AppSmart DX Contest

The Cisco Desktop Collaboration Experience DX650, our extended collaboration portfolio, and the power of the Android operating system combine to create our most powerful IP phone based application platform ever.

The Cisco DX650 offers a flexible, open platform for delivering a unique Cisco collaboration experience to your customers by developing Android apps and inserting them into business critical use cases.

All partners attending the 2013 Partner Summit Collaboration Breakout, those attending the UC 10.0 Beta Training and members of the UC 10.0 Community are invited to participate in an exciting application development and integration competition.

Showcase the power of the Cisco Collaboration Platform by integrating the rich features of the DX650 and it's Android operating system with the Cisco portfolio.

AppSmart DX Contest Summary

- Create innovative collaboration business use cases to run on the Cisco® DX650 and subsequently promote these to a broader audience
- Develop a new business application for use on the DX650
- Showcase an existing Android application running on the DX650
- Showcase the extended collaboration capabilities of the DX650, the Android OS and the broader Cisco Collaboration portfolio
- Competition launch: 5 June 2013
- Submissions due: 1 September 2013
- Decision on winning submissions: 1 October 2013
- Winners announced: Collaboration Partner Summit – October 2013
- Solution write up/marketing case study
- Main stage highlight at Collaboration Partner Summit: October 2013

AppSmart DX Contest Rules

- Open to attendees of Partner Summit 2013 Collaboration Breakout, UC 10.0 Beta Training & members of the UC 10.0 Community
- Competition timing 5 June – 1 September 2013
- Submissions to Cisco by 1 September 2013 (close date)
- Submitted with use case template (plus optional additional information)
- Submitted application to be sent as an APK file with use case per template
- APKs need to be signed. There are no special requirements for the key, but it helps if the application is signed with the same key each time. Submissions to: DX650-partner-contest@external.cisco.com Subject "Application"
- Supporting video can also be submitted
- Increased weighting given to use cases based on real customer scenarios with active revenue opportunities
- Increased weighting given to submissions with integrated collaboration experience on or with the DX650
- Cisco Panel decision made 1 October 2013 (Max 3 winners)

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Application Development Considerations

- Enable your application for unified communications (standard Android implementation)
- Take advantage of enterprise telephony functionality (such as click to call)
- Use presence
- Calendar integration for meeting information
- Cisco WebEx® integration
- You do not have to use the Cisco telephony API's
- Weighting applied to applications ready to release to customers
- Weighting applied to non prototype/production ready applications
- Awards given to "Best overall submission", "Best vertical submission", "Best integrated solution submission"
- Application shouldn't crash
- Application should never go into portrait mode
- Application must not require GPS location information (course location-network is okay)
- Application should not announce missing capabilities (such as "this feature doesn't work because GPS is not available")
- Developers can use the standard Android SDK and the emulator, a DX650, or other device
- You have a great idea but no developer capability? Get in touch and we will connect you with our development partners

Application Development Resources

- DX650 product information

  www.cisco.com/en/US/partner/products/ps12959/index.html

- Support Forum/Developer Center DX650

  https://developer.cisco.com/web/dx600

- Cisco RAVE Sandbox

  http://developer.cisco.com/web/collaboration-developer

Rewards: AppSmart DX Contest

- Profile and banner promotion on the Cisco Developer Network
- Collaboration Partner Summit 2013 demonstration for the overall winner
- Winners highlighted on the Collaboration Partner Community
- Overall winner solution write up/marketing case study
- Highlight at Collaboration Partner Summit: October 2013
- Award of a DX650 Device for the winning submissions

Official Rules

- All recipients of a prize bear responsibility for the payment of any and all taxes (including any increased individual income or other tax or national insurance liabilities), duty, national insurance and/or licenses and/or other fees or costs that may apply to or which the recipient of the prize may incur under or in connection with the receipt of such prize unless, in each case, Cisco agrees otherwise in writing.
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  - Is fully informed about the event; and
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