

**PRESS RELEASE**

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## **Innovation winners crowned at Isobar Create 32 Singapore hackathon**

The winners of Isobar's Create 32 event in Singapore were announced on Sunday night, following a 32-hour challenge. Asia's first hackathon brought together some of the best talent from around the region at Microsoft's offices in Singapore this past weekend. Isobar, the digital marketing agency, aims to promote new technologies to shape and encourage more creative interactions between brands and consumers.

The event challenged participants to devise and develop Near Field Communication (NFC) applications in just 32 hours. Teams then had to pitch their app to a panel of prestigious judges from Samsung, OCBC, iDA and Isobar.

The winning entries were picked from 18 innovative applications created during the NFC developer event. The top three teams were each awarded a Galaxy Note II, Galaxy SIII and Galaxy camera from headline sponsor Samsung. Isobar Create Singapore saw nearly 50 tech enthusiasts from Singapore, Indonesia and Australia come together to develop innovative new NFC applications.

"The first Isobar Create 32 in Asia was a phenomenal success, and I'm proud that Isobar is able to provide a platform that brings talented young developers and progressive brands together. With the initiative launching in Australia and China within the next few months, we can look forward to even more innovative solutions being produced," said Jean Lin, CEO of Isobar APAC and Global Chief Strategy Officer.

"With the largest range of NFC-enabled Android devices in Singapore and the wide availability of TecTiles, Samsung is improving the way mobile devices are used for everyday tasks. We are excited to be part of Create32, the first NFC themed hackathon, to support the incubation of new and creative ideas leveraging NFC technology. Samsung believes that developer community events such as Create32 will play a big part in realizing the potential of NFC adoption," said Irene Ng, Vice President of Marketing, Samsung Asia Pte Ltd.

“NFC has the potential to greatly impact proximity-based commerce and payments going forward. We were pleased to partner with Isobar on Create 32 Singapore to bring together some of the best developers in Asia, to showcase their creativity in developing new NFC services that will significantly benefit customers within the business payments space,” said Pranav Seth, Head, E-Business & Business Transformation, OCBC Bank.

### **About the event**

Create 32 is an initiative by Isobar’s innovation accelerator, NowLab, which is designed to get world-class innovation out into market, faster than previously possible. TUS Isobar hosted Singapore’s first Near Field Communication (NFC) themed hackathon, which challenged developers to create their own NFC apps within 32 hours, to win prizes.

The event ran from 10:00am on Saturday February, 23rd until 7:00pm on Sunday February, 24<sup>th</sup>, 2013. 46 developers competed at Microsoft’s offices on One Marina Boulevard for the honour of winning the competition, along with prizes from headline sponsor, Samsung.

Isobar Create 32 Singapore was held in partnership with Samsung, OCBC Bank, Microsoft, the AsiaOne network, Clear Channel, Carat Media, 3E Gadgets, and was supported by iDA Singapore.

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### **About Isobar**

Isobar is a modern communications agency network, made up of a committed and diverse group of



over 3000 people in 36 markets. Established in 2003, Isobar is the global home for the world's finest digital pioneers and the smartest traditional marketing talent, that helps connect brands with their fans and customers by creating irresistible ideas combining creative, planning, technology and data.

Isobar was awarded Asia Pacific Digital Agency of the Year by Campaign in 2011, as well as Digital Agency of the Year across the sub-regions of Australia/New Zealand, Japan/Korea and South East Asia in 2012; and for the third consecutive year, wwwins Isobar China achieved top rankings in the CR3 China Agency report; a collaboration between *China Advertising* magazine and R3. Together, Isobar brings people and brands together, like never before.

Isobar is part of Aegis Media, the media communications business of Aegis Group plc.

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#### **About Aegis Group plc**

Aegis Group plc is one of the world's leading media and digital marketing communications groups. Made up of two operating businesses, Aegis Media (Carat, Vizeum, Posterscope, Isobar and iProspect) and Aztec, the scan-based market and consumer insights company, Aegis Group helps clients build consumer relationships by communicating their products and brands effectively. Our services include communications strategy through digital creative execution, media planning and buying, brand tracking and marketing analytics. Aegis Group plc shares are listed on the London Stock Exchange (AEGS.L).