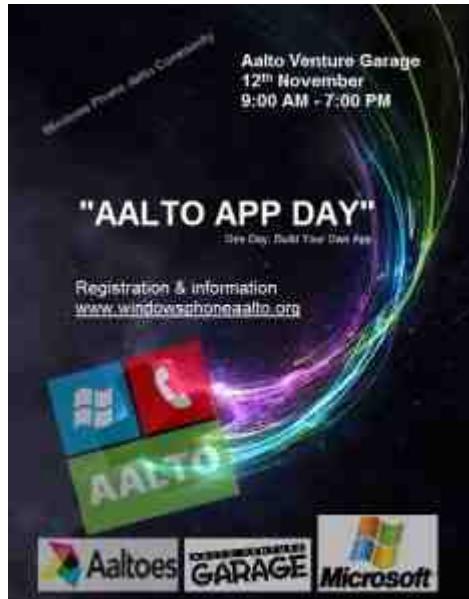


Aalto App Day

12 November 2011



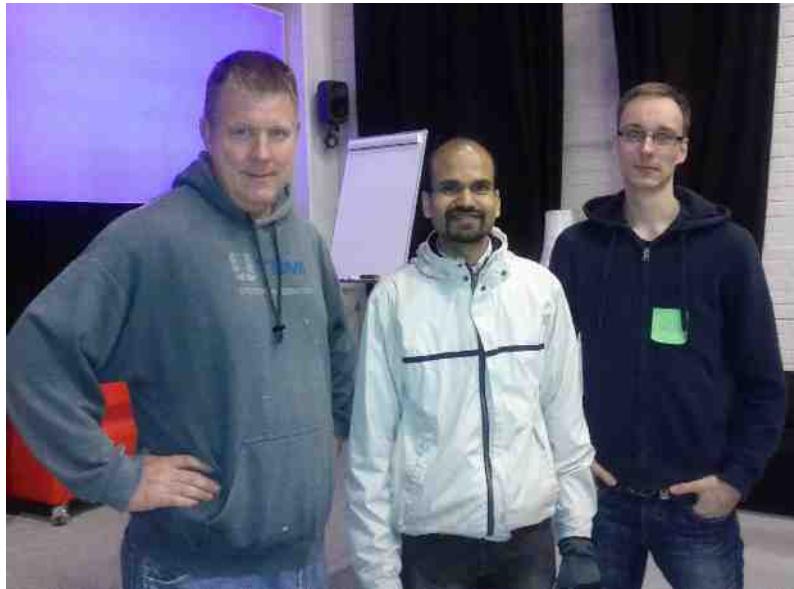
Do you have a great idea for a mobile app but don't have the design / coding skills? Or are you a developer raring to play with the Windows Phone platform? Or, a designer in love with the sleek and sexy metro UX on the Windows Phone? Or, perhaps, you are all of these / have a team but are waiting for some incentive. Well, in any case, this is the event to be at!

Aalto AppDay, organized by the Windows Phone Aalto community in conjunction with Tampere AppDay, is your chance to design / develop / prototype your app idea, get feedback and coaching from the industry experts and be in the running for some cool prizes – all in a single day, packed with action!

Rules:

- You can form and register a team before before the event or on the spot. You might have an idea but not the design or coding skills or the other way round. No worries! Come to the event, meet some new people and have fun!
- You can also participate alone.
- The only restriction is that your app shouldn't already be in the marketplace. (That is, if you have already built the app and put it up in the marketplace, you can't present that here)

EZConnect Team



Pictured left to right: John Paavo Tengström, Bhaanu Madhineni and Jarno Montonen. Not pictured Prashant Coakley.

Judges:

Sami Pippuri

Head of Product Marketing
Forum Nokia

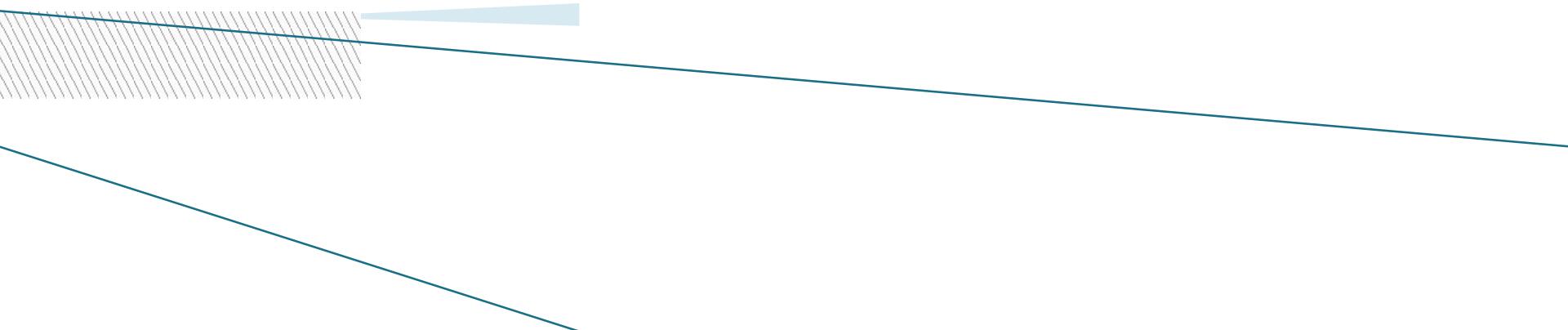
Jesse Honkanen

Analyst-Application & Integration
Avanade



EZConnect

Get the Best out of
your Professional network
in a Cool way



Team Members

Bhaanu – Innovator

John – Marketing

Jarno – Programmer

Prashanth – Designer

What you can do

Networking in a real life like (3D graphical) virtual environment

Control whom you want to see and how you want to see them

based on how they can serve your needs

Shout-out for quick help

Organize events

Build new contacts

Make relationships stronger

Real Value

Professional Networking will be Fun

Get better Jobs through contacts

Get timely professional help

Attend online events

Develop your network

What is unique

Avatar representing you professionally

Making professional network

Example

Combination of LinkedIn and Habbo-hotel /
The Sims

Story

John works for a medium sized company. Recently, he received an assignment in which he requires additional information. He has limited time to complete the project and some of the traditional tools he likes to use including Google, professional forums and chat boards are not proving successful for his purposes.

During his last visit to LinkedIn John learned of “EZConnect”. EZConnect is an online toolkit for the business professional. Because John's need for information was extremely time sensitive he only needed to send a “Shout out” using the EZConnect service to immediately receive the information he needed. EZConnect also maintains a business lounge in which members can hold events and meet other LinkedIn users based on topics of mutual interest.

The possibilities are limitless. As an example, a headhunter can hold a job fair in order to meet candidates for a job they seek to fill. Or maybe you're a project manager and seek a specific vendor for a specific product. Whatever your interest or need you can use the business lounge for practically any need you seek to fill. Best of all, you can do it all in real time as online chat, messaging and video are all supported.

When you're asleep EZConnect is still at work for you. A personal avatar is available to meet all your contacts day or night and talk with them in real time. Don't worry about productivity loss. EZConnect has a door bell built in! As you're working on more pressing items, you'll always be alerted in real time when a quest arrives or when somebody would like to chat in real time.... With EZConnect life could not be easier.....