

IM2 Cooperates with UGM to hold Android Application Contest

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To enhance the creative industries of the local content software developer, PT. Indosat Mega Media (IM2) in collaboration with the Faculty of Engineering Department of Electrical Engineering conducting a creation competition of android-based application among the students of UGM.

To encourage the spirit of the students in making android applications, IM2 held the IM2 android Bootcamp followed by around 200 students. Previously, similar activities have been undertaken at the University of Multimedia Nusantara (UMN) of Jakarta, ITB of Bandung, ITS of Surabaya, and USU of Medan. "Up until now, the competition has already been attended by 1100 participants," said regional manager of Indosat M2 for Central Java and Yogyakarta, Adi Siswanto, Thursday (5/5).

According to Adi, people who are interested in this competition can register online at <http://istore.indosatm2.com> before June 15 2011 and then upload the application which will be contested. This competition is open to high school students, colleges and the general public. "This competition is relevant to the needs of users and encourages Indonesia's young generation who wants to develop local contents," he said

In addition, the android application competition also offers financial benefits to software developers through the purchase transactions, and the revenue of advertisement uploaded in the i-store. Therefore, it is expected that the software creative industry in the country is able to further develop. I-store is a service provider of applications and games for android from IM2, whether for a paid or free content. With a similar interface compared to android market, it provides free and paid content and local contents.

Meanwhile, the head of the Electrical Engineering Department, Dr. Lukito Adi Nugroho welcomes this competition of android application development activity because it can channel the talents of



students in developing local content applications. "Indonesia has a lot of local contents because it has a lot of history and culture that can inspire the game development for the mobile phone," he said.

According to Lukito, application development for android phone is not difficult and its application is quite simple. Moreover, gaming applications on mobile phone are in great demand of users. "This program is not difficult to develop, especially students could get financial benefits from this activity," he said.

In the meantime one of the android application developers, Irfan, admitted up until today he has made 14 android applications and 3 applications that have been uploaded on the i-store. "From one application I earn around 1.5 to 2 million per month," says the graduate of SMAN 3 Yogyakarta.

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