



RULES & REGULATIONS

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1. The Organizers

The Mobile Content Challenge (MCC) is jointly organized by Maxis Communications Berhad, Ministry of Energy, Water & Communications Malaysia (KTAK) and Malaysian Communications and Multimedia Commission (SKMM).

2. Objectives

- a. To **inspire** students' development in the area of mobility content, application and services;
- b. To encourage and inculcate an **innovative** and creative mindset amongst students, bridging the divide between theory & industry; and
- c. To nurture a community of young entrepreneurs that are ready to **embark on bold new ventures** and who will develop and provide Malaysian made mobility content, application and services.

3. What is the Challenge?

This Challenge requires students currently enrolled in any Institute of Higher Learning (IHLs) in Malaysia to form teams and develop exciting and new mobile content ("Challenge").

In the first phase of the Challenge, teams are encouraged to explore all areas of mobile content development which includes content, applications, and services.

Teams with the most creative concepts for mobile content will be selected to proceed to the second developmental phase of the Challenge.

The teams with the most innovative and viable mobile content will be awarded cash prizes!



The teams are given the freedom to utilize any development language/tool of choice.
Teams' limitations are only their own imagination!

Samples of local commercially developed content and online resources are available on <http://mdp.maxis.com.my> under Showcase Gallery and Online Resources sections respectively

4. Who is it for?

- Participation in the Challenge is not subject to payment of any application fee.
- Each team should comprise two (2) to four (4) students from the same IHLs.
- Students are required to be registered in an IHL located in Malaysia during the 2008-2009 academic year. All team members must remain eligible throughout the entire Challenge Period.
- Each team must consist of at least one (1) member who is a Malaysian citizen.
- Each student can participate in one (1) team only.
- Each team is required to have an academic staff from the same IHL as an advisor. An advisor can provide guidance to more than one team from the same IHL.
- Once a team has registered itself, it is not allowed to change or substitute its members.
- Should a team member not be able to continue for any reason, he/she cannot be replaced and the team must continue with the remaining members.
- There is no limit to the number of teams from any one IHL. However, each team is only allowed to submit one (1) entry.
- Teams must register online at Challenge site accessible via <http://mdp.maxis.com.my>

5. The Process

The Challenge is divided into TWO (2) phases.

Phase 1 – Submission of Concept

- Register your team before July 10, 2008 accessible via <http://mdp.maxis.com.my>
- Entries must be submitted with the Summary Form, which is available on the Challenge website.
- Entries must be submitted by including but not limited to the following:
 - Project Title
 - Objective
 - Description of the Content to be developed



- High level design & technical description, including:
 - Technologies Used
 - Schematic diagram
 - Functional Flow
 - The Innovation (The uniqueness/ originality of idea)
 - Who will benefit from your content? (i.e., target market)
 - Explain why you think consumers would want this content
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- Submissions must be sent to mmcc@maxis.com.my and received on or before 12:00pm (noon), July 31st, 2008 in either a .PDF or Word Document.
 - Maximum size for the submission document is 2MB.
 - The Organizing committee will not be held responsible for any incomplete or corrupted submissions.
 - Supporting documents may be included by including hyperlinks to external references in the submission documents.
 - All submissions must be in English.
 - All submissions will be reviewed by a panel of judges.
 - Short listed teams (Finalists) will be eligible to continue to Phase 2.
 - The name of the Finalists will be posted on the Challenge website by August 8, 2008.

Phase 2 – Development of Mobile Content

- Finalists will be enrolled for a 3-day training getaway on 15 – 17 August 2008. At least one member of each team must attend this training getaway.
- Finalists will be given approximately 6-8 weeks to fully develop their proposed mobile content.
- Each team will be assigned an Industry Mentor to guide the development of their content.
- All Finalists are required to present their fully developed content to the panel of judges.
- At the presentations, Finalists are also required to submit developed content (executable, etc.), relevant documentation and the presentation slides in a CD to the panel of judges.
- Winners will be announced and given awards at a ceremony which will be held immediately after the presentation of the Finalists.



6. The Challenge Time Frame

10 July, 2008	31 July, 2008	15–17 August, 2008	August-October, 2008	30 October, 2008
Closure of Registration Window	Concept Submission deadline	3 day Training Get-away for selected teams	Development of Concept into Content	Judging & Prize Giving Event

7. Judging

The panel of judges will consist of qualified representatives from the Telecommunications industry.

Submissions will be judged based on, but not restricted to the following categories:

- a. Mobile Commerce
- b. Mobile Info Base
- c. Mobile Learning / Education
- d. Mobile Entertainment

All decisions made by the panel of judges are final.

8. Prizes

Best Mobility Content - **RM30,000 for Team + RM30,000 for IHL**

AND

Runners-up - **RM10,000 each Team for Additional Special Prizes:**

- Mobile commerce
- Mobile info base
- Mobile learning/education
- Mobile entertainment

*Certificates will be given to all winners and Finalists.

9. Terms of participation

1. All communication and management of the above Challenge will be coordinated by Warisan Global Sdn. Bhd., hereinafter referred to as "The Secretariat". The information related to the Challenge is available on <http://mdp.maxis.com.my>. The team should visit this website regularly to obtain updated information relating to the Challenge.

2. Entries must be the team's own original work and may not have been previously published. The teams must ensure that the submission does not misrepresent an association or connection



to some person, brand or thing that it does not actually have, and is not defamatory, libelous, vulgar, obscene, derogatory, pornographic, objectionable with respect to race, religion, creed, national origin, gender or sexual preference, or is otherwise inappropriate or unfit for publication. The teams are required to use reasonable efforts to scan and remove any viruses before submitting any materials.

3. The teams acknowledge that the submissions are not submitted in confidence. The data the teams submit via the submission form will be collected in a database and will be processed in order to evaluate the submissions, manage the Challenge and determine the winners of the Challenge. This data will not be used for any purposes other than for the purposes of the Challenge. Personal data of students participating will not, without the consent of the student, be used for any other purpose than managing the Challenge.

4. By entering the Challenge all rights to the submission and the materials shall remain with the respective team.

5. Materials that are offensive or improper in nature, or are deemed harmful for the organizing companies will be disqualified. The teams acknowledge that the judges' decision is final and no correspondence will be entertained.

6. By participating in the Challenge, each participant agrees to be bound by these Terms of Participation. All decisions of the Organisers shall be final and binding on all matters relating to the Challenge. Further queries or appeals shall not be entertained.

7. The teams agree that the organizing committee may use the names and submissions of the teams, by citation, mention, reproduction or representation by making reference to and promotion of the Challenge, without additional consideration and limitation in time or territory and in any media.

8. The Organisers reserves the right to, at any time, change any aspect of the Challenge or any part of these Terms & Conditions without prior notice.

9. Winners are responsible for any taxes, fees or charges payable in respect of any prizes awarded to them.

10. The Secretariat accepts no liability for lost, damaged, misdirected or delayed submissions or any technical difficulties affecting the end result of the Challenge or the entry to the Challenge. By participating the team, and the winners, by acceptance of their prizes, agree to release and



hold harmless the Secretariat, the Organisers, their affiliates, subsidiaries, and their officers, employees, agents and representatives from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses, which may be sustained directly or indirectly in connection with participation in this Challenge or with the receipt, ownership or use of the prize or while preparing for, participating in, ad/or traveling to any prize-related activity. The Secretariat and the Organisers expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.

11. The Challenge shall in all respects be governed by the laws of Malaysia. However, it shall be the sole responsibility and obligation of each participant and winner to ensure that he/she complies with and does not contravene any laws to which he/she may be personally subject.