

Software Dreams Become Reality with My Dream App

BOSTON, MA – Aug. 21 (SEND2PRESS NEWSWIRE) – Software entrepreneur Phill Ryu announced “My Dream App” (www.mydreamapp.com) today, a new competition that invites participants to submit their best ideas for a killer app. Contestants will compete for a chance to have their idea realized as a Macintosh shareware application and earn royalties on software sales, as well as take home one of many Macs and iPods available as prizes for finalists.



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Forty popular Mac developers, well-known bloggers, established members of the tech media, top-notch UI designers, and even Apple alumni have signed on to My Dream App as guest judges to provide expert critique on finalist entries. Judges include Digg.com founder Kevin Rose, New York Times columnist and best-selling author David Pogue, former Apple evangelist Guy Kawasaki, and Apple co-founder Steve Wozniak.

“It’s always fun when someone innovates in the computer world. My Dream App is doing that by turning software design and development on its head. It’s going to be interesting to see how this all turns out,” Wozniak said.

Ryu believes that My Dream App will represent a revolution in software development. “My Dream App will do for software users what American Idol did

for aspiring singers. All it takes to win is a really great idea, and you don't even have to be a Mac user," Ryu said. "We're democratizing software."

The initial entries will be narrowed down to 24 innovative ideas by the My Dream App development team. Visitors of the site will then vote to decide which app ideas stay in competition and which get eliminated until three winning ideas remain. During the event, constant feedback from users as well as guest judges will help finalists continually improve upon their original idea. Each finalist will maintain a blog on the site to further articulate his or her dream application.

Experienced Macintosh developers Jason Harris of Unsanity (ShapeShifter), Austin Sarnier (AppZapper) and Martin Ott (SubEthaEdit) will develop the three winning ideas into OS X shareware applications, and development will be managed by software vet and two-time Apple Design Award winner John Casasanta of Inventive (iClip).

Submissions are open to all and end Friday, September 1st. After all submissions are collected, the 24 finalists will be announced day by day and the first week of user voting will begin on Thursday, September 21st.

More Information: Phillip Ryu, My Dream App, +1-203-300-1058, pr@mydreamapp.com, or www.mydreamapp.com.

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