

Groundbreaking **SWIPE** Graphics/Animation Design Platform Launches **SWIPE STUDIO CREATIVE CHALLENGE** At Stan Lee's Los Angeles Comic Con

*Two Separate Awards To Be Given For Most Ingenious Application of the
Swipe Studio Design Program*

Applications Now Being Accepted Through Friday November 18

*Entry Design Applicants to be Showcased at the Swipe Booth at Stan Lee's Los Angeles
Comic Con Taking Place October 28-30 at the Los Angeles Convention Center*

For Immediate Release:

LOS ANGELES/NEW YORK/TOKYO (October 7, 2016) – **Swipe** – the eagerly-anticipated fully-integrated design platform for consumers and professionals alike – has launched the first-ever **SWIPE STUDIO CREATIVE CHALLENGE** aimed at saluting the best in designs utilizing the groundbreaking Swipe Studio platform.

The brainchild of software genius Satoshi Nakajima – the engineering architect responsible for **Windows 95** and **Windows 98** along with **Internet Explorer** versions 3 and 4 – Swipe empowers everyone from consumers to creators to easily animate everything from emails to digital comics with media-rich digital elements and make use of animation, video, vector graphics as well as full audio for voice, music and sound effects on tablets and smartphones. Created to take full advantage of today's touch-enabled smartphone and tablet technology, Swipe eliminates the need for complex programming typically required to build animation or other forms of design content. As a result, creators, designers, animators and artists have the tools to create **media-rich animated digital content** for consumption via touch-enabled devices including smartphones, tablets and touch-enabled set-top-boxes, such as **iPhone and Apple TV**.

Two separate awards will be given out by Swipe to creator applicants, including:

- The Satoshi Nakajima Award – Named after the architect of the Swipe program, this award recognizes the best and most innovative use of Swipe Studio's smart media expressions, such as light, explosion, smoke, and other techniques.
- The Neal Adams Award – Named after legendary comic book artist and U.S. Swipe media spokesman Neal Adams, this award honors the best and most creative overall concept utilizing Swipe Studio, such as photo/video album/screen in graphic arts, animated graphic art character sing/dance in photo frame, etc.

Design applications are being accepted now through Wednesday November 18. The winners will be announced Wednesday November 30. Select applicants for both award categories will be showcased at the Swipe Booth at Stan Lee's Los Angeles Comic Con throughout the convention which takes place October 28-30 at the Los Angeles Convention center.

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The two award winners will receive substantial global exposure for their design works, including visibility on *Swipe*, the platform's consumer application designed to share creative content), as well as media announcements and future Swipe conferences and exhibitions. In addition, select awards applicants will participate in the Swipe and Neal Adams panel sessions taking place during Stan Lee's Los Angeles Comic Con.

"Through the Swipe Studio Creative Challenge, talented creators will become famous overnight for their submitted works," said Satoshi Nakajima. "We are excited to unveil our first-ever competition and look forward to honoring the best designer applicants during Stan Lee's Los Angeles Comic Con."

To submit design works, please download Swipe Studio at Apple Store (<https://itunes.apple.com/app/swipe-studio/id1148461767?ls=1&mt=8>) Application form and all Rules and Regulations can be found by visiting http://www.swipe.net/creative_challenge_2016/.

About Swipe, Inc.

Headquartered in Tokyo, Swipe, Inc. is the parent company for *Swipe™*, an open source platform embedding the full range of visual and audio media into digital documents for smartphones, tablets and other touch-screen devices. Swipe, Inc. Founder-Chief Technology Officer Satoshi Nakajima is recognized industry-wide as the lead engineer and architect of Windows 95 and Windows 98 which he created during his tenure with Microsoft. Visit Swipe, Inc. online at <http://www.Swipe.net/>.

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