

Media Release

## Local beats global in mobile Apps

### World Awards for mobile contents & apps go to India and USA; Russia & Germany are runner ups in quality content

Salzburg/Abu Dhabi, Nov. 9<sup>th</sup>, 2010

**The United Nations based World Summit Award announces the winners of the best mobile content and apps to be called on stage at the Abu Dhabi Gala, December 6<sup>th</sup>, 2010. While mobile telephony is a global network, the best content comes from producers developing very local content. India and US producers are winning 4 awards each in the 8 categories of the WSA-mobile. Russia and Germany score high in content quality with 3 winners each. More than 420 products from close to 100 UN member states were entered in the 2010 contest.**

“Mobile content proves to be national and quite different than online where global reach is the name of success”, explains Prof. Peter A. Bruck, Chairman of the Award. “The winners show that excellent apps not all run on just one platform such as iPhone, but many of the most used mobiles to deliver special value to users in a convergent manner” says Bruck.

The WSA-mobile awards honour the most outstanding content in 8 categories: m-Business, m-Government, m-Health, m-Learning, m-Media, m-Entertainment, m-Tourism and m-Inclusion. In each of the eight categories, the Grand Jury of global experts selected 5 winners.

India is top with four WSA-mobile Awards, including a system that helps the management of the Madhya Pradesh Forest Department. From fire alert to tree marking, wild life management and forest dwellers surveys – everything can be done via mobile phone. Other outstanding apps are a mobile micro-banking and a mobile education system for companies. US content to be called the stage in Abu Dhabi include: The “Consumer Reports Mobile Shopper App”, the participative City-Portal “Boston Connect”, the “WellDoc Diabetes Manager System” and the immigrant media platform “Mobile Voices”.

In three of the eight categories, a winner from Russia was named. Decorated in the category m-Business & Commerce was “i-Vend”, a system that enhances retail through vending machines. Using i-Vend, payments can simply be made using a mobile phone, which is not only comfortable for the consumer but also supporting the sales numbers. The mobile version of the popular website “Omlet.ru” was named a winner in the category m-Entertainment. It legally offers music, films, TV programs, games, including some of the latest releases, and combines this with an entertainment community, where fans can discuss about their stars.

Awarded for its achievements in the category m-Media & News was the website “You Are the Reporter” publishing multimedia news content contributed by citizen journalists using technology such as mobile devices to cover topics ranging from rather popular entertaining topics to poverty, corruption and abuse of power.

Germany scored in the category m-Business & Commerce: the “DB Navigator” offers a real time information service for public transport in Germany and railway connections in the whole of Europe. The “MyHandicap App”, a German winner in the category m-Inclusion & Empowerment, helps physically challenged people to find access information for all types of places from restaurants to museums. The “Deutscher Bundestag” App, which won in the category m-Government & Participation, provides comprehensive information on what is going on in the German parliament – right on your phone.

Neighbouring Austria won twice. Taking home the trophy in m-Environment & Health is the app *E. M. M. A* (for: excellent mobile medical application) which assists hospitals and health care facilities to care easier for patients, while at the same time being secure to protecting sensitive data. The *Wikitude World Browser*, the first “Augmented Reality Browser” or smart phone users. The system, winning in the m-Tourism & Culture category, combines real life pictures with digital data, which makes it not only a comfortable multimedia tour guide, but also a great tool for save navigation systems. Using the Wikitude Drive programme, you will always see what is happening on the street, even when checking for directions.

Australia also used an augmented reality approach and won in the m-Entertainment category. “The Hidden Park” app blends smart phone wizardry with the natural wonder of famous as well as next door parks. It is an adventure game created especially for young families. A winner in the media category is the Australian Broadcasting Corporation. The ABC iPhone app caters for the broad audience base of the national broadcaster, with content coming from ABC radio, ABC TV and regularly updated ABC News stories.

The United Kingdom was also successful in the m-Media & News category. The app and the mobile website of the *Guardian* offer rapid access to the latest headlines across News, Sport, Culture and Business. Furthermore, the retailer *Marks & Spencer* was awarded for its mobile commerce website. Customers on the move can use it to search, browse and buy easily from any web-enabled mobile phone or device. Neighbouring Ireland won in the m-Inclusion category: The app “Grace” helps autistic and other special needs children to communicate effectively by building sentences from relevant images to form sentences.

The WSA-mobile Winners’ Gala, Conference and Expo in Abu Dhabi from 5 to 8 December will be the world’s first event focused on excellence in mobile content and applications. It will also offer a chance to network and get to know the state-of-the-art. “One can also call the Abu Dhabi meetings the ‘General Assembly of Mobile Content’”, says WSA-Chairman Bruck.

The finalists were selected in the UN member states by a multi-step evaluation process lead by eminent national experts, an independent selection committee or an open national contest. The Grand Jury of 20 internationally recognized experts selected the global winners from the national finalists. “The Jury members hail from all continents and they have rich and diverse professional backgrounds as leaders in the creative industries, telecommunication, advertising, media and research. The jury was highly responsive to cultural differences and they worked to award visible great m-content, no matter whether it originated in Canada or Mexico, Guatemala or Slovenia”, explains WSA Chairman Prof. Peter A. Bruck. “This way WSA ensures that the events in Abu Dhabi will present what is top on the global plane.”

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More information on Keynote Speakers and Panels of the *WSA-mobile Winners' Gala, Conference and Expo* can be found in the pre-programme on [www.wsa-mobile.org](http://www.wsa-mobile.org) or by clicking [here](#). You can also directly register for the event on the website.

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### **About the WSA-mobile**

*Organised by the International Center for New Media (ICNM) in Salzburg, the World Summit Award Mobile is a global initiative within the framework of, and in cooperation with, the United Nations World Summit on the Information Society (WSIS), in collaboration with UNESCO, UNIDO and the United National Global Alliance for ICT and Development (UN GAID).*

*The WSA-mobile is the only ICT event worldwide, which reaches the mobile community in over 160 countries and is able to promote the best mobile content and innovative applications out of this huge selection.*

*Abu Dhabi, as the city of the award's key partner ADSIC (Abu Dhabi Systems & Information Centre), will host all WSA-mobile Awards until at least 2015.*

*For further information, go to [www.wsa-mobile.org](http://www.wsa-mobile.org) or contact [wsa@icnm.net](mailto:wsa@icnm.net).*

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**ANNEX: The Winners of this year’s World Summit Award Mobile Content are:**

**Category 1: m-Business & Commerce**

Winning Project & Description	Producer
<p><i>Consumer Reports Mobile Shopper</i>            The app brings 75 years of expert and unbiased product ratings and reviews to users where they need it most – at the point of purchase.</p>	<p>Consumers Union/Consumer Reports  <i>United States of America</i></p>
<p><i>Eko – branchless financial services</i>            Eko has pioneered low-cost technology &amp; distribution infrastructure for banks to extend financial services to the unbanked customers viably.</p>	<p>Eko India Financial Services  <i>India</i></p>
<p><i>Marks &amp; Spencer mobile commerce</i>            The website is the first mobile site from a major UK high street retailer. Customers on the move can now search, browse and buy easily from any web-enabled mobile phone or device.</p>	<p>Marks &amp; Spencer  <i>United Kingdom</i></p>
<p><i>Mobile Vending /i-Vend</i>  <i>Мобильный вендинг</i>            Mobile vending is retail through vending machines when payment is made by mobile phone (via SMS, IVR, NFC or QR Code).</p>	<p>i-Free  <i>Russian Federation</i></p>
<p><i>DB Navigator</i>            With DB Navigator the German Railways (DB) offer the most comprehensive information service about public transport in Germany.</p>	<p>DB Vertrieb GmbH  <i>Germany</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            Pão de Açúcar Delivery Mobile, Brazil            MyShop, Tunisia</p>	

## Category 2: m-Government & Participation

Winning Project & Description	Producer
<p><i>Citizens Connect</i>            The App enables users to report service requests, such as potholes or graffiti, to the City of Boston and monitor how the City has addressed them.</p>	<p>Boston City Hall  <i>United States of America</i></p>
<p>Mobile Portal - Kingdom of Bahrain            بوابة الحكومة الإلكترونية للهاتف النقال            Including over 45 eServices available via WAP and SMS, the Mobile Portal is used as a key channel in the delivery of eServices to the Citizens of Bahrain.</p>	<p>eGovernment Authority  <i>Bahrain</i></p>
<p><i>German Parliament</i>  <i>Deutscher Bundestag</i>            The German Bundestag is one of the first European parliaments to provide an app to access its information and latest news at any time while on the move.</p>	<p>Babel GmbH  <i>Germany</i></p>
<p><i>Many to One SMS</i>            This projects uses a “MANY TO ONE SMS” based application to help the government monitor labour at nregs work sites.</p>	<p>Phoenix Software Solution  <i>India</i></p>
<p><i>M-Post</i>            M-Post is a show case of modern public post bridging digital gap with a variety of mobile services, including money transfer or tracking the delivery process.</p>	<p>Tunisian Post  <i>Tunisia</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            Ghana Decides, Ghana            Taxi Guard, Mexico</p>	

### Category 3: m-Learning & Education

Winning Project & Description	Producer
<p><i>BBC Janala</i>  <i>বিবিসি জানালা</i>            Audio lessons and SMS services turn the mobile phone into a powerful low-cost learning device for people previously denied the benefits of English education.</p>	<p>BBC World Service Trust  <i>Bangladesh</i></p>
<p><i>Drona – Mobile Learning Management System</i>            Drona provides not just an m-learning environment but also helps to create your own mobile applications as and when required.</p>	<p>Deltecs Info Tech Pvt. Ltd.  <i>India</i></p>
<p><i>Grace App For Autism</i>            The app helps autistic and other special needs children to communicate effectively by building sentences from relevant images to form sentences.</p>	<p>Grace App Communication  <i>Ireland</i></p>
<p><i>Hesabi - My Math</i>  <i>حسابي</i>            With quiz and drawing sections, the App allows children to learn about numbers, both Arabic and Hindi, in a fun way.</p>	<p>Flagship Projects Marketing  <i>United Arab Emirates</i></p>
<p><i>Tickle Tap Apps</i>            Tickle Tap Apps are a large selection of age-appropriate educational games for preschoolers.</p>	<p>zinc Roe Inc.  <i>Canada</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            Mobile Learning, Mexico            E-learning Project, Nigeria</p>	

#### Category 4: m-Entertainment & Lifestyle

Winning Project & Description	Producer
<p><i>Africam Digital</i>            The Zoofari app provides, in a fun and entertaining way, detailed information on the natural habitats, characteristics, and customs of different species in the Africam Safari Zoo.</p>	<p>Africam Safari  <i>Mexico</i></p>
<p><i>Angry Birds</i>            Angry Birds is the worldwide mobile gaming phenomenon of 2010. It is a physics-based game for touch screen mobile devices.</p>	<p>Rovio Mobile Ltd.  <i>Finland</i></p>
<p><i>Omlet.ru</i>  <i>Омлет.ру</i>            The mobile version of Omlet.ru offers quality legal content such as music, films, TV programmes and games as well as an entertainment community.</p>	<p>Mobile TeleSystems  <i>Russian Federation</i></p>
<p><i>Sekai Camera</i>            "Sekai Camera" (World Camera) helps to experience a newfound connection between the Real and Virtual world: it is a Social Augmented Reality Mobile Location-based Service.</p>	<p>Tonchidot Corporation  <i>Japan</i></p>
<p><i>The Hidden Park</i>            The Hidden Park blends smartphone wizardry with the natural wonder of your local park. It is an adventure game created especially for young families.</p>	<p>Two Bulls  <i>Australia</i></p>
<p><b>Special Regional Achievement Awards*:</b>            m-Idol Ethiopia, Africa            Mozaic Mobile, Qatar</p>	

Category 5: m-Tourism & Culture

Winning Project & Description	Producer
<p><i>Hungary Tourism</i>            The app allows you to browse among 25.000 locations across Hungary including hotels, restaurants, museums, sights and spas.</p>	<p>AFF Group  <i>Hungary</i></p>
<p><i>Ligo Ligo App</i>  <i>Līgo Līgo App</i>            Līgo Līgo App is an iPhone application dedicated to the traditional Ligo (solstice) festival.</p>	<p>CUBE  <i>Latvia</i></p>
<p><i>SmartMuseum</i>            With SmartMuseum visitors of museums and sights can register via their mobile devices and receive a of full-featured audio-video experience about the visiting site on-the-go.</p>	<p>Melon, Inc.  <i>Bulgaria</i></p>
<p><i>Wikitude World Browser</i>            Wikitude World Browser is the very first Augmented Reality Browser for smartphone-users. Around 110 Million POIs are displayed on your smartphone's screen, right where the real object is situated.</p>	<p>Mobilizy GmbH  <i>Austria</i></p>
<p><i>WI-BIKE</i>            Wi-Bike is the innovative interactive multimedia guide for bike touring, by creatively integrating state-of-the-art mobile GPS technology and multimedia content.</p>	<p>IKON S.r.l.  <i>Italy</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            VANCover Olympics Spectator Guide, Canada            Pocket Travel Assistant, India            CULTMOB, Egypt</p>	



**Category 6: m-Media & News**

Winning Project & Description	Producer
<p><i>ABC iPhone application</i>            The ABC iPhone app caters for the broad audience base of the national broadcaster, with content coming from ABC radio, ABC TV and regularly updated ABC News stories.</p>	<p>Australian Broadcasting Corporation  <i>Australia</i></p>
<p><i>Apontador Traffic</i>  <i>Apontador Trânsito</i>            The App was developed to provide real-time news about the traffic in the principal streets and avenues not only of Sao Paulo, but also Rio de Janeiro and Belo Horizinte.</p>	<p>Apontador  <i>Brazil</i></p>
<p><i>m.guardian.co.uk and the Guardian iPhone app</i>            The app and the mobile website offer rapid access to the latest Guardian headlines across News, Sport, Culture and Business.</p>	<p>Guardian News and Media  <i>United Kingdom of Great Britain and Northern Ireland</i></p>
<p><i>Newelo Need2Feed</i>            By matching tasks with available and suitable persons, the app is a flexible mobile content creation and data gathering solution for the media and publishing ecosystem.</p>	<p>Newelo Oy  <i>Finland</i></p>
<p><i>You Are The Reporter</i>  <i>Ты - репортер</i>            You Are Reporter is a web portal for publishing multimedia news content (text plus video and/or photo) contributed by citizen journalists.</p>	<p>RIA Novosti  <i>Russian Federation</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            Tuniscope, Tunisia            Mobile Virtual Expo, China            The Namibian: What You're Saying, Namibia</p>	

**Category 7: m-Environment & Health**

Winning Project & Description	Producer
<p><i>excellent mobile medical application – E. M. M. A</i>  EMMA is a tool for hospitals and health care centres, making it easy for medical staff to add and view data.</p>	<p>exthex gmbH  <i>Austria</i></p>
<p><i>medica</i>  ميدیکا  Medica is a multimedia prescription manager and medication reminder. It also reminds patients of attending treatment sessions, and follow-ups.</p>	<p>Mr. Ahmed Elkaragy  IRWAA, LLC  <i>Egypt</i></p>
<p><i>M-Mantra for Forest and Wild Life Management</i>  Several applications for PDAs have been developed, including a Fire Alert Messaging System, a Forest Offence Management System, a Forest Dwellers Survey System, as well as systems for Forest Navigation, Forest Planning and Geo-mapping.</p>	<p>Madhya Pradesh Forest Department  <i>India</i></p>
<p><i>Mobile portal Te-Tol</i>  <i>Mobilni portal Te-Tol</i>  The application provides environmental information about the region and surrounding locations of the electric power station that uses fossil fuel.</p>	<p>TERMOELEKTRARNA TOPLARNA LJUBLJANA  <i>Slovenia</i></p>
<p><i>WellDoc DiabetesManager System</i>  The WellDoc® DiabetesManager® System utilizes mobile phones and the Internet to enable healthcare professionals to extend their care for Type 2 Diabetes patients beyond traditional office visits.</p>	<p>WellDoc  <i>United States of America</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>  Mobile-based Health Management System, Trinidad and Tobago  AgriManagr, Kenya</p>	

**Category 8: m-Inclusion & Empowerment**

Winning Project & Description	Producer
<p><i>DIALOG TRADENET</i>            Tradenet is a virtual marketplace that enables dynamic matching of buyers and sellers, whilst also providing reference prices on demand.</p>	<p>Dialog Axiata PLC   <i>Sri Lanka</i></p>
<p><i>EMERGENCY CHAIN for Guatemala</i>  <i>CADENA DE EMERGENCIA de Guatemala</i>            The product helps coordinate remote communities in Guatemala at a very low cost, in seconds, with any cell phone. It uses SMS integrated with a web-enabled system.</p>	<p>Tech4Mobile   <i>Guatemala</i></p>
<p><i>Mobile Link Service</i>            □□□□□□□□            The Mobile Link Service (MLS) is a 24-hour innovative outdoor emergency support and caring service to enhance the social inclusion of seniors by empowering their independence and freedom in living in the community.</p>	<p>Senior Citizen Home Safety Association   <i>China</i></p>
<p><i>Mobile Voices</i>  <i>Voz Mob</i>            Mobile Voices is a platform for immigrant and non-immigrant low wage workers in Los Angeles to create stories about their lives and communities directly from cell phones, thus gaining greater participation in the digital public sphere.</p>	<p>Mobile Voices            Instituto de Educacion Popular del Sur de California            University of Southern California   <i>United States of America</i></p>
<p><i>MyHandicap App</i>            The App addresses people with disabilities who depend on accessibility information due to mobility restrictions, offering a large number of relevant addresses in categories such as leisure &amp; sports, education &amp; professional or health care and disposal.</p>	<p>Stiftung MyHandicap gemeinnützige GmbH   <i>Germany</i></p>
<p><b><i>Special Regional Achievement Awards*:</i></b>            MMS Sign - To make cell phones accessible to deaf, Tunisia            MzansiSMS, South Africa</p>	

\*Special Regional Achievement Awards are given to those producers/developers participating in the 2010 contest whose product was evaluated by the Grand Jury to be among the best in a category where there is no winner from that global region. WSA recognizes 6 global regions of the e- and m-content industry: Europe, North America and Oceania, Latin America, Asia, Arab Countries and Africa