

## CASE STUDY

### The Webby Awards

#### Background and Client Objectives

Following the success of the Roundpoint's mobile voting system for the 2007 Webby Awards, the company was asked to deliver a voting system for the mobile internet category for 2008. The Webby Awards is the leading international award honoring online excellence. They are presented by The International Academy of Digital Arts and Sciences, a 550-member body of leading Web experts, business figures, luminaries, visionaries and creative celebrities.

#### Roundpoint's Solution

The voting system allowed voters to see who had entered the competition in the categories of entertainment, gaming, listings and updates, mobile market place and services, news, social networking and sports. Voters could then vote for their favourite mobile internet site via the mobile internet or SMS messaging.

Speaking about the Roundpoint developed voting system, David-Michel Davis said:

"Roundpoint has worked with our team to build and deliver the mobile face of the Webby Awards. They delivered an exact and fully functional mobile edition of our website which performed faultlessly, allowing the world at large to vote on mobile categories for the Webby Awards from their mobile device. We look forward to working with Trevor and his team on forthcoming initiatives and warmly recommend Roundpoint to any party seeking robust and innovative solutions for mobile."



Roundpoint  
23 Science Park  
Cambridge  
CB4 0EY

<http://www.roundpoint.com>  
+44 (0)1223 437070