

FOR IMMEDIATE RELEASE: 2013 User Experience Awards Submissions Window Extended to April 17, 2013; UX Awards Event Tickets Now Available

Now in the third year, the UX Awards are the first juried Awards and the premiere international competition to celebrate and highlight exceptional digital User Experience. The Awards are held annually in New York City; this year's extended submissions window closes in under 48 hours.

SUBMISSION DEADLINE EXTENDED TO 4/17/2013 11:59pm EST

Due to several requests, the submission window has been extended two days to April 17, 2013 11:59pm EST. Any digital product, service, technology, software, app or interactive experience is eligible to win up to \$1000 in cash and in-kind services worth hundreds of dollars. Applicants from around the world can submit at <http://www.UserExperienceAwards.com>

UX AWARDS EVENT & CELEBRATION MAY 21, 2013 IN NYC

The 2013 AUX Awards will be held May 21, 2013 at Parsons School of Design in New York during NY Internet Week. The Awards Event features a pre-Awards wine and cheese reception, followed by the Awards ceremony with 8 expert jurors as panelists and a keynote by Mashable CTO Robyn Peterson. After, there is a post-event Celebration with complimentary drinks and refreshments. A limited number of early-bird tickets are now available at <http://www.UserExperienceAwards.com/event>

2013 JURORS & PRESENTERS

Each year, the Awards are juried by a new and diverse panel of 8 UX, Usability, Design & Product Development experts and are hosted by the UX Awards Founder, Beverly May. For 2013, the UX Awards Event will also feature a Keynote by Mashable CTO Robyn Peterson. The transparent judging process that determines the winners is a result of a consensus-driven decision across all 8 jurors. The 2013 jurors and panelists include:

- Keynote: **Robyn Peterson**, Mashable CTO
- **Anders Ramsay**, Agile UX Designer & Coach, UX Author, Leader of NYC IA Meetup and Agile Experience Design Group
- **Charlie O'Donnell**, Partner at Brooklyn Bridge Ventures
- **Chris Jaffe**, Director, Product Innovation at Netflix
- **Cindy Jeffers**, CEO and CTO at Salon.com
- **Cory Lebson**, Principal Consultant at Lebsontech and Director Strategic Partnerships at UXPA International
- **John Payne**, Design Educator and Principal at Moment Design
- **Lis Hubert**, UX Consultant & IXDA New York Local Leader
- **Tomer Sharon**, UX Author and Senior UX Researcher at Google Search
- Host: **Beverly May**, Founder OTV: Oxford Technology Ventures & UX Awards

Full biographies are available at <http://userexperienceawards.com/judges/>

2012 WINNERS

Previous UX Awards winners have run the gamut from enterprise software and financial services companies to consumer apps and from small startups and boutique service firms to large tech and media giants and top digital agencies. Anyone who is involved in creating cutting-edge or exceptional UX is encouraged to submit. The 2012 winners included:

- **Bloomberg LP and Mobients** (Grand Prize for Best User Experience for the Bloomberg mobile app);
- **HUGE and HBO** (Gold for Best Cross-Platform Experience for HBO Go Mobile App);
- **the Mill** (Gold for Best Touch Experience for Mill Touch interactive installation);
- **Google** (Gold for Best System Experience for Ice Cream Sandwich Android OS);

- **Adobe** (Silver for Best Instructional Experience);
- **Art.sy** (Silver for Best Discovery Experience);
- **SeatGeek** (Silver for Best Transactional Experience);
- **LBI and Americans Elect** (Honorable Mention for Pick a President, Not a Party);
- **ScreenPlay InterActive and the Maryland Transit Association** (Honorable for MTA Interactive Maintenance Kiosk); and
- **Studio AKKO and Formant Studios** (Honorable Mention for BKLN Wayfinding System).

Full details of the 2012 UX Awards winners are available at: <http://userexperienceawards.com/uxa2012/>

ABOUT THE UX AWARDS

The UX Awards were founded and organized by Beverly May of OTV: Oxford Technology Ventures and are produced in partnership with the Parsons School of Design MFADT program, the NY chapter of IXDA, the NY Chapter of UXPA and NYC-CHI.

The 2013 UX Awards also feature wide-ranging support from many UX and technology sponsors, including Platinum sponsor AnswerLab, Gold sponsor POW Interactive, Silver sponsors Google and Modus Associates, Bronze sponsors Experis, Loop11, Rosenfeld Media and TriNet, and Community Sponsors Ephibian, Gary's Guide, IA Summit, Rutgers Advanced Technology Extension, Sachs Insights, The Hired Guns, UltraLight Startups and UX Mastery.

For more information about the Awards, please visit <http://www.UserExperienceAwards.com> or follow @UXAwards

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4 Enclosures:



Above: 2013 User Experience Awards logo



<http://userexperienceawards.com/wp-content/themes/uxa2013/assets/images/award-glass.png>

Above: UX Awards crystal trophies



http://userexperienceawards.com/wp-content/themes/uxa2013/assets/images/2012images/event_1.png

Above: Photo of 2012 UX Awards Panelists and organizer, Left -right: Ronnie Battista (Rutgers, UXPA), Kathy Baxter (Google), Paul Berry (RebelMouse, Huffington Post), Gary Chou (Union Square Ventures), Christian Crumlish (CloudOn, Bay-Chi, AOL), Bryan Hamilton (Razorfish), Peter March (IXDA NY, VML, Nicole Rubin (Creative Good), Beverly May (UX Awards)



http://userexperienceawards.com/wp-content/themes/uxa2013/assets/images/2012images/event_2.png

Above: Photo of 2012 UX Awards Grand Prize winners Pardha Pyla (Bloomberg LP) and Yvonne Caravia (Mobients) and organizer Beverly May