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# Google Mounts \$100K Project Ara Dev Challenge

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Created 16/04/2014 - 8:44pm

Submitted by Rianne Schestowitz on Wednesday 16th of April 2014 08:44:06 PM Filed under [Android](#) [1] [Google](#) [2]

Modular product design is the wave of the future, said Shardul Kazi, Toshiba America senior VP, who sees the concept being extended to tablets and other products. Google is offering developers a carrot to help make that future materialize, in the form of a \$100,000 prize for Project Ara innovation. The rules for the competition will be released in May

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