

**IMAGINE CUP 2012  
KINECT FUN LABS CHALLENGE  
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**OVERVIEW**

You are the controller. No gadgets, no gizmos, just you!

Kinect Fun Labs is the destination for creative and innovative fun on the Xbox 360. We publish experiences that push the limits of what's possible for entertainment with the Kinect sensor.

Since launching Kinect Fun Labs in June 2011, we've regularly released creative and innovative Kinect experiences called "Gadgets" to the Xbox LIVE Community. Gadgets can change your shape and size, give your real-world objects digital life, put sparklers on your fingers, make you a rock star, and more. Now, it's your turn to show us your ideas for the next wave of living-room entertainment.

We built Kinect to revolutionize the way people play games and experience entertainment. Along the way, people started using Kinect in innovative ways. From games and entertainment to healthcare and education, **amazing** people are doing amazing things with Kinect. From helping children with autism, to helping doctors in the operating room, people are taking Kinect beyond games. And that's what we call the [Kinect Effect](#).

The Imagine Cup Kinect Fun Labs Challenge will test your Team's ability to build a prototype which leverages unique Natural User Interface (NUI) features to change the way humans interact with technology, such as skeleton tracking, speech recognition, face recognition, and gestures. For this Challenge, we will provide you with state-of-the-art tools to develop Kinect Fun Labs style gadgets on your PC. **And... each Team that advances to Round 2 will receive a free Kinect for Windows sensor with which you can develop your gadgets!**

Gadgets submitted will be evaluated on the [Kinect Fun Labs Challenge Judging Criteria](#) which encompass originality and innovation, unique NUI features, and usability. Additionally, all gadgets 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.

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 Kinect Fun Labs 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 Challenge 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 19 January 2012 and ends at 23:59 GMT 3 May 2012 ("entry period").

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.

<b>ROUND</b>	<b>START DATE (all times 00:01 GMT)</b>	<b>END DATE (all times 23:59 GMT)</b>
<b>Round 1 – Concept Design</b>	19 January 2012	6 March 2012
<b>Round 2 – Gadget Submission</b>	27 March 2012	3 May 2012

The Challenge sign-up period begins 19 January 2012 at 00:01 GMT, and ends 6 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 [Imagine Cup](#).

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 described below:

### **Round 1 – Concept Design**

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

1. One (1) Round 1 Project Plan

Note, if your Team advances to Round 2, you will be asked to build a solution based on the Kinect Gadget Accelerator Kit (GAK) which will be provided to you. The GAK is a set of code samples designed to help you build effective gadgets faster. To use the GAK, you must first install the Kinect for Windows SDK and official drivers from [www.kinectforwindows.org](http://www.kinectforwindows.org). Submissions using any unauthorized open source or unofficial Kinect drivers will not be considered for this Challenge. Your Team may also use the Unity game engine with the GAK for your solution. Instructions for using the Unity engine will be provided with the GAK.

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 – Gadget Submission**

To have an eligible Round 2 entry you or your Team must submit each of the following four (4) entry materials by the closing date of Round 2. It is recommended that your Team refer to the judge feedback received after Round 1 to update your submission – we would like to see you continue to develop your gadget.

1. One (1) Round 2 Project Plan
2. One (1) .ZIP file containing your Executable and its runtime dependencies
3. One (1) Kinect Gadget Demo Video
4. One (1) Set Up and Play Instructions Document

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 entry to be eligible for judging.

## Round 1 – Concept Design

### Round 1 Project Plan

The *Round 1 Project Plan* is an electronic text document that describes your Team's gadget, the intent of your gadget, and details the unique features and how your gadget aligns to the [Imagine Cup 2012 Theme](#).

Technical Requirements:

1. Your Team is required to use the [Kinect Fun Labs Challenge Round 1 Project Plan Template](#).
2. Your Team's Project Plan must address all questions and provide all required responses within the Project Plan Template.
3. The Project Plan File Name must be Kinect\_Fun\_Labs\_Challenge\_Round\_1\_Project\_Plan\_[Team Name]. DOC, .DOCX or .PDF, .RTF or .TXT.
4. The content of the gadget must address a social cause connected to the Imagine Cup 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
5. The Round 1 Project Plan must be submitted as a DOC, .DOCX or .PDF, .RTF or .TXT which is uploaded into a .ZIP file.
6. The Project Plan must not exceed 15,000 characters including spaces. Text within any images you include does not count towards this character limit.
7. The Project Plan must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
8. **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 a gadget'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 Project Plan. 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. If your Team advances to Round 2, your gadget must use the Kinect Fun Labs Gadget Accelerator Kit (GAK), a set of source code and samples that will be made available to you if your Team advances to Round 2. To use the GAK, you must first install the Kinect for Windows SDK and official drivers from [www.kinectforwindows.org](http://www.kinectforwindows.org). Submissions using any unauthorized or unofficial Microsoft drivers will not be considered for this Challenge.
2. Think in the context of what a Kinect Fun Labs gadget is. Gadgets are built to highlight a specific piece of technical or creative innovation that utilizes the Kinect (such as finger tracking or object capture), or applies an existing innovative technology in a clever and entertaining way. Here are some defining characteristics of gadgets:
  - Gadgets are small unique experiences that showcase experiential or technical innovation with Kinect.
  - Does not usually contain multiple levels or a need to save progress.
3. The experience should be easily accessible and no longer than 10 minutes.
4. Be sure to think about how you can make your gadget fun to use or play.

5. Include images to help convey your Team's idea. Think about what elements of your gadget will best describe it to others – theme, functionality, usability, delight factors, etc. Images are optional for the Project Plan Template.
6. When drafting your Team's Project Plan, please be certain you are addressing the judging criteria when answering the required questions.

## **Round 2 – Gadget Submission**

Each Team that advances to Round 2 will receive a Kinect for Windows sensor and a USB stick with all necessary tools to help you build a creative and innovative solution. Your team must build your Kinect Fun Labs Challenge solution with this device, using the provided software tools.

## **Round 2 Project Plan**

The *Round 2 Project Plan* is an electronic text document that describes your Team's gadget, the intent of your gadget, and how it has evolved since Round 1. We are looking to see the evolution of your gadget. You must include additional attributive information relating to third party content per the technical requirements below. In preparing your Project Plan document, your Team is required to utilize the Kinect Fun Labs Challenge Round 2 Project Plan template which you can download [here](#). **The Updated Project Plan is intended to include any feature or functionality updates or changes made by your Team after Round 1.**

Technical Requirements:

1. Your Team is required to use the [Kinect Fun Labs Challenge Round 2 Project Plan Template](#).
2. Your Team's Project Plan must address all questions and provide all required responses within the Project Plan Template.
3. Your Team's gadget must use the Kinect Fun Labs Gadget Accelerator Kit (GAK), a set of source code and samples that will be provided to you for free. To use the GAK, your Team must also install the [Kinect for Windows SDK](#) to obtain the official Kinect for Windows drivers.
4. The Project Plan File Name must be Kinect\_Fun\_Labs\_Challenge\_Round\_2\_Project\_Plan\_[Team Name].
5. The content of the gadget must address a social cause connected to the Imagine Cup 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
6. The Round 2 Project Plan must be submitted as a DOC, .DOCX or .PDF, .RTF or .TXT. which is uploaded into a .ZIP file.
7. The Project Plan must not exceed 15,000 characters including spaces. Text within any images you include does not count towards this character limit.
8. The Project Plan must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
9. **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 a gadget'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 Project Plan. 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. If your Team advances to Round 2, your gadget must use the Kinect Fun Labs Gadget Accelerator Kit (GAK), a set of source code and samples that will be made available to you if your Team advances to Round 2. To use the GAK, you must first install the Kinect for Windows SDK and official drivers from [www.kinectforwindows.org](http://www.kinectforwindows.org). Submissions using any unauthorized or unofficial Microsoft drivers will not be considered for this Challenge.
2. Think in the context of what a Kinect Fun Labs gadget is. Gadgets are built to highlight a specific piece of technical or creative innovation that utilizes the Kinect (such as finger tracking or object capture), or applies an existing innovative technology in a clever and entertaining way. Here are some defining characteristics of gadgets:
  - Gadgets are small unique experiences that showcase experiential or technical innovation with Kinect.
  - Does not usually contain multiple levels or a need to save progress.
3. The experience should be easily accessible and no longer than 10 minutes.
4. Be sure to think about how you can make your gadget fun to use or play.
5. Include images to help convey your Team's idea. Think about what elements of your gadget will best describe it to others – theme, functionality, usability, delight factors, etc. Images are optional for the Project Plan Template.
6. When drafting your Team's Project Plan, please be certain you are addressing the judging criteria when answering the required questions.

#### **The Project Executable (.ZIP)**

The executable is a format that can be executed on a Windows PC (.exe), packaged along with any runtime dependencies in a .ZIP file. This .ZIP file must be added to the final .ZIP file you submit with the other Entry Materials required for Round 2 (Video, Project Plan and Set Up and Play Instructions).

The judges will be using computers with the following guaranteed features:

- Windows (32- or 64-bit)
- Official Kinect for Windows drivers installed
- Kinect for Windows device attached

#### Technical Requirements:

1. The experience should be easily accessible and not exceed ten (10) minutes.
2. Your Team's gadget must use the Kinect Fun Labs Gadget Accelerator Kit (GAK), a set of source code and samples that will be provided to you for free. To use the GAK, your Team must also install the [Kinect for Windows SDK](#) to obtain the official Kinect for Windows drivers.

#### Helpful Hints:

1. Package your submission such that it does not require a setup program. Judges should be able to simply unzip your .zip file and run your executable (.exe).
2. Before submitting, try to test your solution on another PC that has the Kinect for Windows drivers installed.

#### **Kinect Gadget Demo Video**

The Kinect Gadget Demo Video presents your Kinect Solution in the form of a video that demonstrates your gadget's functionality and provides an opportunity for your Team to explain the features of your gadget. Your Team is encouraged to show the gadget in action, used by the target audience, and to explain the gadget'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 at [imaginecup.com](http://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. The emphasis of the video must be on the gadget itself. Video production quality will not be judged.
3. Your Team's Gadget Demo Video must show how the gadget uses the Gadget Accelerator Kit and the Kinect for Windows drivers. What features of the GAK did you use? Did you start from a particular sample? Only the official Microsoft drivers and Kinect interface libraries (including the GAK) may be used.
4. The content of the gadget must address a social cause connected to the Imagine Cup 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
5. Please note the Gadget Demo Video must be solely the work of the team, including but not limited to, the actual filming, editing, graphic design, etc. of the video.
6. 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.
7. The video must be submitted as a .wmv.
8. **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 a gadget'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 Project Plan. 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. We recommend creating your video using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at [DreamSpark](http://DreamSpark).
2. Use the time in your video wisely – get the viewer's attention quickly with a feature never seen before, or with an impressive screen shot.

3. If possible, show your gadget in use. If your gadget involves flow of data, show us the end-to-end scenario.
4. If your gadget requires specific/unfamiliar gestures or voice commands to be used, please provide a detailed description of these gestures along with your submission.
5. 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 gadget.

### **Set Up and Play Instructions Document**

The *Set Up and Play Instructions Document* is an electronic document that informs the judges and players how to setup and run your Team's creation.

Technical Requirements:

1. Your Team is required to use the [Kinect Fun Labs Challenge Round Set Up and Play Template](#).
2. The Set Up and Play Template must be named:  
Kinect\_Fun\_Labs\_Challenge\_Round\_2\_Set\_Up\_[Team Name].
3. The Set Up and Play Template must be submitted as a DOC, .DOCX or .PDF, .RTF or .TXT. which is uploaded into a .ZIP file.
4. The Set Up and Play Template must not exceed 15,000 characters including spaces. Text within any images you include does not count towards this character limit.
5. The Set Up and Play Template must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
6. Include any processes that must be followed to successfully run your submission by answering the questions provided in the template.
7. Include brief instructions that describe how to interact with your gadget, including any gestures, voice commands, or other controls.

Helpful Hints:

1. The content must address a social cause connected to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems".
2. This is an important element of your entry so the judges know how to play your creation. If your creation is complex, then make sure you take the time to explain how to play every aspect.
3. If your executable is installed in a particular location or under a particular name or folder, ensure you list out the instructions on how to find it.
4. Make note of any special requirements, such as lighting or positioning of the Kinect sensor, that provide the best results.

## **HOW DO I SUBMIT MY ENTRY?**

### **Round 1 – Concept Design**

Submit your entry for Round 1 by utilizing the submission form on the entry panel of the [Kinect Fun Labs 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.

1. **Entry File (Round 1 Project Plan):** Load your entry materials into a .ZIP file. The maximum file size is 50 MB.
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 1 Entry. It must be submitted in the English language and is required 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.

### **Round 2 – Gadget Submission**

If your Team advances to compete in Round 2, submit your entry by utilizing the submission form on the entry panel of the [Kinect Fun Labs Challenge page at imaginecup.com](http://imaginecup.com) no later than the 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 (Round 2 Project Plan, Executable .ZIP File, Gadget Video, Set Up and Play Instructions):** Load your entry materials into a .ZIP file. The maximum file size is 250 MB.
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.

### **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 Kinect Fun Labs 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 – Gadget Demo Video. Each Team that advances to Round 2 will receive a Kinect for Xbox sensor. Your team must build your Kinect Fun Labs Challenge solution with this device, using the provided software tools.

### Round 1 – Concept Design Judging Criteria

Criteria	Description	Weighting
Imagine Cup 2012 Theme	Projects that are successful in the Imagine Cup are clearly designed to help solve the world's toughest problems. How well does the gadget adhere to the <a href="#">Imagine Cup 2012 Theme?</a>	25%
Originality & Innovation	Microsoft believes that we have only seen the beginning of innovation with the Kinect. We're looking for projects that explore new territory with the device and use it in ways never before imagined. How unique and original is your idea? Is the technology itself new and innovative? Is the implementation of existing NUI technology compelling?	25%
Unique NUI Features	Using the Kinect baseline features, such as depth data, RGB camera data, the microphone array, skeleton tracking, gestures, voice commands, etc. was your Team able to build a Kinect experience that stands out above the rest? Submissions that demonstrate technical innovation beyond these baseline features will be highly regarded.	25%
Usability	Natural user interface gadgets need to be as intuitive as possible. Is the gadget easy to use, or does it require extensive training or trial-and-error? Does the gadget provide hints or other indicators to show the user how to interact?	25%

### Round 2 – Gadget Submission

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 the top three (3) Teams, one (1) per country/region, (each, a "Winner") that will be declared the First, Second, and Third place winners of the Imagine Cup 2012 Kinect Fun Labs Challenge.

### Round 2 Gadget Submission Judging Criteria

Criteria	Description	Weighting
Imagine Cup 2012 Theme	Projects that are successful in the Imagine Cup are clearly designed to help solve the world's toughest problems. How well does the gadget adhere to the <a href="#">Imagine Cup 2012 Theme?</a>	10%
Originality & Innovation	Microsoft believes that we have only seen the beginning of innovation with the Kinect. We're looking for projects that explore new territory with the device and use it in ways never before imagined. How unique and original is your idea? Is the technology itself new and innovative? Is the gadget of existing NUI technology compelling?	25%
Unique NUI Features	Using the Kinect baseline features, such as depth data, RGB camera data, the microphone array, skeleton tracking, gestures, voice commands, etc. was your Team able to build a Kinect experience that stands out above the rest? Submissions that demonstrate technical innovation beyond these baseline features will be highly regarded.	25%

Usability	Natural user interface gadgets need to be as intuitive as possible. Is the gadget easy to use, or does it require extensive training or trial-and-error? Does the gadget provide hints or other indicators to show the user how to interact?	25%
Presentation & Polish	How clear and precise are all the submission components? Are the documents easy to understand? Does the executable follow a consistent art style and have reliable menus, transitions, and sounds (where applicable)?	15%

## PRIZES

Each Team that advances to Round 2 will receive a Kinect for Windows sensor (Approximate Retail Value \$249.00).

The top three (3) winning teams will receive a trip to the Imagine Cup 2012 Worldwide Finals in Sydney, Australia to be recognized at the Worldwide Finals in July 2012. 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.