

Oomph Launches Tablet App Marketplace and \$10,000 Contest on DesignCrowd

Tablet app publisher Oomph has launched a self-service marketplace for customizable app templates and a \$10,000 app design contest on crowdsourcing website DesignCrowd.

Oomph – a leading tablet app publishing platform that powers apps used by 1 million users worldwide and rated 'best in world' by industry rating agency iMonitor – today announced the launch of a new self-service marketplace for customisable iOS tablet app templates – Oomph Marketplace. To support the launch of Marketplace, Oomph has launched a \$10,000 tablet app contest on DesignCrowd, a creative 'crowdsourcing' website that specialises in design contests.

Sarina Quinlan, Product and Marketing Manager at Oomph Marketplace said, "The Oomph Marketplace gives designers access to customers and opportunity to earn income from selling their designs. Like Themeforest is to Wordpress templates, designers can sell their template designs on Oomph. DesignCrowd's global platform will generate templates and awareness for Marketplace amongst international designers."

Alec Lynch, CEO and co-founder of DesignCrowd said, "We're very pleased that Oomph has turned to crowdsourcing and DesignCrowd to generate new creative ideas for its marketplace. We now have over 100,000 designers from around the world who have already started submitting dozens of ideas."

The \$10,000 competition comprises of four mini contests each offering a \$2,500 prize. The four contests focus on four popular app genres that target: organisers of arts and music festivals; industry conferences; travel agencies marketing holiday destinations; branded magazine creators; and retailers who want to create an interactive rich media content experience for buyers.

The contest closes at the end of January and prize winners will be announced in February with the winning designs in each category to be available for sale on Oomph Marketplace. Oomph will be launching new functionality in the coming weeks so app authors can sell templates in the store.

View the new Oomph Marketplace here: <https://marketplace.oomphhq.com/welcome>.

View the \$10,000 app design contest here: <http://www.designcrowd.com/special/oomph-app-design-contest>

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