



## Event details for participants

We are inviting talented innovators in the digital and television industry to enter the TV Tech Challenge. The Challenge is open to developers, designers, creative thinkers and entrepreneurs. It is free to register and you can sign up as a team or as an individual if you don't have a team, you will be matched to a suitable team by the organisers.

Registered attendees should **plan to attend the launch event on Friday 11<sup>th</sup> October** where Cisco will share their views on what interactive TV will look like in the coming years. The Challenge will then be set and you will have chance to meet the other attendees, sponsors and judges over drinks and nibbles. It will also give you chance to get your heads together in your teams and think about what you will do.

The Challenge officially **starts on Saturday morning at 8:30am** with lots of coffee and bacon butties, there will also be a very special guest lecture to get your synapses firing. All attendees will have been emailed a copy of the brief overnight so you can keep it for reference throughout the weekend. Please refer to the agenda for timings for the rest of the day.

**Beer and pizza will be served in the evening** and from 8:30pm you can either keep working, go home or go out. **You can bring sleeping bags and stay overnight if you wish** and we will provide a **rest area where you can get a few hours sleep**. Please note there are **showers on site** but you will need to bring a towel and clean pants!

Return to the venue on **Sunday at 8:30am with breakfast** served and another special guest talk. You are then free to code for the rest of the day. By 4:00pm you need to have completed your app and be ready to present it and talk the judges through it.

You will then move to another venue in MediacityUK and at **4:30pm each team will have 5 mins to demo/explain their apps in front of our judging panel**. At 6:00pm, judges will break away to discuss the apps and cast their votes. At 6:45pm, the winners of each of the 3 categories and the overall winner will be announced and prizes awarded. There will then be drinks and canapés to round off the evening and then we can all go home for a well-deserved rest.

We look forwards to seeing you all at the launch on October 11<sup>th</sup>.