WORLD SUMMIT AWARD
c/o ICNM – International Center for New Media
Moosstrasse 43a | 5020 Salzburg | Austria
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Media Release

UN-based Award announces Top 40 in Digital Content

Innovative Content and high-quality apps from participating 105 UN member countries selected by Grand Jury in Hong Kong

Hongkong/Salzburg/New York, June 10th, 2011

Multi-channel and multi-device content for savvy citizens and creative use of biometric, wireless and conventional services are the hallmarks of the stellar products which are announced as this year's winners of the UN based World Summit Award (WSA).

As part of the UN activities following the World Summit on the Information society, the WSA recognizes the outstanding achievements of content designers and application producers in eight categories. It started in 2003 and will continue until the UN review in 2015.

Europe hosts the most of the world's best in e-Content and Creativity - 18 winning projects. China, India, New Zealand and Singapore won 2 awards each by producing superior websites, content rich apps or creative digital content. Egypt, famous for its new media revolution, takes home one World Summit Award.

"All those winning the WSA, from Colombia to India and from Ghana to Lithuania, can be proud as they show that great digital contents are produced in every region of the world They have won in a competition of more than 460 entries," states Prof. Dr. Peter A. Bruck, Chairman of the World Summit Award Board of Directors.

The WSA 2011 Winners will present their outstanding products and projects, network with business partners and meet other experts in the field of ICT at the WSA Winners Events in Cairo, Egypt, later this year.

The Winners were decided on by a Grand Jury in Hong Kong of eminent international experts coming from all continents and with backgrounds in the creative industries, telecommunication, advertising, journalism and research, as well as in teaching. They evaluated the over 460 submissions from 105 countries on the basis of content and creativity.

Each UN member state can only nominate one product per category and thus, most of the UN member states organise national pre-selection awards prior to the Grand Jury Meeting.

About the WSA
The World Summit Award (WSA), was started as an initiative by the Republic of Austria as a contribution to the United Nations World Summit on Information Society(WSIS) and is organised by the International Center for New Media (ICNM) in Salzburg. It partners with UN organisations and agencies in the implementation of the Geneva Agenda and the Tunis Action Plan and selects and promotes the world's best e-Content and innovative ICT applications; to date more than 160 countries are actively involved. Through national

pre-selections and 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.

For further information, go to www.wsis-award.org or contact wsa@icnm.net.

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Additional Information
These are the 2011 Winners of the World Summit Award per Category

e-Government & Institutions

Title	*Producer*	*Country*	*URL*
e-Annual Report Elektrooniline Majandusaasta Aruanne	Centre of Registers and Information Systems	**Estonia**	www.egov-estonia.eu/xbrl
My cpf – CPF Service Transformation	Central Provident Fund Board Singapore	**Singapore**	cpf.gov.sg
Empowering India	Liberty Institute	**India**	www.empoweringindia.org
Tunisian Industry Portal Portail de l'Industrie Tunisienne	Agency for the Promotion of Industry and Innovation	**Tunisia**	www.tunisieindustrie.nat.tn
DigiD	Logius	**Netherlands**	www.digid.nl

e-Health & Environment

Title	*Producer*	*Country*	*URL*
SPARX	University of Auckland	**New Zealand**	www.frozenflameweb.com/sparxmain.html
COLLAPSUS	Submarine	**Netherlands**	www.collapsus.com
EPI Life	EPHONE INTERNATIONAL (S) PTE LTD	**Singapore**	www.epi.com.sg
Beijing Traditional Chinese Medicine Digital Museum 北京中医药数字博物馆	Beijing Traditional Chinese Medicine International Exchange and Cooperating Center (BTCMIECC)	**China**	www.tcm-china.info
Verdeate.com	Ideas Online	**Colombia**	www.verdeate.com

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e-Learning & Education

Title	*Producer*	*Country*	*URL*
Wikigoviya	Audio Visual Centre, Department of Agriculture	**Sri Lanka**	www.goviya.lk
Bitstrips for Schools	Bitstrips Inc.	**Canada**	www.bitstripsforschools.com
Rufoof رفوف	Flagship Projects Marketing FZ-LLC	**UAE**	www.rufoof.com
Technology and Civilization in Ancient China 中国古代科技文明	Information Center of China Association for Science and Technology	**China**	www.ancientech.cn
Dnevnik.ru	Dnevnik.ru	**Russian Federation**	www.dnevnik.ru

e-Entertainment & Games

Title	*Producer*	*Country*	*URL*
Mini-mundi: "tamagotchi" online game for the environment Mini-mundi: cuidando el ambiento con un juego electronico	MilknCookies	**Guatemala**	www.mini-mundi.com
Sumo	OmniMotion Technology Ltd.	**Ireland**	www.sumobattle.com
My name is Haas Mijn naam is Haas	Mijn naam is Haas	**Netherlands**	www.mynameishaas.com
JoyTunes ג'ויטונס	JoyTunes	**Israel**	www.joytunes.com
Limbo	Playdead	**Denmark**	www.limbogame.org

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e-Culture & Heritage

Title	*Producer*	*Country*	*URL*
World of the Habsburgs Welt der Habsburger	Schloss Schoenbrunn Kultur- und Betriebsges.m.b.H	**Austria**	www.habsburger.net
The WALL Vaeggen	Gibson Group Ltd	**New Zealand (Denmark)**	www.gibson.co.nz
Redress Remix	Stich Media	**Canada**	www.redressremix.ca/#/home
The Nude Maja La Maja Desnuda	La Maja Desnuda	**Venezuela**	www.lamajadesnuda.com
The Germans Die Deutschen	Zweites Deutsches Fernsehen (ZDF)	**Germany**	www.diedeutschen.zdf.de/

e-Science & Technology

Title	*Producer*	*Country*	*URL*
Renderfarm.fi – Making movies with a screensaver Renderfarm.fi - Elokuvantekoa näytönsäästäjällä	Laurea University of Applied Sciences	**Finland**	www.renderfarm.fi
Peer Water Exchange	Peer Water Exchange	**India**	www.peerwater.org
Discover Primary Science & Maths	Discover Science & Engineering	**Ireland**	www.primaryscience.ie
PORDATA	Francisco Manuel dos Santos Foundation	**Portugal**	www.pordata.pt
Scienexx	MMCD NEW MEDIA GmbH	**Germany**	www.scienexx.de

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e-Business & Commerce

Title	*Producer*	*Country*	*URL*
Areoscan	Areograph Limited	**New Zealand**	www.areoscan.com
Hootsuite	HootSuite Media, Inc.	**Canada**	hootsuite.com/about
Monaqasat	NuServ Online Tender Services LLC	**Lebanon**	www.monaqasat.com
Hammerkit	HammerKit Oy	**Finland**	www.hammerkit.com
Star Nsoroma	Multiplant Ltd.	**Ghana**	www.nsoromagps.com

e-Inclusion & Participation

Title	*Producer*	*Country*	*URL*
Help for Children Pagalba vaikams	State Child Rights Protection and Adoption Service under the Ministry of Social Security and Labour	**Lithuania**	www.pagalbavaikams.lt
Epooq	Oppifi Oy	**Finland**	www.epooq.net
News and learning with sign language Jelnyelvi Híradó és tanulás	Hallatlan Foundation	**Hungary**	www.hallatlan.hu
Mexico in Community Mexico en Comunidad	IT Cooperation Center Iberoamericana AC	**Mexico**	www.mexicoencomunidad.org.mx
Erada إدرادة	Egypt ICT Trust Fund	**Egypt**	erada.kenanaonline.com