



Australia. 2012  
imagine X cup™  
by Microsoft®



Imagine a world where  
technology helps solve the  
toughest problems

### About

The Microsoft Imagine Cup is the world's premier student technology competition. It provides an opportunity for students to use their creativity, passion, and knowledge of technology to help solve global challenges and make a difference in the world. While competing for cash and prizes, students gain real-life experiences, make new friends, and change the world. The Imagine Cup is one way Microsoft encourages the brightest young minds to join together and use technology to take on the toughest problems facing our world today.

### Your Mission

Students are tasked to apply their imagination and passion to create technology solutions aligned to the Imagine Cup 2012 Theme "Imagine a world where technology helps solve the toughest problems". Combat diseases, improve education, ensure environmental sustainability, create disaster communication systems, help all children read and write, create innovations for people with disabilities, or reduce child mortality. The possibilities are endless!



Register your interest @ [www.microsoft.com/australia/imaginecup/](http://www.microsoft.com/australia/imaginecup/)

## Imagine Cup 2012 Theme:

# Imagine a world where technology helps solve the toughest problems

Imagine Cup is a global competition for students who combine inspiration with technology to tackle some of the world's toughest problems. There are great prizes up for grabs plus a chance to share your idea at the 2012 Imagine Cup Worldwide finals – right here in Australia!

Register your interest in the Imagine Cup @ <http://www.microsoft.com/australia/imaginecup/>



## Key Dates

- Early Bird Registration Deadline: 1 Dec, 2011
- Summer Camps: 30 Jan – 5 Feb, 2012  
(Stay tuned for more information!)
- Round 1 Deadline: 5 March, 2012
- Round 2 Deadline: 10 April, 2012
- Australian Finals: 2 May, 2012
- Worldwide Finals: 6 – 10 July, 2012

\*These dates are subject to change.

## Why Enter?

### Learn New Skills. Make New Friends. Change The World.

The Imagine Cup challenges students to imagine a better world enabled by technology and then helps bring the best ideas to life. Why should you consider entering the 2012 competition.

### Help Make the World a Better Place

Previous winners created a diverse range of ideas from an application that helps search-and-rescue teams coordinate their efforts during natural disasters to a video game encouraging people to volunteer, and navigation software allowing physically disabled people to overcome obstacles by identifying barrier-free routes through cities.

### Get Recognised as a Future Leader

Making it to the finals has kick-started many IT careers, helping students stand out from the competition. The skills and experience gained while developing their ideas, the confidence that comes with presenting their innovations in front of their global peers, and the access they get to influential business leaders has been life-changing for many contestants.