



Fiasco Awards 2013[®]

Don't be afraid (D'on ve el fred? - ¿Dónde vive Alfredo?)



PRESS RELEASE

Nominations at Fiasco Awards 2013:

The 5th edition finalists will be voted through the web till Tuesday, February 26th

The winner will be announced Wednesday, February 27th at 19:45 p.m. during the awards ceremony that will be held in KITTY O'SHEA'S Irish Pub, Barcelona

Barcelona, 7th February 2013 – The Jury of Fiasco Awards, the prizes going to the most failed projects in the field of ICT, has announced the six finalists from all the entries submitted by netizens at the 5th edition.

Who will get more votes? The sudden change in privacy policy of **Instagram** or **Apple Maps bugs**? Other serious candidates to the award are the **Mayan Calendar** and its erroneous doomsday prediction for December 21th, 2012, the **Facebook's** entering the stock exchange markets, and **Bananity**, a social media network of human passions.

The six finalists may be voted on the website of the Fiasco Awards (www.fiascoawards.com) until 26 February 2013.

But, why are they all finalists Fiasco Awards, which annually distinguishes those technology projects that have known the bitterness of failure:

3D TV

The 3D TV has not been established (perhaps because the cost of technology is high, perhaps because of the need for 3D glasses that require full attention to the screen), despite the boost provided on this line by the hit-movie Avatar. The fact is that manufacturers are now betting for connectivity-oriented features and interactivity, with more options for industry business.

Instagram: A sudden change in privacy policy

Instagram is a mobile application that allows to make photos, apply different filters and share them on the network. On December 18, 2012 changed its

privacy policy so that you could have all the photos of all the users free of charge and without restriction. Immediately sold to Facebook, Instagram generated with this change a crisis of confidence among its 12 million followers and a drop in its use.

Apple Maps: Berlin is in Antarctica and Sagrada Familia (Barcelona) in Ibiza

In September 2012 Apple launched a new maps service that replaced Google Maps. The application was full of blunders and distorted pictures, it did not include the improvements announced and stayed far behind the performance of Google Maps. Apple's CEO publicly apologized.

The Mayan calendar: And the end of the world did not come

It is true that very basic technology was available at that time, as pyramids to observe the sky and inscriptions on the rock, but we must agree that the Mayans were wrong predicting the End of the World for December 21th, 2012 and still more saying that the peaceful town of Bugarach in Southern France would be the only one saved.

Facebook's IPO: Are social networks profitable?

1,000 million customers attest that Facebook is a hugely successful technology project. But his departure in stock in May 2012 was a fiasco. Expectations and perhaps the greed of issuing banks overvalued the shares. The uncertainty about the profitability of social networks did the rest and in late August the share fell 50%. Today it is still 20% below the IPO price.

Bananity.com: connecting based on what you love and what you hate isn't cool

The Banana Society, centered in what Bananers love and hate, was an singular social network. Born in November 2011 it was based on the idea of relating people with shared tastes and interests. But until now Bananity has failed to break into social networking. Quite the contrary.

The **Fiasco Awards** are an initiative of a team of people linked to the ICT sector. The Award aims to promote critical thinking and encourage positive attitude towards failure, which is a learning period necessary for success.

The vote to choose the winner begins today, February 7th and ends on February 26th, 2013, the day before the awards ceremony. **It is open to all Internet users worldwide who want to participate.**

For more information, Media or other interested you can consult **www.fiascoawards.com** or get in touch with us at (+34) 679 084 501 or by mail at **press@fiascoawards.com**