



APP
CAMPUS

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AppCampus is an €18 million joint project of Aalto University, Microsoft and Nokia. We offer financing and coaching in mobile technology, design and usability to Windows Phone developers.

APPCAMPUS SHOWCASES TOP TEAMS AT SLUSH 2013 AND GEARS UP FOR ANOTHER SUCCESSFUL YEAR

AppCampus, the leading mobile application acceleration program from Aalto University in Finland, funded by Microsoft, Nokia and Aalto University attracts thousands of aspiring developers worldwide. Now in its second year of operation, the program continues to launch high-quality apps. At Slush 2013, held on 13-14 November, AppCampus will launch new applications developed by entrepreneurs in the program. AppCampus is also awarding one of the pitching competition finalists with AppCampus Award of 10K EUR.

AppCampus, a hotbed for innovative and high-quality mobile applications will present its best and brightest at Slush 2013, the leading start-up conference in Northern Europe and Russia, held in Helsinki on 13-14 November. Managed by Aalto University in Espoo, Finland, AppCampus offers funding, coaching and marketing support for aspiring developers. A joint venture between Microsoft, Nokia and Aalto University to foster mobile application development on the Windows Phone platform has grown to a globally recognized program that has attracted thousands of developers worldwide.

Bringing together the early-stage start-up scene in the region along with top-tier angel investors and venture capitalists from Europe and the US, Slush 2013 is the ideal venue to showcase the teams admitted to the program. At Slush 2013, 20 teams funded and coached by AppCampus will demo their apps and their achievements so far. Three new applications will be launched at the event, where they will be available for testing on the latest Nokia devices.

Gearing up for another successful year

Established in spring 2012, AppCampus received more than 3,500 grant application from over 100 different countries in its first year. 200 applicants have been admitted to the program already. A joint 21 million euro investment by Microsoft, Nokia and Aalto University, AppCampus offers grants ranging from 20,000 to 70,000 euros. AppCampus has been hailed as a success both by its

organisers and participants. In the first twelve months of operation, more than 40 top-quality apps were released through the program.

"I'm extremely pleased with our program evolution during the initial year. AppCampus has attracted strong interest globally and will make a truly meaningful impact on the Windows Phone ecosystem for developers," says Head of AppCampus **Pekka Sivonen**.

In its second year, AppCampus will focus on developing the program further and producing more global applications. In addition to supporting developers in building and releasing apps, it will improve the post-launch marketing support for developers. To boost its offering in marketing, AppCampus will cooperate with AdDuplex, the leading cross-promotion network for Windows Phone and Windows 8 apps, which enables developers and publishers to help each other by promoting their apps for free.

"We are really impressed with the quality of the apps coming out of AppCampus program and are happy to be able to help these great teams enter the market with a little bit of a bang," says **Alan Mendelevich**, CEO of AdDuplex.

Three new apps launched at Slush 2013

At Slush 2013, two AppCampus teams will launch their new applications and *one team* will launch a significant update. *They* will be available for testing at the Nokia/AppCampus stand. The apps will be available on Windows Phone Store from 12th of November.



Czech developer 360 Cities presents their panorama viewing app for Windows Phone 8, which lets you travel the world on your phone. Focused on social features, the app enables users to view over 200,000 spectacular 360 degree panoramas from all over the world. The app is unique in the range and quality of panoramas available. Exclusively focused on viewing, sharing and commenting professionally created panoramas, **360Cities** will be available for free at the [Windows Phone Store](#).



Mingle Games, another Czech developer, captures users' imagination with their epic battle runner action game **Dark Lands**. Available for both Windows Phone 7.x and 8 platforms, Dark Lands is addictive mixture of infinity runner fantasy horror game with dynamic combat system. Dark Lands offers a unique gaming experience through artistic graphics, original music and its sharp and intuitive controls. [Download Dark Lands at the Windows Phone Store](#).



Australian Nubis will offer a solution to social anxiety with their **Alphega** app, which bridges the growing divide between online social networks and real life friendships. Updates on social networks such as Twitter, Facebook, Instagram and Foursquare that take place in your vicinity will appear in the real direction relative to you. Choose to see all updates around you, or only your friends. Available for Windows Phone 8, Alphega is a window to the online world of social networking, visually projecting the updates around you. [Download Alphega at the Windows Phone Store](#).

Other newly released titles include Foundbite, Rayzit, ArtGuru, TipRanks and The Machine, which are featured on the [Windows Phone blog](#). These are all great examples of the innovative and unique

apps from the AppCampus program. These and other cool apps released through the program are highlighted on the [AppCampus website](#).

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AppCampus is a global mobile app seed acceleration program led by Aalto University, Finland. Funded by Microsoft and Nokia, the AppCampus program has been set up to foster the creation of innovative mobile applications for the Windows Phone ecosystem. Within AppCampus, mobile entrepreneurs can benefit not just from award funding, but also comprehensive coaching, marketing support, training in mobile technology, design and usability to create innovative new mobile apps and services.