

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 has 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. Roundpoint has been developing bespoke mobile applications since 1998. These have included assessments, demographic information data capture, voting systems event guides and other bespoke applications. Roundpoint additionally offer mobile publishing, mobile marketing, alert services and gaming solutions.

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NOMINEES & VOTING

Gaming Ballot

1. Cellufun
<http://wap.cellufun.com>
Vote for Cellufun

2. DHL Stack 'Em
<http://www.vwpl.net/webbys20>
Vote for DHL Stack 'Em