



## **IoT Innovators Get Set for Malaysia Developers' Day**

*Teams Challenged to Build IoT App in 24 Hours*

**CYBERJAYA**, 2 August, 2017 — With the Internet of Things (IoT) building momentum around the world, Asian developers and entrepreneurs will gather to gain a fresh perspective on IoT innovation at this year's Malaysia Developers' Day. It will take place 11-12 August 2017.

The Malaysian Communications and Multimedia Commission (MCMC) and AT&T are hosting the popular hackathon. It will encourage innovators to harness their creativity, learn new skills and build an innovative IoT app in just 24 hours as part of a diverse team.

This year's focus is on creating apps that use data analytics to add to developing smart cities or improving healthcare, sustainability or life at home.

"Over the last four years, this event has showcased the depth of talent we have in Asia and let us put the spotlight on how the IT sector is driving our region forward", said Dato' Mohd Ali Hanafiah, Chief Communication and Digital Ecosystem Officer of MCMC. "It is very important that we continue to nurture our creative developers and digital entrepreneurs, and this is what Malaysia Developers' Day is all about."

"We're bringing this meaningful event to Malaysia for the fifth year," said Jake Jennings, executive director, International External Affairs, AT&T. "Developers' Day is an opportunity for Asian developers and entrepreneurs to hone their skills, meet new people and embrace the power of data analytics. We're excited to see what happens."

Teams will get access to the tools and resources they need to quickly build creative apps. These tools include the AT&T M2X IoT development platform and the Inmage Group's image library. A coding workshop is planned for 10 August for selected school students. Teams will receive further support on Developers' Day by tech experts and mentors from AT&T and MCMC.



“As a leader in providing premium digital images and tools, we see the power of the creative ecosystem at work around the world every day,” said Andy Sitt, executive chairman, Inmagine Group. “We’re here to help empower this ecosystem in Asia through Malaysia Developers’ Day. And we look forward to seeing how this talent merges content and creativity to develop life-changing apps.”

Malaysia Developers’ Day will take place at the MCMC headquarters in Cyberjaya from 11-12 August 2017. Winners will earn cash prizes and Nanodegree scholarships.

Event recap:

- **When:** 2 p.m. 11 August 2017 to 6 p.m. 12 August 2017.
- **Prizes:**
  - Grand Prize: US\$10,000
  - Second Prize: US\$3,000
  - Third Prize: US\$2,000
- **Register:** [eventbrite.com/e/att-mcmc-2017-malaysia-developers-day-tickets-34318474481](https://eventbrite.com/e/att-mcmc-2017-malaysia-developers-day-tickets-34318474481)

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