



Fiasco Awards 2013[®]

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



Apple Maps wins the Fiasco Awards 2013!

Barcelona, February 27th, 2013 - **Apple Maps** has taken the Fiasco Awards 2013, which has been delivered in Barcelona this Wednesday in its fifth edition. Among the 6,200 voters online, 4,200 have so decided, through **www.fiascoawards.com**.

In September 2012 the giant Apple released a new map service that replaced Google Maps. The application was full of major errors: placed Barcelona's Sagrada Familia in Ibiza, for example, and Berlin, capital of Germany, in the middle of Antarctica, and published photos seriously distorted. In addition, the application did not have the improvements announced by Apple and stayed far behind the well known Google Maps application.

Apple's CEO, Tim Cook, in an attitude that honored him, immediately recognized the error and apologized to its customers, in a letter published on the Apple website, which suggested using third-party applications.

The voting results were unveiled during the Ceremony delivering the Fiasco Award 2013, which took place **today, February 27th, 2013, at Kitty O'Shea's Pub, C/ Nau Santa Maria 5-7, at 8 pm**, as part of the celebration of the Mobile World Congress (GSMA) in Barcelona. A representative of each of the finalists have been invited to attend the event.

The Fiasco Awards

The Fiasco Awards are an initiative of a team of people linked to the ICT sector in Barcelona (Spain). The award aims to promote critical thinking and encourage a positive attitude towards failure, which is considered to be a learning period necessary for success.

The six finalists of this year's nominations were: Apple Maps, the social network Bananity, the Mayan calendar, which heralded the end of the world on December 21st, 2012, the changing privacy policy of Instagram, the IPO's Facebook and the 3D TV.

For more information you can check **www.fiascoawards.com** or get in touch with us at (+34) 679 084 501 or e-mail **press@fiascoawards.com**.