



Fiasco Awards 2010[®]

10 Edition, in binary code (only for advanced users)

PRESS RELEASE

The iPad, winner of the Fiasco Awards 2010

Barcelona, March 11th 2010 – The recent launch of Apple, the iPad tablet, has won the award for the second edition of Fiasco Awards delivered this Thursday in Barcelona. From the 7,000 people who voted via the website www.fiascoawards.com, 4,325 have considered it the fiasco of the year.

The iPad is a tablet PC developed by Apple that was presented on January 27th. Its candidacy highlighted that this "Big iPhone" (or "Big iPod Touch", rather) has significant shortcomings and incompatibility with Flash content and other applications, and it also lacks a USB port and other interfaces.

Voters through the web have decided that they want the iPad to follow a path similar to the U.S. President Obama with his Nobel Prize, receiving an award before its career starts.

The winner of the contest was announced this Thursday at the prize giving party for the Fiasco Awards 2010, which took place in Sala Tiffany's in Barcelona with the speech by the President of the Association of Internet Users Victor Domingo.

The organization is aware that the Fiasco Awards is giving the prize to a product that is not yet on the market, but after consulting the rules of the competition it states that there is no condition that prevents this candidacy, now awarded a prize from an absolute majority.

However, if within a year the market's response to the iPad is not the predicted fiasco, the organization will present the 2010 edition of the Fiasco Awards as a finalist to receive the same award next year.

The Fiasco Awards

Fiasco Awards are an initiative of a team of people associated with the ICT sector who want to reward the best sector projects that have not been successful. The aim of the award is to encourage critical thinking and encourage a positive attitude towards failures, which are a learning period necessary for success.

The 8 finalists nominations this year were the Apple iPad tablet, the networking platform Xing, Google Wave multitasking application, the video call, the standard for HD DVD HD-DVD, the anti-copy Digital Rights Management (DRM), interactive DTT and Sony's console PSP GO!.

For more information visit the website of the Fiasco Awards (www.fiascoawards.com) or get in touch with us at +34 679 084 501 or via email at press@fiascoawards.com.