Apps UP
2021

Huawei HMS App Innovation Contest

Guidebook

#HMSInnovateforAll

" Foreword

Huawei HMS App Innovation Contest aims to inspire talented developers across the globe to create seamless, smart, and innovative digital experiences, and explore the future of digital intelligence. By highlighting pioneering HMS open capabilities, the competition gives app developers the tools to build tomorrow's all-connected world.

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Introduction

This year's Huawei HMS App Innovation Contest involves separate regional competitions in Europe, Asia Pacific, Latin America, Middle East & Africa, and China. After you complete the sign-up process on the contest official website, the system will determine the region you belong to, based on the registered location of your team leader's account. There are four phases for the competition: Registration & submission, preliminary, public review, and regional finals. The regional finals will be held in each respective region in October 2021. Works submitted for the preliminary, public review, and regional finals will be evaluated based on the differing scoring criteria of each phase.

If you choose to participate in the contest, you will be deemed to have agreed to and accepted the GENERAL TERMS AND CONDITIONS.

About

3.1 Organization

Organizer: Huawei

3.2 Requirements for Works

| Submitted works must integrate at least one HMS open capabili-
ty, and run seamlessly on devices that have installed HMS.
| Works may use third-party game engines, middleware,
open-source software, or code libraries, so long as they are
authorized in advance by the rights holders.
| Works shall not infringe upon Huawei or any third party's legal
rights (including but not limited to the intellectual property rights
and privacy rights).
| Contestants must fully comply with HUAWEI Developer Service
Agreement and any other relevant terms and/or service agree-
ments for developer services, including but not limited to the
HUAWEI Developer Merchant Service Agreement and HUAWEI
Partner Paid Service Agreement, as well as terms and/or service
agreements related to the use of AppGallery Connect and HMS
Core.

| Apps that are to be released on AppGallery must fully comply with the relevant release policies. We encourage you to carefully read such agreements and rules.
1. Only the team leader's account can be used to integrate HMS open capabilities and submit works.
2. Attachments for submitted works must be in ZIP or RAR format, and cannot exceed 200 MB. Such attachments include APKs and app introduction documents.

Contest Framework

4.1 Contestants

Eligible contestants should meet the qualification requirements set forth in the GENERAL TERMS AND CONDITIONS.
You can participate in the contest on your own, or as part of a team. Individuals aged 17 and under are not eligible for the competition. All members of the team must belong to the same competition region. The rules for setting up a team are as follows:

(1) Each contestant is only eligible to join a single team.

(2) Each team can have no more than three members.

(3) Each team should have a team leader, who is responsible for team management, such as inviting or deleting members, and submitting works.

(4) A team member can apply for joining or leaving a team.

(5) The score for a contest submission belongs to the team. If a team member leaves the team, all existing scores will continue to belong to the team, rather than the departing member.

4.2 Schedule

The contest will be launched on June 10, 2021, and include the following four phases: Registration & submission, preliminary, public review, and regional finals. Works submitted for the preliminary, public review, and regional finals will be evaluated based on differing scoring criteria. The final result will be determined according to the independent rankings for each of the three phases.

All works must be submitted in accordance with the requirements for each phase.

The schedule for the contest is as follows:

Schedule	Start Date (UTC+8)	End Date (UTC+8)
Registration & submission	June 10, 2021	18:00 on September 5, 2021
Preliminary	September 6, 2021	September 23, 2021
Public review	September 24, 2021	October 8, 2021
Finals & award ceremony	October 2021	October 2021

Note: The time and venue of each regional final will be announced in early October 2021.

4.3 How to Participate

4.3.1 Registration & Submission
(June 10 – 18:00 on September 5, 2021, UTC+8)

| Register

Sign in to the contest official website with a valid HUAWEI ID and click Sign up. If you intend to be a team leader, click New team and enter the relevant team information. If you intend to be a team member, enter the required personal information, click Join team, and enter the name of the team you wish to join. The deadline for registration is 18:00 on September 5, 2021 (UTC+8). If you do not have a HUAWEI ID, first register for one. For details about the registration process, please refer to HUAWEI ID Registration.

| Integrate HMS open capabilities as a team leader
Works must be integrated with HMS open capabilities via the
team leader's account, in accordance with the app requirements.
For more information about the capabilities, please refer to
Develop.

| Submit the work as a team leader
After integrating HMS open capabilities, submit the work on the
contest official website. The team leader will need to click Submit
work on the contest details page to enter the app name, ID, and
description, and upload attachments with APKs and app introduc-
tion documents by 18:00 on September 5 (UTC+8). If you do not
submit any works prior to this deadline, you will be deemed to
have withdrawn from the contest.
Notes
(1) Works must be integrated with HMS open capabilities and
submitted via the team leader's account.
(2) To obtain the ID of an app, go to Console > App services >
HUAWEI AppGallery, click My apps in AppGallery Connect, and
click the corresponding app to view its detailed information.
(3) Attachments for works must be in ZIP or RAR format, and
cannot exceed 200 MB. Such attachments include APKs and app
introduction documents. You can download the app introduction
template when submitting your work.

(4) A team that has any female developer as a key team member or leader is eligible to apply for the Tech Women's Award, so long as the following materials are submitted on the contest sign-up page: Scanned copy of the developer's ID card, description of the developer's contributions, and employment certificate if the female is enrolled in the competition on a team assigned by her employer (i.e. an enterprise developer that has registered on the HUAWEI Developers website).

Teams from Europe, Asia Pacific, and Middle East & Africa competition regions can apply for the Excellent Student Award, but will need to submit the scanned copy of the team leaders' and members' student ID cards, as well as other identity certificates.

4.3.2 Preliminary
(September 6 – 23, 2021, UTC+8)

The judging panel will review submitted works, and select 20 shortlisted works for each region by September 23.

4.3.3 Public Review
(September 24– October 8, 2021, UTC+8)

After the preliminary is completed, the judging panel will score and rank the works based on the scoring criteria. The top 20 works in each competition region will be eligible for the public review and finals phases. From September 24 to October 8 shortlisted works will be exhibited on the contest official website during a global promotional period. Works' public rating scores will be based on the numbers of votes they receive. The detailed rules for voting are subject to the specific information on the voting web page.

4.3.4 Regional Finals
(October, UTC+8)

After the public review is completed, the top 20 shortlisted contestants in each competition region will advance to the regional finals, and be scored by the judging panel. The final score for each work is the sum total of the judging panel score, bonus points, and public rating score.

Evaluation Criteria

5.1 Preliminary Review Checklist

• Whether the registration information is complete.

• Whether the information about the submitted work is complete.

• Whether the work uses HMS open capabilities.

• Whether the work is available on AppGallery.

5.2 Preliminary Rating Rules

Total score = Preliminary judging panel score (80 points) + AppGallery bonus points + HMS integration bonus points

5.2.1 Judging panel score

• Design, technology, and user experience (20 points): Is stable and functional in real life, and features impressive interactions, a user-friendly interface, and outstanding visual and sound effects.

• Originality (30 points): Comes endowed with distinctive and innovative attributes, which could not be found in similar apps and remain appealing to users.

• Social value (30 points): Addresses an issue of widespread concern, and offers new solutions for a specific user group and/or scenario.

5.2.2 AppGallery bonus points

Ten points will be added after an app is successfully released on AppGallery.

5.2.3 HMS integration bonus points

A maximum of 10 points can be added for HMS integration. Four points will be added for integrating each of the following kits: IAP, Ads Kit, Map Kit, Push Kit, Location Kit, ML Kit, AR Engine, Nearby Service, Wireless Kit, hQUIC Kit, Network Kit, CG Kit, Scene Kit, Wear Engine, DeviceVirtualization Engine, and Cast Engine. For other kits, two points will be added for each.

5.3 Public Rating Rules

Shortlisted works will be ranked according to the number of votes each receives during the exhibition period, with the following formula used:
Public rating score = 10 x (Number of votes for a work/Number of votes for the work in first place)

5.4 Final Rating Rules

Total score = Final judging panel score (80 points) + Public rating score (10 points) + HMS integration bonus points (10 points)
The detailed rules are as follows:

54.1 Final judging panel score

• Design, technology, and user experience (20 points): Is stable and functional in real life, and features impressive interactions, a user-friendly interface, and outstanding visual and sound effects.

• Originality (30 points): Comes endowed with distinctive and innovative attributes, which could not be found in similar apps and remain appealing to users.

• Social value (30 points): Addresses an issue of widespread concern, and offers new solutions for a specific user group and/or scenario.

5.4.2 HMS integration bonus points

A maximum of 10 points can be added for HMS integration. Four points will be added for integrating each of the following kits: IAP, Ads Kit, Map Kit, Push Kit, Location Kit, ML Kit, AR Engine, Nearby Service, Wireless Kit, hQUIC Kit, Network Kit, CG Kit, Scene Kit, Wear Engine, DeviceVirtualization Engine, and Cast Engine. For other kits, two points will be added for each.

Prizes

Huawei has set aside US$1 million from its Shining Star Program as prize money for the contest. US$200,000 will be allocated for each region. The award prizes are as follows:

Award	Prize x Number of Winners		
	Europe or Middle East & Africa	Asia Pacific	China or Latin America
Best App	US$15,000 x 3	US$15,000 x 2	US$15,000 x 5
Best Game	US$15,000 x 3	US$15,000 x 2	US$15,000 x 3
Best Social Impact App	US$15,000 x 3	US$15,000 x 1	US$15,000 x 3
Tech Women's Award	US$5,000 x 3	US$10,000 x 2	US$5,000 x 1
Best HMS Core Innovation Award	US$5,000 x 3	US$15,000 x 2	US$5,000 x 2
All-Scenario Coverage Award	US$5,000 x 1		US$5,000 x 1
Best Fintech Innovation Award		US$10,000 x 1	
AppGallery Rising Star App		US$8,000 x 5	
Excellent Student Award	US$5,000 x 3	US$5,000 x 3	
Most Popular App		US$3,000 x 1	
Honorable Mention	US$3,000 x 5	US$3,500 x 2	US$3,000 x 5

Winners are also eligible for a range of enticing incentives (subject to availability):
| AppGallery promotional resources

| Huawei cloud resources
(1) Anyone who signs up successfully will receive a Huawei cloud experience voucher worth up to US$4,000.
(2) Winners will receive a Huawei cloud voucher equivalent to the bonus amount. Such vouchers, including the aforementioned experience vouchers, cannot be exchanged for cash.

| Exclusive incentives for paid HMS Core capabilities
Outstanding contestants are eligible to receive (a) US$500 in monthly free credit for use of Map Kit, Location Kit, and Site Kit (free quota for each developer with a HUAWEI ID: US$300 per month) for one year and (b) US$200 in monthly free credit for ML Kit use (does not affect any previously allocated quota) for one year. Developers who start using the Map Kit, Location Kit, Site Kit, or ML Kit because of this contest will be prioritized for receiving the exclusive incentives.

Learning Materials

Visit the Learning page of the contest official website for more detailed information about HMS open capabilities.

FAQs

1. **Who is eligible to participate in the contest?**
This contest is open to developers from all over the world, and restricted to contestants aged 18 and older. Participation is as simple as signing up with your HUAWEI ID, and then either setting up or joining a team. Employees of Huawei and its affiliates, and their immediate relatives, are not eligible to participate in the contest.

2. **How do I sign up for the contest?**
The only way to sign up is by registering on the official website for the contest. It is not possible to sign up through other methods, such as by sending an email. If you have any questions during the contest, feel free to contact us on the Huawei Developer Forum or by email (Europe: appsupeu@huawei.com; Asia

Pacific: appsup.apac@huawei.com; Middle East & Africa: appsup.mea@huawei.com; Latin America: appsup.latam@huawei.com; and China: appsup.cn@huawei.com).

3. I am a Huawei developer in Europe. Which competition region should I sign up for?
The contest is held separately for five different regions: Europe, Asia Pacific, Latin America, Middle East & Africa, and China. After you complete the sign-up process on the contest official website, the system will determine the region you belong to, based on the registered location of your team leader's account.

4. Do I have to participate as part of a team?
You can participate either on your own, or as part of a team.

5. How do I register for a HUAWEI ID and complete the identity verification process?
For details about this process, please refer to Registration and Verification.

6. Which HMS open capabilities will I be able to integrate?
You can find the detailed list of open capabilities on the Learning page of the contest official website. A maximum of 10 points can be added for HMS integration. Four points will be added for integrating each of the following kits: IAP, Ads Kit, Map Kit, Push Kit, Location Kit, ML Kit, AR Engine, Nearby Service, Wireless Kit, hQUIC Kit, Network Kit, CG Kit, Scene Kit, Wear Engine, DeviceVirtualization Engine, and Cast Engine. For other kits, two points will be added for each.

7. How can I integrate HMS open capabilities?
For details about integration, please refer to the Development Documentation.

8. What should I do if an exception occurs when I integrate HMS open capabilities?
Submit a ticket online for assistance from customer service personnel.

9. Can I continue to modify my work prior to the registration deadline?
Yes. You can continue to modify your work up until the registration deadline. The platform will evaluate the most recent submitted version.

10. Can a team submit multiple works?
Yes. A team can submit up to five works.

11. Can I compete with apps that adapt to Huawei watches?
Yes. This year's contest focuses on the seamless AI experience. All apps that adapt to Huawei smart wearables (including watches and bands), Visions, and tablets are eligible.

12. Do I have to release my work on AppGallery before submitting it for this contest?
During preliminary rating, 10 points will be added after an app is successfully released on AppGallery. Therefore, it is highly recommended that you release your app on AppGallery.

13. **What are the criteria for the Tech Women's Award?**
A team with any female developer as its key member or leader will have chance to receive the Tech Women's Award. Applicants for this award need to submit the following materials on the contest page: Scanned copy of the female developer's ID card, description of the developer's contributions, and employment certificate if the female is enrolled in the competition on a team assigned by her employer (i.e. an enterprise developer that has registered on the HUAWEI Developers website).

14. **What are the criteria for the Excellent Student Award?**
The Excellent Student Award is only applicable to the Europe, Asia Pacific, and Middle East & Africa competition regions. Teams that apply for this award will need to submit the scanned copy of all team leaders' and members' student ID cards, as well as other identity certificates.

15. **What are the criteria for the Best HMS Core Innovation Award?**
After selection, works that are deemed to have integrated and used the unique capabilities in IAP, Ads Kit, Map Kit, Push Kit, Location Kit, ML Kit, AR Engine, Nearby Service, Wireless Kit, hQUIC Kit, Network Kit, CG Kit, and Scene Kit in an impressive manner, by leveraging such capabilities to develop innovative app functions and user experiences, will be awarded with the Best HMS Core Innovation Award.

16. **What are the criteria for the All-Scenario Coverage Award?**
After selection, some works that have integrated and used the
Wear Engine, DeviceVirtualization Engine, and Cast Engine and
adapted to Huawei smart wearables (including watches and
bands), Visions, and tablets will win the All-Scenario Coverage
Award.

17. **How can I submit my work?**
First integrate HMS open capabilities into your work. Go to the
contest page, click Submit work, enter the relevant app informa-
tion (including the app ID, name, and description), and upload the
corresponding attachments (including the APK and app introduc-
tion document). These attachments cannot exceed 200 MB. If you
encounter any issues uploading files, please contact the contest
organizer: Europe: appsupeu@huawei.com; Asia Pacific:
appsup.apac@huawei.com; Middle East & Africa:
appsup.mea@huawei.com; Latin America: appsup.latam@hua-
wei.com; and China: appsup.cn@huawei.com.

18. **How can I view my entry?**
Sign in to the contest details page and go to My works to view the
status of your uploaded work.

19. **How will the organizer notify winning contestants of their
prizes?**
The organizer will contact award winners by phone, email, or SMS
text message. Winning entries will also be published on the
contest official website for easy reference.

20. Can I sign up for the contest with my enterprise developer account?

Yes, you can. After signing up, please integrate HMS open capabilities and submit your work on the contest official website.

21. I have a start-up company and my company is working on an app. Can I sign up for the contest?

Yes, you can. Your app is eligible for this contest. Please submit your entry on the contest official website by 18:00 on September 5, 2021 (UTC+8).

22. I have developed an app that has been put into commercial use and released on AppGallery. Can I sign up for the contest and compete with that app?

Yes, you can. Please integrate HMS open capabilities as required, and submit your work.

23. What do AppGallery promotional resources refer to?

Entries shortlisted for public review will be showcased in a special zone on AppGallery.

24. **What do Huawei cloud resources refer to?**
(1) Anyone who signs up successfully will receive a Huawei cloud experience voucher worth up to US$4,000.
(2) Winners will receive a Huawei cloud voucher equivalent to the bonus amount. Actual incentives will be subject to the information on the contest page for each region. Such vouchers, including the aforementioned experience vouchers, cannot be exchanged for cash.

25. **What do exclusive incentives for paid HMS Core capabilities refer to?**
Outstanding contestants are eligible to receive (a) US$500 in monthly free credit for use of Map Kit, Location Kit, and Site Kit (free quota for each developer with a HUAWEI ID: US$300 per month) for one year and (b) US$200 in monthly free credit for ML Kit use (does not affect any previously allocated quota) for one year. Actual incentives will be subject to the information on the contest page for each region. Monthly incentives are only valid for corresponding month.

Contact Us

For more details, please visit the official website for the contest:
https://developer.huawei.com/consumer/en/digix/appsup

If you have any further questions, feel free to contact us, by:
| Signing up for the contest on the official website;
| Submit a ticket online for assistance from our dedicated customer service personnel;
| Sending us an email:
Europe: appsupeu@huawei.com
Asia Pacific: appsup.apac@huawei.com
Middle East & Africa: appsup.mea@huawei.com
Latin America: appsup.latam@huawei.com
China: appsup.cn@huawei.com; or
| Visiting the Huawei Developer Forum.