



Fiasco Awards 2012[®]

Move or fail

PRESS RELEASE

Blackberry and Megaupload compete for the Fiasco Award this year

Finalists of the third edition can be voted on via the website until February 27th

Barcelona, 13 February 2012 – The Fiasco Awards jury has selected seven finalists for the award from among the 20 nominations that were submitted to Fiasco's fourth edition by the internavts.

Will it be a battle between Blackberry and Megaupload? Or will Google win a new Fiasco Award, for two years in a row?

The globalization of technology, Nintendo 3DS, Tablet Touch from HP or Voota, among others, are the candidates competing for the award.

The seven finalists, who can be voted on until March 9th at the Fiasco Awards website (www.fiascoawards.com) are:

Blackberry

Blackberry's flagship product is a is having their own messaging system. The fact that the company owns the system, and the security that comes with it, is the main sales argument in front of all RIM's competitors. On October 2011 the messaging system collapsed and it took several days for the service to be retrieved. Apparently, the volume in messages was so high that a short failure soon generated a plug hard to resolve without losing messages.

Google Plus

During the summer of 2011 Google threw its third attempt to create a social network. Before, the company had tried with Wave and Buzz. Google said that this new service had already achieved more than 50 million of users in a few weeks, but visits dropped dramatically later. It is very difficult to compete with Facebook, which is still the social network of reference. Why would the users make the effort to migrate to another social network if this product is so similar to the one they already use? Furthermore, it implies making a big effort and taking your group with you, because if you don't it stops being a social network.



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HP Touchpad

In 2009, PALM, former market leader in notebook PCs, tried to reinvent itself with the launch of a new mobile operating system called "webOS". They wanted to compete with Apple's iPhone. webOS was acclaimed for its easy user interface. However, Palm's hardware was not up to par. After a year, Palm sold webOS and the company to HP for 1,200 million dollars.

Megaupload

Created on March 21, 2005 in Hong Kong to offer a service of hosting files, Megaupload had more than 150 millions of users. In theory, users had to use Megaupload as a safe and reliable external hard drive from but with the closing of the website by the FBI on January 19, 2012, and with the imprisonment of his main representative, all those who had a "safe and reliable virtual hard disk" lost it suddenly.

Nintendo 3DS

The new handheld console Nintendo incorporated as the main novelty the possibility to reproduce 3D stereoscopic images without needing special glasses. The Fiasco has been both technological and economical. On the one hand, users have appreciated an increase in fatigue when using 3D technology (the company has received strong complaints from users who were sick and even felt nausea), and a substantial decrease in the autonomy of the machine (3DS battery autonomy is just 3-4 hours, compared to 10 hours for the previous version).

Technology of Globalization

Globalization is an essentially economic concept. From the moment that capital circulates throughout the world through telecommunication networks and is managed by sophisticated computer programs, our world has become a unique system and increasingly complex. Globalization has generated growth and wealth in many parts of the world, but also growing inequality and a feeling of chaos.



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Voota

The Voota project was born as the idea citizens were lacking a website where they could talk about politicians and political parties, and where citizens could use an open list of the better-valued politicians, in contrast to the current closed lists of Spain's political system. The social utility of Voota (on-line open lists) was clear, but failed to provide to the user the perception of the utility of their participation and their votes on the web.

The Fiasco Awards

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

Since it was launched the project has received 20 nominations for the Fiasco Awards 2012 through the web. Of these, the jury has selected seven finalists who already can be voted on through the network.

The voting period will close on February 27th, the day before the awards event in Barcelona in a venue to be determined.

For more information, please visit the website of the **Fiasco Awards** (www.fiascoawards.com) or contact us by phone at (+34) 679.084.501 or e-mail us at press@fiascoawards.com