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Microsoft announces 2014 Worldwide Imagine Cup winners

Microsoft CEO Satya Nadella awards World Champion team; program expansion to empower more student innovators announced.

SEATTLE — Aug. 1, 2014 — Microsoft Corp. on Friday announced the winners of the [Microsoft Imagine Cup](#), the company's premier competition for student technologists, developers and aspiring entrepreneurs from across the globe and a cornerstone of the [Microsoft YouthSpark](#) initiative. Over the past 12 years the Imagine Cup has empowered more than 1.7 million students worldwide to do more and achieve more through technology. A first place team was chosen in each of the three competition categories: Games, Innovation and World Citizenship. One of those three winning teams was then named World Champion, taking home the Imagine Cup and receiving a private meeting with Bill Gates, Microsoft founder and technology advisor.

The winners were announced at the Imagine Cup World Championship ceremony during Microsoft's TechReady conference at the Washington State Convention Center, in front of an audience of 5,000 students, judges, partners and Microsoft employees. The ceremony was the culmination of a weeklong event and celebrates the power of student innovation.

"There is not a business, vertical industry or person on the planet untouched by technology," Nadella said. "Imagine Cup empowers students to hack tough problems, while learning and building off the work of others. Student developers play a huge role in bringing new technologies to life in a mobile-first, cloud-first world. Congratulations to all the competitors for their hard work and creativity."

Also announced was the expansion of the Imagine Cup program to make it available for even younger students worldwide who have the desire to create and code using Microsoft technology. Through the Imagine Cup program, students are empowered to dream big, build

creatively, learn through competition and boldly bring their ideas to life as they gain lifelong career skills throughout their journey.

“Imagine Cup is about fostering new ideas and encouraging students to push the boundaries and imagine what’s possible now and in the future. Student developers play a huge role in helping to bring new technology innovations to life in ways that shape the way we work, live and play,” said Steve Guggenheimer, corporate vice president and chief evangelist, Microsoft. “Going forward, Microsoft’s Imagine Cup program aims to empower even more students, at younger ages, with the technologies, skills and resources to build a lifelong passion for technology, helping to grow the next generation of innovators. We’re very proud of the Imagine Cup program and even more proud of our student competitors from all around the globe.”

Imagine Cup World Finals Winners

The winners of the 12th annual Imagine Cup competitions are the following:

WORLD CHAMPION

Imagine Cup World Champion:

- Imagine Cup trophy and private meeting with Bill Gates: Team Eyenaemia from Australia, Winner of the World Citizenship Category

CATEGORY WINNERS

Games Category:

- First Place, \$50,000 prize and PAX Boot Camp: Team Brainy Studio from Russia
- Second Place, \$10,000 prize: Team Bomon from Korea
- Third Place, \$5,000 prize: Team Illogic from Egypt

Innovation Category:

- First Place, \$50,000 prize and Microsoft Ventures Boot Camp: Team Estimateet from New Zealand
- Second Place, \$10,000 prize: Team Tep from Hungary

- Third Place, \$5,000 prize: Team Butterfly from Bahrain

World Citizenship Category:

- First Place, \$50,000 prize and Microsoft YouthSpark Boot Camp: Team Eyenaemia from Australia
- Second Place, \$10,000 prize: Team SMART crew from Taiwan
- Third Place, \$5,000 prize: Team Access Earth from Ireland

Thirty-four student teams representing 34 countries competed in the World Finals after winning national and online competitions around the globe. Microsoft awarded cash and other prizes to the winning teams, valued at more than \$1 million across the yearlong Imagine Cup program. Other prizes include boot camps focused on career skills and project support, plus airfare and accommodation packages, and awards for the winning teams at the World Finals event this week.

About Microsoft Imagine Cup

In its 12th year, Microsoft Imagine Cup is the company's premier technology program and competition providing opportunities for student technologists, developers and aspiring entrepreneurs from all academic backgrounds to collaborate, develop a technology application, create a business plan and gain a keen understanding of what is needed to bring a concept to market. Students can learn more about Imagine Cup by visiting <http://www.imaginecup.com>. A full list of competition categories is available at <https://www.imaginecup.com/Custom/Index/Competitions>.

Imagine Cup is focused on providing students with the opportunities, resources and experience to become the brightest young minds worldwide. In addition to skills and training that launch incredible careers, students receive unparalleled hands-on experience, guidance and mentorship from industry luminaries, opening doors to a future as an entrepreneur, innovator and technologist. Each of the first place winners in the competition's three categories — Games, Innovation and World Citizenship — will receive a "boot camp"

experience from Microsoft Ventures, Microsoft YouthSpark or PAX during which they will receive hands-on mentorship and project development support from Microsoft and industry experts.

“New technologies are being created every day and at a rapid pace — many of them by student developers, which is why we’ve invested long term in the Imagine Cup program,” Guggenheimer said. “The World Finalists who came to Seattle this year represent the best of student tech minds, and we are incredibly proud and inspired by all they have accomplished — we look forward to bringing them back to Seattle next year.”

About Microsoft YouthSpark

Microsoft YouthSpark is a global initiative that aims to create opportunities for 300 million youth in more than 100 countries by 2015. This companywide initiative includes Citizenship and other company programs that empower youth to imagine and realize their full potential by connecting them with greater opportunities for education, employment and entrepreneurship. Learn more at www.microsoft.com/youthspark.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

For more information, press only:

Rapid Response Team, Waggener Edstrom Communications, (503) 443-7070,
rrt@waggeneredstrom.com

For online resources, press only:

Resources are available on the Microsoft [Imagine Cup Virtual Pressroom](#). Additional photos and videos can be found through the [Imagine Cup Flickr page](#) or [YouTube site](#).

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