

Cancún, Quintana Roo, 6 December 2010

**IPHONE ECOPROJECT WINS GREEN APPS CHALLENGE SPONSORED BY
PROMÉXICO AND CAMPUS PARTY.**

- US\$ 10,000 cash prize goes to young man who designed a free application for iPhone called “Reporte Vial” [Traffic Report].
- Helps reduce traffic jams and prevent the emission of pollutants.

ProMéxico and Campus Party rewarded the creativity and talent of young Mexicans who developed technological applications to help save fuel, maximize energy use or reduce the emission of pollutants.

The “Green Apps Challenge” prize, awarded as part of the Green Solutions@COP16 forum organized by the Mexican government through ProMéxico in coordination with the Foreign Relations and Economy ministries, consists of US\$ 10,000 and was awarded to Daniel Martínez, who participated with the project “Reporte Vial” [Traffic Report]. This free iPhone application will help to significantly reduce the emission of pollutants because it will enable drivers to map out an alternate route in order to avoid congested streets and not get stuck in traffic jams.

With this application and the information it provides, thousands of daily users will be able to decide what route to take so as not to become part of a traffic jam and thus contribute to an increase in emissions.

The competition organized by ProMéxico and Campus Party brought together developers, innovators and entrepreneurs who were asked to come up with a concept for a computer or mobile application aimed at helping to combat the environmental pollution responsible for global warming.

Five finalists were chosen to present their projects to a jury made up by Eduardo de la Vega, Director of Campus Party; Ricardo Álvarez, ProMéxico’s innovation coordinator; Gerardo Pandal of “The Climate Project”; and Rebecca Moore, Director of the Google Earth Outreach program.

The other four finalists were *Eco Tweet*, a tweet replication system that collects donations for each on-line repetition to save forests and green projects; *Aventones* (hitching a ride), a social network that asks its members to share their car; *Plataforma Ambiental de Monitoreo de Participación Ciudadana* (environmental platform to monitor public participation), measures and monitors actions helping to reduce carbon dioxide emissions; and *Treepet*, a Facebook game aimed at raising awareness of the importance of trees that begins with an eroded parcel of land which must then be reforested.

The winning application, “Reporte Vial”, will make it possible to visualize vehicular traffic through cameras, access reports of accidents or road blocks in real time, and map out a



route to avoid traffic jams before setting off. It would also have applications for iPad, BlackBerry, Nokia and Android.

The goal of the “Green Apps Challenge” was to get young people involved in this effort to find better applications that will help the environment, essentially based on raising awareness and making changes in one’s habits or lifestyle in order to contribute to a reduction in the release of carbon into the atmosphere.

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