in Sydney, Australia in July 2012 to be recognized on stage at the Worldwide Finals. Trip includes round trip coach airfare from a major airport closest to each competitor's home, standard hotel accommodations, and select meals and activities.

Additionally, each winning team will receive the following cash prizes:

- **First Place:** \$8,000 USD, to be divided equally among each officially registered member of the Team
- **Second Place:** \$4,000 USD, to be divided equally among each officially registered member of the Team
- **Third Place:** \$3,000 USD, to be divided equally among each officially registered member of the Team

One (1) Mentor* per Worldwide Finalist Team will be provided with travel to attend the Imagine Cup 2012 Worldwide Finals in Sydney, Australia in July 2012. Trip includes round trip coach airfare from the major airport closest to Mentor's home, standard hotel accommodations, select meals, and activities.

* Mentors will not be awarded any portion of the monetary prize winnings listed above.