

# NED UNIVERSITY OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF COMPUTER & INFORMATION SYSTEMS ENGINEERING



## MOBILE APPLICATION EXHIBITION

### Introduction:

Mobile industry is growing at a very fast pace and will definitely overtake computer industry in the near future. Analyzing the current market trends it became evident that a mobile application exhibition in TechElite'11 shall be beneficial for computer engineering students.

Therefore, We would like to propose the idea of mobile application exhibition in TechElite'11. The idea behind this competition is to encourage mobile application developers of Pakistan and to create awareness among the students about the latest trends in mobile computing, and most importantly to send positive message to the computer-base industry of Pakistan that NED university is a great supporter of innovative ideas and is generating quality professional according to the industry needs.

## **What is Mobile Application Exhibition?**

Mobile application exhibition is a competition where mobile application developers across the nation would be able to present their mobile applications to various industry professionals, who will guide and provide necessary suggestions for improvements.

These applications will be judge on the basis of their quality, innovation, GUI etc.

Best three mobile applications will be rewarded.

## **Why do we need a mobile application exhibition in TechElite'11?**

1. Mobile application development in the emerging new technology in which computer engineers can excel the most.
2. Mobile industry is going to be the future biggest market; therefore it is necessary for graduates to be aware of that fact in order to succeed in the market.
3. Mobile industry is currently in its development phase in Pakistan and a mobile application exhibition will definitely increase job opportunities for computer engineers by creating a link between industry and students.