

2013 MTN Business App of the Year Awards open for entries

On 26 June 2013, MTN Business announced that entries are open for the 2013 MTN Business App of the Year Awards, which celebrate South Africa's most innovative mobile apps. Organisers of this second edition of the awards believe it will be bigger and better than before.



"We are in a bold new digital world where developers are able to push the envelope in improving the lives of people and enhancing business efficiency. MTN Business is a proud supporter of these prestigious awards that seeks to showcase the best local talent," says Nomalanga Nkosi, GM: Business at MTN SA.

Categories and judges

Apps can be submitted in the following categories:

- Best Android app
- Best IOS app
- Best Blackberry app
- Best Windows app
- Most innovative app
- Best independent (garage) developer

The judges this year include Melissa Attree, a renowned social media expert, Kojo Baffoe, the editor of Destiny Man magazine, Toby Shapshak, the editor of Stuff magazine, Jonathan Hoehler, the manager of mobile technologies at Deloitte Digital, and Max Stone, a divisional director at Pinnacle Africa.

They will produce a shortlist of finalists in each of the categories after an extensive selection process which includes one-on-one presentations. Members of the audience will be able to vote for the Best Overall App on the evening.

The closing date for entries is Wednesday, 10 July 2013 and an entry fee of R250 is charged per category.

For more information, go to www.appoftheyear.co.za.

For more, visit: <https://www.bizcommunity.com>