



## **NFC UNIVERSITY CHALLENGE ESSAY SUBMISSION**

**Theme:** *Innovative solutions to everyday problems using mobile NFC*

**Length of essay:** Essays should be no more than **500** words. Citations and bibliography, if needed, are not included in the word count. Please use parenthetical citations within the text. We can not accept citations in footnote form.

**Language:** Submissions in English, simplified Chinese and traditional Chinese accepted only.

### **Essays:**

Essays must be the original work of the student. Content may include:

- Interesting statistical information
- Anecdotes
- Dialogues
- Summary information
- Scenarios
- One idea for an innovative solution
- Multiple ideas for NFC solutions

Essay files must be submitted in Microsoft Word (.doc, .docx), Text (.txt, .rtf) or Portable Document Format (.pdf) format.

Students must submit their essay electronically to GSMA through email:

[NFCUniversityChallenge@mobileasiaexpo.com](mailto:NFCUniversityChallenge@mobileasiaexpo.com)

When submitting your essay, please also include the following identifying information:

- First Name and Last Name
- University
- Student Number or Unique Student ID
- Academic Department
- Supervising Professor (OPTIONAL)
- A statement that confirms that you have read the NFC University Challenge Official Rules and agree to its terms.

**Intellectual Property Rights:** The GSMA shall be entitled to use the winning essay in accordance with the NFC University Challenge Official Rules.

**Requirement:** Applicants must be enrolled in a degree or diploma course. The winner must be able to attend the awards ceremony on 25 June 2013 from 18:00 to 19:00 otherwise another winner will be chosen. Additional requirements apply, please read to the NFC University Challenge Official Rules for the full requirements of the challenge.

**Submission period:** Essay submissions for the NFC University Challenge will be accepted starting 29 April, 2013. The contest deadline is 23:59, 10 June 2013 (CST).

**Prize and Prize Distribution:** GSMA will award the winner of the “NFC University Challenge” with the Grand Prize at the awards presentation on Tuesday 25 June 2013 at 18:00. The winner must be present to receive the award, otherwise another winner may be chosen. . The Grand Prize consists of:

- Samsung Galaxy S4
- Mobile Asia Expo Free Conference Pass to attend keynote speeches from top industry leaders.

**Supervising University Professors (OPTIONAL):** All students are encouraged to list the name of their supervising teacher. However, this requirement is optional but may be beneficial, as it may lead to a higher quality of work. The role of a supervising professor is to provide students with support, suggestions and advice during the writing of their essay. The Grand Prize winner and his/her supervising professor, as representatives of their school, will be invited to attend Mobile Asia Expo on 26 - 28 June 2013.

*Before submitting your essay, you **must** read the NFC University Challenge Official Rules. You will be asked to agree to these terms in your submission email and before we are able to accept your essay.*

*Proof read your essay before you submit it, as we do not accept corrections or changes after we receive your essay.*