

Official Media Release (For Immediate Release)

CREATIVITY WITH ICT: WORLD E-CONTENT WINNERS ANNOUNCED BY WORLD SUMMIT AWARD (WSA)

Salzburg - New York - Venice (October 11, 2007) **China, Italy, Mexico, and the Russian Federation are the clear winners in the 2007 World Summit Awards which show the global trends in e-Content within the United Nations Member States.**

Producers from these countries won three of the much sought-after WSA 2007 Awards, including special awards for strategic value for the Information Society ("WSA Jury Distinctions") and topped an approximately 24.000 others from 160 countries in the judgement of a 32 members Grand Jury from all continents which had met in Croatia.

China won in the categories of e-Entertainment ("Xplus Personalized Digital Media Distribution Platform"), e-Business ("DigitalCopyright.hk"), and e-Science ("China Digital Science and Technology Museum"). Italy did its best in e-Science ("The Metopes of Selinunte"), e-Learning ("Music Bus") and e-Health ("ULSS Asolo Medical Network"), Mexico - in e-Government ("ATM Express Government"), e-Entertainment ("indigo - brain media"), and e-Business ("National Financing - Development Bank"), and the Russian Federation succeeded in e-Science ("Virtual Atomic Energy Museum"), e-Inclusion ("Infoblago.ru"), and e-Entertainment ("Dom-3").

The World Summit Awards were started in the framework of the United Nations World Summit on Information Society as an initiative from Austria and are the world's premier contest for excellence in e-content and creativity. They honour producers of interactive multimedia and innovative ICT applications and are the only awards supported by a Public Private Partnership between professional organisations, industry, governments and UN organisations.

Two awards each went to Denmark, Germany, India, Ireland, Kuwait, New Zealand, USA, and Venezuela showing that excellence in the content use of new ICTs is not a matter of size of population. One award each went to Australia, Austria, Bahrain, Brazil, Egypt, France, Israel, Japan, Netherlands, Oman, Qatar and Romania. But also countries with less developed content industries returned home with 2007 World Summit Awards leapfrogging technologies with creative innovations: Cuba ("Portal Cuban Science Network"), Fiji ("Participatory 3D GIS Modelling Exercise"), Guatemala ("Interactive site for Guatemala"), Guyana ("Website of the National AIDS Programme Secretariat"), and Uganda ("Digital Inclusion for Communities in Bwindi Impenetrable National Park").

WSA identifies high-quality e-Content products and promotes the most outstanding achievements worldwide in collaboration with the UN Secretary-General's Global Alliance for ICT and Development, UNESCO and UNIDO. It is a global not-for-profit activity governed by a Board of world-leading multimedia experts and supported by an office at the International Center for New Media in Salzburg, Austria.

"The contest increases the market awareness for excellence in e-Content, ingenious ideas and novel solutions, thus assisting in the market-making of high-quality multimedia products. And for some producers of excellence it is the breakthrough they needed to

make it both locally and internationally” says Professor Peter A. Bruck, Chairman of the WSA Board of Directors.

“Success with a World Summit Award helps creative individuals and innovative companies no matter where they are from or how much cash they have. WSA addresses the global issues of Digital Divide and the Content Gap and thus contributes in an intelligent way to the achievements of the UN Millennium Development Goals” Bruck adds.

Key sponsors include the mobile telecom group ZAIN from Kuwait and the Internet Society. WSA sets standards in excellence for e-content globally and makes world leaders aware of the richness and diversity of e-content in order to narrow the Content Gap.

The **WSA 07 Gala** will celebrate the winners on November 5, 2007 at the annual conference on the Global Forum on Shaping the Future (November 5th-7th) at Fondazione Giorgio Cini in Venice, Italy.

The winners will be presenting their awards winning products at the two day **WSA Winners Conference** in Venice on November 3rd and 4th also in Venice.

More Information on WSA and links to winner products: www.wsis-award.org

WORLD SUMMIT AWARD WINNERS 2007

e-Government

- **Citizen.dk** – borger.dk/citizen.dk – Citizen Portal – Denmark
- **Lower House of German Parliament** Portal – bundestag.de – Germany
- **Citizen's Information** - citizensinformation.ie – Citizen Portal – Ireland
- **ATM Express Government** - offline product to provide government services to the citizens of Mexico through an ATM system – Mexico
- **Money and Politics** – maplight.org – mapping the correlations between Money and Politics in the USA – United States of America

e-Health

- **Kilogram Coach** – kilocoach.kurier.at – Food and exercise database and planner – Austria
- **Medicine Combination** – medicinkombination.dk – online National Drug Interaction database - Denmark
- **Website of the National AIDS Programme Secretariat** – hiv.gov.gy - Guyana
- **Rate My Hospital** - ratemyhospital.ie – Ireland
- **Arabic Video Phonetics Application** – offline software to improve speech disorders - Kuwait

e-Learning

- **Hafss** – offline product to improve learner's imitation of Arabic according to the rules of the Tajweed – Egypt
- **Eureka** – designmate.com – online learning aimed at areas with insufficient educational infrastructure – India
- **MusicBus** – interactive music learning – Italy
- **Geometry: between playing and the highest mark!** – offline CD set for education of Romanian-speaking children – Romania
- **Numeropolis** – numeropolis.com – online maths teaching for children - Venezuela

e-Entertainment

- **Xplus** – xplus.com - online production and distribution of digital magazines, newspapers and books - China
- **Desert Rebel** – desertrebel.com - a series of documentaries on the culture of resistance around the world - France
- **Indigo** – indigomedia.com - multimedia digital magazine - Mexico
- **Boys and Girls** – kids.islamweb.net – interactive edutainment for Arabic-speaking children – Qatar
- **Binary World** – mundobinario.net - The Largest Computer of the World - multimedia attraction park - Venezuela

e-Culture

- **The End of Silence** – www.auschwitzprozess.hr-online.de – multimedia documentary of the Auschwitz Trials in Frankfurt – Germany
- **Interactive Guatemala** – interactive virtual exposition – Guatemala
- **City of David** – cityofdavid.org.il - Israel
- **Te Puia** – Interactive Galleries and cultural media exhibits - New Zealand
- **Participatory 3D GIS Modelling Exercise for Resource Use, Development Planning and Safeguarding Intangible Cultural Heritage in Fiji** – Fiji

e-Science

- **China Digital Science and Technology Museum** – cdstm.net.cn – China
- **Portal Cuban Science Network** – redciencia.cu - Cuba
- **The Metopes of Selinunte** – Virtual archaeological site and museum - Italy
- **Geneious Pro** – geneious.com – allows scientists to search, organize and analyze genomic information - New Zealand
- **Virtual Atomic Energy Museum** – museum.roseneroatom.ru - Russian Federation

e- Business

- **The Merino Innovation Portal** - merinoinnovation.com – website for Australian Wool Innovation - Australia
- **DigitalCopyright.hk** - Online Digital Content Marketplace - China
- **National Financing Development Bank** - nafin.com – e-banking for small and medium sized companies – Mexico
- **Welcome to I-Kimono** – i-kimono.com – online second-hand Kimono marketplace, charity auction, and learning resource - Japan
- **KIVA micro finance** - kiva.org – connecting low-income entrepreneurs with multiple \$25 lenders online to reduce poverty globally - United States of America

e- Inclusion

- **Telecenters of Information and Business** - www.telecentros.desenvolvimento.gov.br - digital education of micro and small-sized companies – Brazil
- **Vision: for Blind** - a powerful screen reader - Kuwait
- **Higher Education Admission Center** - www.heac.gov.om - help for students from and outside Oman to apply Universities - Oman
- **Infoblago.ru** - the information support of the charities in Russia - Russian Federation
- **Bwindi National Park** - Digital Inclusion for Communities in Bwindi Impenetrable National Park, a UNESCO World Heritage Site - Uganda

WSA JURY DISTINCTIONS 2007

For Outstanding Strategic Value for the Development of the Information Society

- **LMRA** – Imra.bh – Website of the Labour Market Regulatory Authority - Bahrain
- **Rural India: e-Panchayat of Orissa** - Panchayatiraj Department Portal, Orissa Government - India
- **ULSS Asolo Medical Network** - pic.ulssasolo.ven.it/fpaweb – online medical records, clinical reports and test results for patients, doctors and medical authorities - Italy
- **Triangler** – mobile outdoor game - The Netherlands
- **Dom-3** - tnt-tv.ru – massive online virtual community game – Russian Federation

WSA 2007 Regional Special Mentions

Africa

Category	Country	Product Title
e-Culture	Gambia	Anansi the Spider Animation Project
e-Government	Ghana	Bank of Ghana/Ghana Cedis
e-Health	Senegal	African Network of Education for Health
e-Learning	Senegal	Your School Testing Training Portal
e-Business	Senegal	Gainde 2000: Custom Computer System
e-Entertainment	Togo	YouAndMe
e-Science	Togo	SMS Express

Arab Countries and Middle East

Category	Country	Product Title
e-Government	Egypt	The Egyptian Government Portal
e-Science	Iran (Islamic Republic of)	Helicobacter Pylori
e-Culture	Saudi Arabia	Islam House
e-Business	Saudi Arabia	Saudi Stock Exchange (Tadawul)

Asia

Category	Country	Product Title
e-Inclusion	China	China Mobile Information Portal for Rural Dwellers
e-Culture	Malaysia	Kapasitor
e-Government	Singapore	A Total Solution for Businesses in Singapore: Enterprise One, Business Licensing Service (OBLS)
e-Health	Singapore	SHAPE and IDEAS

North America and Oceania

Category	Country	Product Title
e-Health	New Zealand	The Kitchen
e-Entertainment	New Zealand	Cube
e-Inclusion	New Zealand	Kete
e-Learning	United States of America	MIT Open Course Ware

Europe

Category	Country	Product Title
e-Business	France	Netvibes

**MEMBERS OF THE WSA GRAND JURY 2007
Brijuni, Croatia**

Moderators: Peter A. Bruck (Austria), Jak Boumans (Netherlands)

- Shem Ochuodho (Rwanda)
- Ahmed Yahia (Egypt)
- Dennis Anderson (USA/Korea)
- Alexander Felsenberg (Germany)
- Waheed AlBalushi (Bahrain)
- Titilayo Akinsanmi (Nigeria)
- Cid Torquato (Brazil)
- Kresimir Lugaric (Croatia)
- Cornelius Hopmann (Nicaragua)
- Carina Felzmann (Austria)
- Faouzi Zaghib (Tunisia)
- Manar Al-Hashash (Kuwait)
- Luis Lopez (Colombia)
- Paul Hoffert (Canada)
- Dorothy Gordon (Ghana)
- Elisabeth Quat (China)
- Lucas Lim (Japan)
- Lumko Mtimde (South Africa)
- Alfredo Ronchi (Italy)
- Garegin Chugaszyan (Armenia)
- Anya Sverdlov (Russia)
- Jan Bieringa (New Zealand)
- Izzeldin Osman (Sudan)
- Peter Cernik (Venezuela)
- Abu Talib Bachik (Malaysia)
- Maria Zaghi (Guatemala)
- Katri Ristal (Estonia)
- Rodolfo Laddaga (Mexico)
- Latif Ladid (Luxembourg)
- Zawan Al-Sabti (Oman)
- Paul Braund (USA)
- Osama Manzar (India)

WSA GRAND JURY SPOKEPERSONS: 2007-2009

WSA Spokesperson for Africa:

- **Dorothy Gordon**, Director-General, Advanced Information Technology Institute – Ghana-India Kofi Annan Centre of Excellence in ICT, Ghana
- **Lumko Mtimde**, CEO, Media Development and Diversity Agency (MDDA) South Africa

Arab Countries and the Middle East:

- **Zawan Al-Sabti**, Projects Officer, Information Technology Authority (ITA), Oman
- **Faouzi Zaghib**, General Manager, R2i, Tunisia

Asia

- **Elizabeth Quat**, Co-Founder & Immediate Past President, Internet Professional Association (iProA)
- **Osama Manzar**, Founder & Director, Digital Empowerment Foundation, India

Europe

- **Anya Sverdlov**, Managing Director, Actis Systems, Russian Federation
- **Alfredo Ronchi**, Professor, Politecnico di Milano – MEDICI, Italy

Latin America

- **Cid Torquato**, Director General, MktTV.net, Brazil
- **Peter Cernik**, Director, CAVEDATOS / IDG, Venezuela

North America and Oceania

- **Paul Hoffert**, Chairman, Bell Broadcast and New Media Fund, Canada
- **Jan Bieringa**, Director, BWX Productions, New Zealand

WSA 2007 – GALA CELEBRATION AND WINNERS CONFERENCE

WSA Gala

The upcoming WSA Gala Celebrations is a unique international ceremony to honor excellence in multimedia and e-Content creation. It will take place at the Global Forum 2007, an annual, independent, international and invitation-only event dedicated to the trends and development of the New Information Society. By bringing together highest government leaders, business executives, civil society and world's best and most creative content producers, the Event creates a unique atmosphere of networking, experience exchange and serves as an international hub for those who stand for quality and innovation.

The Award is held in eight categories and five winners have been selected per category. Forty winners from all over the world are invited to be present at the Gala and awards will be handed out by high-level dignities.

Framework: Global Forum 2007 "Global Convergence 2.0"

Date: November 5, 2007, 5.45pm

Site: Fondazione Giorgio Cini, Arazzi Hall,
Isola di San Giorgio Maggiore,
Venice, Italy

Guests: approx. 300

Stakeholder: international businesses, SME's, Governments, Civil Society

More infos: http://www.items.fr/spip.php?page=globalforum&id_rubrique=82

WSA Winners Conference – Presenting the Winners of WSA 07

Date: Saturday 3 & Sunday 4 November, 2007

Site: Palazzo Franchetti, Venice, Italy

Stakeholders: All Winners & Friends of WSA

On 3 and 4 November 2007, Winners from all over the world will present their awarded projects and share their visions about the topic of "ICT & Creativity", a burning issue not just for the WSA and the EC MEDICI Framework, which will host the conference.

The Aim of the Conference:

ICTs in themselves are just useful for some people. But using and working with them creatively can improve the lives of many – by bridging the Digital Divide and Content Gap. Because creativity is not bound to being rich in terms of material goods, of infrastructure and access to networks. Creativity is a "natural resource" of the human mind, everywhere in the world. It is a matter of content. The aim of the WSA Winners Conference in Venice is to produce a truly optimistic showcase for bridging the Digital Divide and Content Gap. All Winners from the WSA 07 are invited to present their projects and discuss for two days with peers topics from e-Learning to e-Health and from e-Entertainment to e-Inclusion.

The conference will be co-chaired by

- Peter A. Bruck, Chairman, World Summit Award
- Sarbuland Khan, Executive Coordinator, UN Global Alliance for ICT and Development (GAID)

Jointly organized by: WSA, Global Forum, Medici Network

Supported by: Austrian Federal Chancellery, GPI, ZAIN Group

BACKGROUND

Executive Quote (more available by request):

„Contents and their quality are difficult to judge, more so than technology. In the case of technology, the parameters are clear and objective; the performance of chips can be measured in Hertz, the throughput of networks in bits per second, and the storage capacity of disks can be calculated precisely in bytes.

Such simple parameters do not exist for the quality of content. Yet, quality needs to be assessed: users need to know what they get or buy, clients need to order according to certain standards, producers and designers need to have best practice models and quality comparisons.

This is where the World Summit Award meets a real demand. The WSA is a unique mechanism to search and find out which quality contents exist around the world and how they meet criteria such as depth of content, ease of use, value adding of interactivity, aesthetics of design and interface, and technical realization.“ – Professor Dr. Peter A. Bruck, Chairman of the Board, World Summit Award

Sponsor Quote (more available by request):

„Our association with the WSA has served our corporate philosophy of contributing to the society we serve. Additionally the international presence and exposure we received over the past two years has exceeded our expectations. As a partner of the WSA, we can only encourage other global corporations to join in and support the cause“ – Dr Saad Al Barrak , CEO of Zain (www.zain.com)

Boilerplate:

The World Summit Award (WSA) was started in 2003 as part of the UN’s World Summit on the Information Society. It is a global initiative to select and promote the world’s best e-Content and innovative ICT applications; to date 168 countries are actively involved. Through national contests and a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today’s information society more inclusive.

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Note: Arrangements for contacting Professor Peter A. Bruck may be made through Anastasia Konstantinova

Photos (more available by request):

<http://www.worldsummitaward.blogspot.com>

Video WSA 05 Gala Celebration on UN Summit Conference in Tunis:

World Summit Award Gala 2005
http://www.youtube.com/watch?v=fMbg3_I1Svg&v2

Venice WSA 07 Gala Event:

World Summit Award Winners Conference
Global Forum on Shaping the Future