**Kantara Initiative
2011 IDDY Awards
Judging Criteria
- Emerging Applications Category**

The IDDY (IDentity Deployment of the Year), formerly awarded by the Liberty Alliance, is the industry's first event to recognize the individuals and organizations responsible for developing and deploying outstanding digital identity management solutions. The Emerging Applications category is designed to showcase "up-and-coming" applications and proof-of-concepts driving the next generation of digital identity management solutions. Deployments that utilize any open/standard identity technology, including Cloud, IGF, Information Cards, OATH, OAuth, OpenID, OpenSocial, OPML, PKI, RDF, RSS, SAML, WS-Security, WS-Trust, WS, XACML, XDI, XMPP extensions, XRD, XRI, etc., are encouraged to participate.

Organizations or individuals recognized as having an outstanding emerging application will receive the IDDY Award presentation at Kantara Initiative's annual identity workshop (February 14, 2011 at the RSA Conference) in San Francisco, CA where Matthew Gardiner, president of the Kantara Initiative Board of Trustees, will announce the winning applications based on scores given by a panel of judges. The judging panel consists of identity management and privacy and policy experts from around the world working collectively to evaluate applications based on information supplied in the nomination form and the following criteria:

1) Application has the potential to deliver new identity management capabilities (fills an industry need) to users and organizations (30%)

2) Application has the potential for wide scale deployment (20%)

3) Application successfully addresses identity issues such as reducing/preventing identity theft, addressing ease of use needs, helping to meet regulatory requirements, increasing consumer privacy, addressing policy challenges etc. - (20%)

4) Interoperability of vendor products plays a role in the potential success of this application (10%)

5) Application has the potential to allow organizations or individuals to deploy/enable new services and/or meets key vertical market requirements (20%)