

PRESS RELEASE

Evernote announces Devcup 2013: Global developer competition kicks off at SXSW Interactive

SINGAPORE / AUSTIN, 14 MARCH 2013 – Every year, some of the most creative technology minds in the world gather in Austin for the [South by Southwest Interactive](#) festival. Being one of the key technology events, it was chosen as the most appropriate place to kick off this year's Evernote developer competition, Devcup. The [Evernote Devcup](#) challenges developers and designers from around the world to build products that extend the functionality of Evernote, helping users to capture, share, and recall all of the most important things in their lives.



The Goal

Evernote means something different to each of its 50 million users around the world, making the opportunities for integration with the Evernote platform almost unlimited. If *your* app can help a user capture, share, recall or visualize important information, there is a fit with Evernote. Therefore Evernote is looking for well-designed apps that allow users to do more with Evernote, whether at home or at work, on their smartphone, tablet, laptop or any other device, in the US or Brazil or China or anywhere else in the world.

Meet the Team

To help developers envision and implement great ideas, the Evernote team will be holding hackathons and meetups around the world. The Evernote team has already planned events for Beijing, Berlin, Mexico City, New York, Seoul, San Francisco, Sao Paulo, Tokyo and Zurich, and will be adding more cities over the next few months. Attending one of these events is a great way to jump-start your project, refine your idea, find teammates, and get

help with our APIs. Here is a list of [upcoming events](#).

Our Partners

This year, Evernote added two great partners to help encourage even more innovative products and to reach more developers: [Honda Silicon Valley Lab](#) and [Amazon Web Services \(AWS\) Startups](#).

Together, Honda and AWS Startups will give Devcup participants access to cutting edge technologies that will help them build the next generation of great Evernote apps.

The Prizes

Devcup 2013 includes three rounds of prizes.

Category winners: The first round recognizes the best submission in each of a dozen categories, including Productivity, Sports & Fitness, Family & Parenting, Cooking, Photography, and Design. Each round 1 winner will be recognized by Evernote and receive tickets to the Evernote Conference to be held in San Francisco this fall.

Finalists: The six best overall apps from the first round will be selected as finalists and will win an all-expenses paid trip to the Evernote Conference. At the conference, the finalists will pitch their submissions to our audience, who will vote for the overall gold, silver and bronze winners.

Devcup Gold, Silver and Bronze: The winners of the audience voting at the Evernote Conference will take home \$20,000, \$10,000 and \$5,000 prizes, respectively.

Last year, over 2,000 developers and designers participated in Devcup, [building hundreds of great apps](#). This year Devcup will be going even bigger, visiting new countries to generate interest in the competition, and offering more prizes.



EverClip wins the Devcup 2012 Gold.

Left to right: Phil Libin, Francis Chong, Rafe Needleman, Seth Hitchings.

Getting Involved

Those individuals who think that they have the programming or design skills to compete but aren't sure what to build, there is a lot of inspiration available online: All of last year's submissions can be found at the devcup 2012 [website](#), and a highlight of some of the favourite apps from last year on Evernote's [blog](#).

More details can be found at devcup.evernote.com.

####

About Evernote

Evernote is helping the world remember everything by building innovative products and services that allow individuals to capture, find and interact with their memories. Evernote apps are available on all major computer, web, mobile, and tablet platforms. For more information, please visit: <http://www.evernote.com>

For more information, please contact:

Lars Voedisch
PRecious Communications *for Evernote*
+65 - 91702470
lars@preciouscomms.com

Nathaniel Lee
PRecious Communications *for Evernote*

+65 - 96248825

nathaniel@preciouscomms.com