

VODAFONE MOBILE CLICKS 2010: THE SEARCH FOR THE UK'S BEST MOBILE INTERNET START-UP BEGINS

- *Mobile internet start-ups given chance to represent UK in international competition*
- *€150,000 prize fund available, including €100,000 for the overall winner*
- *Rafe Blandford, founder of All About Symbian, joins UK judging panel*

Vodafone UK is inviting UK-based mobile entrepreneurs to enter Vodafone Mobile Clicks 2010, a competition running across the UK, Netherlands and Portugal to identify and develop the best, most innovative mobile internet start-ups.

The contest is open to any start-up with a great idea for a mobile site, service or application with entrants competing for a €150,000 prize fund by submitting entries to www.vodafonemobileclicks.com. The competition is open now, and the closing date for entries is midnight, August 22nd, 2010.

Each entry will be judged on the following criteria: originality, creativity and innovation; technical and operational feasibility; economic and financial viability; value to end-users; and finally, on the quality of the management team.

The initial UK entries will be shortlisted to the five best UK candidates. These five will then be deliberated over by a team of local mobile experts, including Rafe Blandford, founder and editor of All About Symbian, to select which will be invited to represent the UK in a live final at the PICNIC Festival, Amsterdam on 24 September 2010. Judges at the final will include notable mobile industry experts, such as Om Malik, founder of the GigaOM Network, and Rudy de Waele, founder of Mobile 2.0 Europe and Mobile Monday Barcelona/Madrid.

Launched in 2008, Vodafone Mobile Clicks is a Vodafone initiative designed to accelerate innovation in the mobile internet sector across Europe. It is now the biggest mobile start-up competition of its kind.

Previous Vodafone Mobile Clicks winners include Layar, an Amsterdam-based company which developed an augmented reality service that allows mobile customers to see information on nearby points of interest – for example houses for sale, popular bars and tourist information – by simply looking through a phone's camera lens. The service launched in June 2009, and throughout 2010 the platform has seen 20% month-on-month growth. Layar has recently announced a strategic partnership with phone

manufacturers LG and Samsung, and to hear about the impact of winning Vodafone Mobile Clicks, watch this [YouTube](#) video.

For further information about the Vodafone Mobile Clicks 2010 competition, or to enter your company, go to: <http://www.vodafonemobileclicks.com>

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Notes to Editors

1) Entry Criteria:

- Vodafone Mobile Clicks 2010 is open to any individual aged 18 or over resident in the Netherlands, Portugal or the United Kingdom and to Dutch, Portuguese and UK-based start-up companies, businesses, institutions and all other organisations.

- Participants must be or must have the intention to become a start-up enterprise/business in the field of mobile internet products or services. Start-up in this context means that the enterprise/business must be less than 3 years old.

- Each participant may submit only one entry.

- Entries from Vodafone Mobile Clicks 2008 and 2009 may resubmit to Vodafone Mobile Clicks 2010.

2) The €150,000 prize fund will be allocated as €100,000 for 1st place and €50,000 to the runner-up.

3) PICNIC is Amsterdam's leading annual international event, highlighting creativity and innovation, particularly in media, entertainment and technology. PICNIC brings together and disseminates the ideas and knowledge of the world's best creators and innovators. For more information go to <http://www.picnicnetwork.org/2010/>