



FOR IMMEDIATE RELEASE
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MAYOR JERRY SANDERS FACT SHEET

PUBLIC CAN NOW CAST VOTE FOR FAVORITE APPS

AT&T San Diego Apps Challenge contestants compete for 11 awards, including 2 Popular Choice Awards, and a share of \$50,000 in cash prize money.

Mayor Jerry Sanders announced today that the judging and public voting period has begun for the AT&T San Diego Apps Challenge, a contest challenging amateur, professional, and student software developers to create public service apps for computers and smartphones using city and other data.

“The AT&T San Diego Apps Challenge is a fun way to engage our community in an effort that will put useful information at people’s fingertips,” Sanders said. “It fits right in with San Diego’s entrepreneurial, innovative spirit, and I look forward to hearing from San Diegans about which apps they find most helpful.”

With the submission period now closed, Sanders encourages the public to participate in the online voting period which begins today and runs until 5:00 PM PST on Wednesday, May 23, 2012.

77 eligible applications were submitted for the challenge and will be competing for eleven different awards. The majority of the apps submitted are available for free to the public to download and use on their devices; the rest will be available in the weeks to come.

The winners of the competition will split a total of \$50,000 in prize money donated by challenge sponsors AT&T, San Diego Gas & Electric, CONNECT and CleanTech San Diego.

Members of the public can get involved by casting votes for their favorite apps on the website at <http://sdappschallenge.com/submissions>. Each registered visitor is able to place one vote per day for each of their favorite submissions.

Public voting will determine the winner of the Popular Choice Award Grand Prize and Popular Choice Award Second Prize totaling \$7,500 in prize money. Winners in the other nine categories

will be selected by a panel of judges recruited from the technology and venture capital industries as well as partner institutions.

“Technology has changed the way we live and work, bringing ease and convenience into the consumer world – from finding a great restaurant to booking travel or shopping from home,” said AT&T Vice President Mark Leslie. “Through this challenge, AT&T will help extend that convenience into all areas of local life, making it easier for San Diegans to enjoy our city to the fullest.”

The various awards will be judged on several criteria, including: Quality of the idea, which includes the app concept’s creativity and originality; implementation of the idea, or how well the user experience and design was executed; and the app’s potential impact on city services and quality of life for San Diego residents, businesses and visitors.

The SDG&E Best Energy App award will consider the apps’ potential impact on energy conservation as well as positive impact on use of electric vehicles and clean energy-generation technologies.

SDG&E President and Chief Operating Officer Mike Niggli said he hopes the apps developed in the competition will help customers better understand and manage their home energy use.

“San Diegans have already shown they have a strong energy-conservation mindset, and we envision apps that will provide information and tools to make it easier to use energy efficiently,” Niggli said. “We’re eager to see the creative consumer uses that might come of making energy data broadly available.”

The City of San Diego Government Innovation App award recognizes the app with the greatest impact on public engagement with city government, citizen participation and access to city services, as well as impact on city government’s ability to provide better services and coordinate with other local, state and federal agencies to serve citizens.

“This challenge shows San Diego’s leaders are committed to creating a healthy ecosystem for entrepreneurs,” said CONNECT Board Chair Catherine Mackey. “This competition could launch a successful product or startup in San Diego. We’re excited to be part of it.”

For more information on the AT&T San Diego Apps Challenge, visit www.sdappschallenge.com. Follow @SDAPPS on Twitter for competition updates.

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