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To: "[REDACTED]" <[REDACTED]>
Subject: write a boxee app, win a Sony HDTV/Drobo
Date: Thu, 14 May 2009 07:15:26 +0000

the new boxee API enables developers to build and publish apps for boxee users. while people are working on a variety of boxee apps, we thought it would be a good idea to provide some extra incentive for the developers.

the boxee dev challenge will have 3 categories: Video, Music and Photos. in each category we will have a People's Choice award and a Judge's Choice award:

People's Choice Award: Drobo, <http://bit.ly/boxeedevchallenge-peopleschoice>
Judge's Choice Award: Sony Bravia XBR9 46", <http://bit.ly/boxeedevchallenge-judgeschoice>

the deadline for submitting your application is June 14th at 11:59pm PT, but we encourage you to submit early and often as we'll be talking up cool applications as they come in.

voting will take place between June 15th - June 22nd.

on June 23rd will have a boxee event in San Francisco (RSVP @ <http://bit.ly/boxeedevchallenge-rsvp>) announcing the People's Choice and our esteemed judges will choose a winner from the 10 most popular apps in each category.

the judges at the event will be:

Veronica Belmont - Tekzilla, Qore ([REDACTED])
Ryan Block - GDGT, former EIC Engadget ([REDACTED])
Avner Ronen - boxee founder and CEO ([REDACTED])
couple more judges (we are interviewing prospects: Obama, Oprah, AplusK)

planning to participate in the challenge? fill <http://bit.ly/boxeedevchallenge>

looking for more info on how to develop boxee apps: check out <http://developer.boxee.tv> and take a look at the sample app at <http://developer.boxee.tv/2009/04/14/building-your-first-boxee-app> (we will publish additional sample apps). please submit your app to dev_challenge@boxee.tv.

whether you're a developer or just a boxee fan, we look forward to seeing you at the event. RSVP @ <http://bit.ly/boxeedevchallenge-rsvp>.

see you in SF,
avner
[REDACTED]

* the challenge is open to residents of the milky-way galaxy except for employees of boxee, and any other organizations involved in sponsoring the contest, as well as their parent, subsidiary, affiliated and successor companies, and those employees. immediate family and household members. exceptions extend also to those who think they might become a boxee employee, or an employee of the aforementioned parent, subsidiary, affiliated, or successor companies in the future. .Immediate family members. of employees shall mean their parents, step-parents, children, step-children, siblings, step-siblings, pets and spouses. .Household members. of employees shall mean people who share the employee.s residence at least three months a year sleeping on a couch or a bed (blow up mattresses do not ap.)

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