



Ovi Apps on Maps Calling All Innovators

As one of the first steps towards opening up Ovi Maps for developers, Nokia invited developers to suggest ideas for services and content on Ovi Maps by participating Calling All Innovators contest at a specific category “Apps on Maps”.

The designers of the best 10 ideas for applications entered the 2nd stage of the contest, where the finalists got access to the private beta environment and the tools to develop their ideas in practice. The finalists had a chance to work closely with Nokia and be part of shaping the development tools. From the finalists, three best Maps applications were launched together with the developers and Nokia at Nokia World 2009 event.

1st Prize: *Ground Guidance* by Primordial

How do you navigate when there are no roads? Ground Guidance with Ovi Maps solves this problem. With technology originally built for the U.S. Army, St. Paul, Minnesota-based Primordial uses an innovative, patented technique, combined with a wide range of data sources to create a walkable route where no road data exists. Pick any two points in the app, and the user will be presented with a walkable path to take. The winner received a cash prize of \$30 000 USD. www.primordial.com

2nd Price: *Pocket Life* by Pocketweb

Pocket Life (from Wanaka, New Zealand) is an established location-based social network for web and mobile. As a location-based lifestyle app, with Pocket Life for Ovi Maps on your Nokia device, individuals can always be in touch with their closest friends, down to knowing precisely where they are at that given time. Using Pocket Life, individuals can discover new places, share photos, and quickly know their way around like a local. The 2nd runner-up received a cash price of \$15 000 USD. www.pocketlife.com

3rd Price: *Smart Eggs* by MSCorp

Smart Eggs, submitted by Forum Nokia PRO member company MSCorp (based in Coral Springs, Florida), will bring the thrill of discovery and surprise to your explorations when using Ovi Maps. Crack open a Smart Egg to get a multimedia review of the latest movie, or get tips about special promotions from nearby shops. Engage in the excitement of a mobile treasure hunt with your friends, collecting codes inside Premium Smart Eggs. This clever mobile app for brands, artists, and venues interacts with consumers at the local level, while promoting the use of multiple Nokia services and platforms, including. Ovi Maps and more. The 3rd runner-up received a cash price of \$10 000 USD. www.msCorp.com

For more information about the winners and Nokia’s offering for developers, please go to www.forum.nokia.com/ovi



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