
ArmNet 2013 Launches In Yerevan

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YEREVAN (ArmRadio)-The ArmNet 2013 series of IT events will be held in Yerevan starting November 1st, in parallel with the Pan-Armenian Web contest ArmNet Awards 2013. ArmNet 2013 will be jointly organized by Maeutica Branding Agency, Orange Armenia and The Internet Society (ISOC).

ArmNet 2013 is designed to evaluate the achievements of the Armenian Internet sector and contribute to its further development.

ArmNet 2013 presents a series of three events aimed at the development of information technologies and especially mobile technologies in Armenia.

The first event of the project is the ArmNet Awards 2013- an Armenian website contest that aims to identify and award the best Web resources of the Armenian Internet sector. Prizes will be awarded in the following categories: Design and Usability, Innovation, Technological Development, Best Content, Breakthrough of the Year, Social impact, Grand Prix, People's Choice, and Special Prize from Orange.

Registration for participation in ArmNet 2013 will start on November 1. The jury of ArmNet Awards 2013 will examine and evaluate all websites submitted for the contest and choose the winners. On the 25th of November the shortlist of websites and mobile applications in each nomination category will be presented by jury members.

In parallel with the jury's work, SMS voting, provided and supervised by Nikita Mobile Company, will be carried out. Everyone will be able to vote for their favorite websites by sending an SMS to 1041 with a special code for each participant website. It is allowed to vote only once for any website, but the number of sites for which subscribers can vote for is unlimited. This will decide the winner of the "People's Choice" award.

The competition results will be announced on the 30th of November at the official award ceremony.

"We plan to make ArmNet a more effective platform for participants, not only in the sense of making new business connections with representatives of global companies, but a platform for achieving vital knowledge in making their startups into real businesses. That's why we are glad and proud that mentors from Skolkovo Startup Academy will tell our participants about the essence of the global startup ecosystem during a whole day. Very often genius business ideas do not reach their first investor," said Haykuhi Taksildaryan, Maeutica Branding Agency director.

"Web sites are developed each year, offering the most advanced solutions for Internet connection. Today it is almost impossible to imagine our life without websites and mobile applications, many have forgotten about newspapers and even TV programs. Armenia has the greatest potential of young web developers, designers, photographers, who, in our opinion, are able to compete in international markets. The participation of the Internet Society in the ArmNet project is inevitable and at the same time honorable. I want to wish good luck to all ArmNet 2013 participants; regardless of whether or not they will win the prize, the important thing is participation," said ISOC Armenia representative Grigor Saghyan.

International and local speakers will deliver their speeches during the

annual IT conference, on the 30th of November, within the scope of the ArmNet 2013 theme "Total mobilization - mobile technologies in everyday life."

For the first time in Armenia, on the 29th of November, ArmNet 2013 will host the Startup Day event. Mentors from Skolkovo Startup Academy Lawrence Wright (director) and Gary A. Fowler (Fowler International LLC director and Skolkovo Startup Academy professor) will lead workshops in "Startup Battle" and will present a special prize for the winning team.

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