Swisscom awards prizes for best Swiss smartphone apps

Yesterday evening in Berne saw the best Swiss apps for each of the smartphone operating systems Android, iOS and Windows Phone receive the Swisscom App of the Year Award. The winning apps were SwissClimb, OKO and TouchMountain, which beat over 60 rival apps to first place, thanks to their innovative force, the benefits they offer for customers and their high degree of user-friendliness.

The awards ceremony took place within the framework of international entrepreneurship week GEW Switzerland. Around 100 industry specialists and developers from all over Switzerland attended the ceremony. "We are proud that, with SwissClimb, we have developed one of the best applications in Switzerland," said Marco Zietzling, whose app came first in its category, Android. "It's nice to receive recognition for all the hard work," agreed student Nadezda Suvorova, who came up with the idea for brain-training app OKO.

The winners – from climbing to brain-training

Winner in the Android category: SwissClimb

SwissClimb is an outdoor app that provides information on over 600 places to climb in Switzerland.

Winner in the iOS category: OKO

This mesmerizing brain-trainer is a video puzzle game with fascinating images of the earth from the NASA database.

Winner in the Windows Phone category: TouchMountain

This augmented reality app identifies mountains throughout the world and contains a wealth of details such as altitude, distance and weather information.

Nominations via a public vote

A public vote via Swisscom Labs (www.swisscom.ch/labs) was used to nominate one app for the award in each category out of a total of 65 applications submitted. A specialist jury made up of developers, marketing experts and industry insiders selected two runner-up apps in each category in addition to the ultimate winners. "I was amazed by the huge range of apps submitted. This shows just how active Swiss developers are," said Marco Wyrsch, who sat on the jury and is chairman of Switzerland's biggest smartphone portal, PocketPC.

Recognition for Switzerland's developer scene

Swisscom's aim with its App of the Year Award is to motivate Swiss developers and start-ups to put forward their contributions to mobile communications. At the same time, the awards allow them to make their applications known to a broad spectrum of the public. This is why, in addition to a trophy and a tablet, the winners have been awarded the possibility of featuring in Swisscom online media as well as in the Swisscom Shop Magazine, which has a readership of around 1.5 million.

Winner in the Android category

SwissClimb – database covering places to climb in Switzerland

SwissClimb is an absolute must for all sport climbers in Switzerland. It covers over 600 climbing spots, which makes it one of the most comprehensive climbing apps on the market.

SwissClimb helps users identify the perfect place to climb. It also offers useful information on each spot, such as the number of routes per level of difficulty, the weather forecast for the next few days, the exact location on the map and a child-friendly feature in addition to the much more important information such as:

- Approach time
- Type of rock
- Altitude
- Rain information
- Links to topo guides
- Direct access to online topos (where available)

The faces behind the apps – the developers

For the SwissClimb development team, good things do not come in two's, they come in three's. The idea of developing SwissClimb came from 42-year-old Costantino Sertorio, a software developer and avid climber. "I was quite simply fed up wasting my time with a whole load of different climbing books. What also annoyed me was getting lost somewhere, because the climbing guide was just not good enough." Sertorio developed the iOS version. He called in Marco Zietzling, a work colleague, for

the Android version. Silvia Carbogno was the last member of the team, and she was in charge of data management.

www.swissclimb.ch

Download:

https://play.google.com/store/apps/details?id=ch.swissclimb.android

https://itunes.apple.com/ch/app/oko/id524351381?mt=8

Winner in the iOS category

OKO – the puzzle video game

OKO is more than just a game. The puzzle video game for iPads is also an excellent brain-trainer. The goal is to reconstruct an image by stopping rotating circles cut out from the image. When the circles are stopped correctly, satellite images from the NASA database are then shown in their entirety. As the game moves on, the puzzles become more difficult and even more mesmerizing.

OKO can easily become addictive. It takes you on a spellbinding journey around the planet and the satellite images are stunning. The soundtrack, too, is fascinating, and includes recordings made on board a space shuttle.

The faces behind the apps – the developers

OKO is the brainchild of 24-year-old designer and student Nadezda Suvorova, who came up with the idea as part of her Media Design Master's at the Geneva University of Art and Design (HEAD Geneva). Together with Professor Pierre Rossel and musician Jérémie Forge, she completed the game in around six months. Pierre Rossel was responsible for developing the app and 27-year-old Forge designed the sound.

http://www.nadezdas.com/oko/

Download:

https://itunes.apple.com/ch/app/oko/id524351381?mt=8

Winner in the Windows Phone category

TouchMountain – Search.Find.Touch

TouchMountain is the perfect guide for all outdoor fans and mountain lovers. Wherever they are in the world, peaks and summits are shown on the map, either in list form or directly through the camera (augmented reality). This makes TouchMountain one of the first apps among the Windows Phone applications to be equipped with such a feature.

TouchMountain is practically indispensable for anyone who regularly spends time in the mountains. A whole host of information is available on each peak: altitude, distance to the peak, coordinates, weather and livecams, and Wikipedia articles can also be called up. A particularly attractive feature is that users can download mountain data on entire countries for offline usage.

The faces behind the apps – the developers

"When I was outdoors, I either had the wrong map with me or forgot the name of the peak I was looking for. That's what gave me the idea for TouchMountain," explains Peter Meyer, the brains and entrepreneur behind the app. He formed his team with his son and IT student André Meyer and his classmate Christian Lüthol. They were responsible for server implementation and developing the WP7 client. Linard Moll, who works for Peter Meyer, headed up the six-month project. "The very positive reactions all over the world have encouraged us to develop further apps," says Moll.

www.touchmountain.ch

Download:

http://www.windowsphone.com/de-de/store/app/touchmountain/cb516752-1383-480c-92f5-858165ae97c3

Links:

www.swisscom.com/media

www.swisscom.com/labs

www.swisscom.ch/startup

www.gew-switzerland.ch

Berne, 13 November 2012