**Embedded Development**

*Note: Only one project per team can be submitted.*

They're smart. They're powerful. And people around the world use them every single day. Yes, we're talking about embedded devices. Think you're ready to take this technology to the next level? Go for it in the Embedded Development competition. Not only will you gain real-world experience, you might just create a next-generation device.

**So, what's stopping you?**

Go beyond the desktop and build something unbelievable. Using Windows Embedded Compact 7 plus a provided embedded platform, there's no limit to what you can create! Need some inspiration? Check out the Imagine Cup 2011 theme and the United Nations Millennium Development Goals. But hurry...while the future might be able to wait a little while for your big idea, this competition won't.

**Your Team**

You and up to three friends form a team that will try to impress our panel of judges. Oh, and you might want to ask a mentor to guide your team along the way. Just a tip—you can thank us later.

**What’s the Theme?**

Start by reading the Millennium Development Goals (hyperlink this) and theme for Imagine Cup 2011. Then, collaborate on how you can get creative to develop your own embedded solution using Windows Embedded Compact 7 and the provided embedded platform to help improve the lives of millions of people around the world.

**Prizes**

If your team has what it takes, you'll take home some well-deserved recognition, some new skills, and cash prizes! The first place winner will receive U.S.$25,000, to be equally divided among each registered member of your team. The second place winner will be rewarded with U.S.$10,000, also divided equally. And for third place, the prize is U.S.$5,000!

**Important Dates**

The Embedded Development competition starts at 00:01 (12:01 A.M.) Greenwich Mean Time (“GMT”) on July 9, 2010, and ends at 23:59 (11:59 P.M.) GMT on May 1, 2011 (“entry period”).

The Entry Period consists of the three (3) Rounds described below. You must enter by the close of Round 1 to be eligible to compete in subsequent rounds. All required entry deliverables must be received within the designated Round in order to be eligible for judging.

**Round 1**

START DATE (all times 00:01 [12:01 A.M.] GMT) - July 9, 2010  
END DATE (all times 23:59 [11:59 P.M.] GMT) - January 9, 2011

**Round 2 – Semi-finals**

START DATE (all times 00:01 [12:01 A.M.] GMT) - February 15, 2011  
END DATE (all times 23:59 [11:59 P.M.] GMT) - May 5, 2011

**Round 3 - Worldwide Finals**

START DATE (all times 00:01 [12:01 A.M.] GMT) - February 15, 2011  
END DATE (all times 23:59 [11:59 P.M.] GMT) - July 2011

The Competition Sign-up Period begins on July 9, 2010 at 00:01 (12:01 A.M.) GMT, and ends on January 9, 2011 at 23:59 (11:59 P.M.) GMT.

**Rules on the Entry**

If you wish to enter the competition, you must sign up as instructed during the Competition sign up period, and create a Team or join an existing Team.  A Team may consist of up to four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region.

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your four (4) Team members.

For additional important details on signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](http://imaginecup.com/about/imagine-cup-2011-official-rules).

**ROUND 1 – ENTRY REQUIREMENTS**

During Round 1, your Team must create and submit the materials described below:

1. Project Vision Report, which incorporates the following subjects:

a. What problem are you trying to solve?  
b. What is your proposed solution to the problem?  
c. Why would the solution be best implemented as an embedded solution?   
d. Proposed Project Hardware Architecture  
e. Proposed Project Software Architecture and Functionalities

Your Team’s entry must address a social cause connected to the Imagine Cup Theme: “Imagine a world where technology helps solve the toughest problems”.

Any presentation, documentation, or supporting materials that are a part of your Team’s entry must be presented or submitted in the English language.

The Project Vision Report should not exceed five (5) pages in length, and should be submitted as an electronic file in the .doc, .docx, .pdf or .txt format.

**ROUND 2 SEMI-FINALS – ENTRY REQUIREMENTS**

Each Team that advances to Round 2 will receive an eBox-3310A-MSJKembedded platform device. Your team must build your Embedded solution on this platform device.

During Round 2, your Team must create and submit the materials described below:

1. Project Overview Report, which incorporates the following subjects:

a. An Executive Summary, not to exceed one (1) page in length   
b. A Situational Analysis consisting of:Problem Analysis

- Project Analysis  
- User Experience  
- Market Analysis   
- Cost Analysis

2. Technical Architecture   
3. Overall Embedded System Architecture  
4. Hardware Components  
5. Data Flow  
6. Data Processing  
7. Testing Procedures  
8. Performance Analysis  
9. Project Status

The Project Overview Report should not exceed fifteen (15) pages in length, and should be submitted as an electronic file in the in the .doc, .docx, .pdf or .txt format.

1. An Embedded solution\*, based on the Project Vision Report submitted in Round 1:

a. Your Team must build your Embedded solution using the eBox-3310A-MSJKembedded platform device provided.

b. The following software must be utilized:

- Windows Embedded Compact 7

c. As part of the solution, your Team must configure, build, debug, and deploy a Windows Embedded Compact 7 operating system image.

d. Also, your Team must build an application on top of the Windows Embedded Compact 7 operating system image that your Team configures, builds, debugs and deploys. If your Team builds an application on top of a pre-existing Windows Embedded Compact 7 operating system image, your Team will be disqualified.

\*The Embedded solution must be submitted in the form of a Video Presentation not to exceed five (5) minutes in length. The Video Presentation must be submitted as an electronic file not to exceed 50MB in size in the .mpg, .avi or .mpeg format.

**ROUND 3 WORLDWIDE FINALS – ENTRY REQUIREMENTS**

If your Team is advanced to compete at the Worldwide Finals, your Team must fulfill the entry requirements described below:

1. Develop an Embedded solution, based on the entry materials submitted in Round 1 and Round 2

2. Present the Embedded Solution in the form of a live presentation and product demonstration of up to twenty (20) minutes.

**How do We Submit the Team Project?**

**Round 1:**

Navigate to the Embedded Development page at [www.imaginecup.com](http://www.imaginecup.com/) and submit the required entry materials as instructed before the Round 1 deadline.

**Round 2 – Semi-finals:**

If your Team is advanced to compete in Round 2, navigate to the Embedded Development page at[www.imaginecup.com](http://www.imaginecup.com/) and submit the required entry materials as instructed before the Round 2 deadline. Note: Even if your country/region is hosting a local semi-finals event, you must still upload your entry to[www.imaginecup.com](http://www.imaginecup.com/) before the Round 2 deadline as defined by the local country/region Embedded Development competition rules.

**Round 3 – Worldwide Finals**

If your Team is advanced to compete in Round 3, instructions regarding Worldwide Finals entry requirements will be provided via e-mail.