



# Four Minute Review

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## India will host the WSA Grand Jury 2009 April 2-8, New Delhi

India does well. After winning 8 Oscars for the fairytale story of Slumdog Millionaire, India will host the world's most eminent group of jurors looking at interactive digital content.



From 2 – 8 April, the World Summit Award Grand Jury 09 will bring to New Delhi 36 experts in digital content and creativity from 32 different countries to judge the digital Oscars for 2009.

The World Summit Award (WSA) contest is a United Nations Flagship Initiative of the Global Alliance for ICT and Development and involves 168 countries. The awards will be handed out in Monterrey, Mexico, in June. This will be the fourth time that the world wide contest for e-content and creativity is organised.

The Indian Department of Information Technology acts as host, and the Digital Empowerment Foundation (DEF) will be the local organizers.

“Hosting the WSA Grand Jury in India is another step to DEF’s vision of making India a rich information society as well as an empowered country in the real sense.” - says Osama Manzar, Founder and Director of the Digital Empowerment Foundation.

“We are interested in the use of ICTs to better the socio-cultural and economic ways of living for all. DEF’s vision is to see that individuals and communities in India do not lag behind due to lack of avenues to access the immense power of information and communication technologies” Manzar adds.



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## Meet the new WSYA Patron - Governor Gabriele Burgstaller



Who else is to determine the fate and future of our planet but you, the young and rising generation? Voice your ideas, articulate your dreams and claim your stake in the political process.

The world is facing many challenges: The world financial system needs to be reformed. Climate change with all its negative effects is becoming more and more a threat. Poverty and hunger world wide still are to be made history. "Universal primary education" for all boys and girls alike is "Millennium Development Goal No. 2". We do our best to achieve it. No sooner will we overcome the challenges than we are ready to say "we can". We need to globalise our personal conviction that we can make it happen. We will hand the young and hopeful the necessary tools to shape and make their dream come true. The global competition of the World Summit Youth Award is a most welcome contribution.

Mag. Gabi Burgstaller  
Governor Salzburg County

## INFOMANTIS SCREENSAVER WSA GOES ONLINE IN TIME FOR THE CONTEST '09

InfoMantis has developed an interactive customised screensaver for the World Summit Award (WSA). In WSA design, and full of useful focused information and news, the WSA-iSaver is a marketing tool with added value for both participants and members of the WSA community. The WSA-iSaver is available free of charge for download on [www.wsis-award.org](http://www.wsis-award.org)

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## India will host the WSA Grand Jury 2009

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The WSA Grand Jury is a unique opportunity for digital content experts to get a special overview of the state of the art in e-Content industry world wide and to learn about the best and most creative applications from other countries.

The Jury will be preceded by the International Summit for Digital Content – a one-day working conference aiming to network the foreign experts with Indian e-Content leaders and creatives.

“Selecting e-Content and innovative applications is a key factor to drive markets to develop quality services and culturally diverse products” says Prof. Peter A. Bruck, Chairman of the World Summit Award. “Thanks to the initiative of DEF this global activity will yet again be able to hold this crucial meeting in a professional and relevant environment.”

Every two years the WSA Grand Jury brings together 36 experts from all parts of the World - Africa, Asia, Australia and Oceania, North and Latin America and Europe. The WSA Board, which makes the final decision on the members list, has a challenging task to keep a good balance according to geographical, professional and gender criteria. The Jury is a challenging process, implying fun and hard work, new experiences and passionate discussions, and requiring from the members not only excellent professional expertise but also a high ability for intercultural exchange.



From over 10.000 applications entered in WSA national contests and selections within the last 4 months only around 400-500 make it to the Grand Jury, which will have to make a difficult decision on the best of the best - the 40 winners, five in each of the eight WSA categories.

Previous Grand Jury meetings were held 2003 in Dubai, 2005 – in the Kingdom of Bahrain and 2007 – on the Croatian Island of Brijuni.

## INFOMANTIS Screensaver for the WSA goes online in time for the Contest '09

The iSaver is a Windows screensaver, which has an integrated news ticker. Its configuration, topics and design are attuned to the WSA website. Centre of the iSaver is the large photo gallery which shows pictures from the last contest cycle, including the Jury members, the gala event as well as the winners. All relevant facts on this year's contest as well as the latest industry news are integrated in the iSaver in a short version, and are updated on a regular basis. By clicking on the respective news item the user can retrieve the detailed report from the WSA website.

Upcoming events, general information and reports on the best e-content products and ICT applications are also integrated in short in the screensaver.

With just one click the user is lead to detailed information on the events and products.

infoMantis Ltd. specialises in the successful deployment of RSS-based communication solutions for businesses. Since its foundation in 2003 the company has been supplying innovative software tools for creative marketing online and efficient corporate communication.

Desktop applications such as the iSaver, iNewsFlash or the 3D-Widget iCube are perfect solutions for web-based communication unfettered by spam and cramped mail-boxes - be it online, for internal communication or for partner management.

Today, more than 300 clients worldwide rely on the know how of the Osnabrück based RSS-specialist, among them reputable companies such as DHL, Premiere, Ferrari, Deutsche Telekom, T-Online, freenet or FAZ.

Karin Gilberd, Event & Community Manager of the World Summit Award, is thrilled about the new WSA iSaver: „We are very pleased to be able to provide our own WSA version of the iSaver to our network members, as it enables us to spread the latest news on WSA and the ICT community in a fast and simple manner.”

The WSA iSaver can be downloaded on

[www.wsis-award.org](http://www.wsis-award.org) free of charge.



## UPCOMING EVENTS 2009:

### WEBIST Conference

23-26 March, 2009

The purpose of the 5th International Conference on Web Information Systems and Technologies (WEBIST) is to bring together researchers, engineers and practitioners interested in the technological advances and business applications of web-based information systems. The conference has four main tracks, covering different aspects of Web Information Systems, including Internet Technology, Web Interfaces and Applications, Society, e-Communities, e-Business and, last but not least, e-Learning.

WEBIST focuses on real world applications, highlighting the benefits of Web Information Systems and Technologies for industry and services, in addition to academic applications. Ideas on how to solve business problems, using web based information systems and technologies, will arise from the conference.

Prof Bruck will be giving a keynote speech, presenting six of the best projects from around the world in the categories of e-Business and e-Government, which have been judged by independent experts to be outstanding examples of how consumer ICT can strengthen SME's on the marketplace, support and optimize business and administrative processes and strengthen participation of citizens in information society decision making beyond past limitations of space and time. Key facts of the applications are reported and the judgments of the WSA Grand Jury are presented in order to provide an informative overview of how culture is made rich with a good use of ICTs.

#### CONFERENCE AREAS INCLUDE:

- AREA 1 - INTERNET TECHNOLOGY
- AREA 2 - WEB INTERFACES AND APPLICATIONS
- AREA 3 - SOCIETY, e-BUSINESS and e-GOVERNMENT
- AREA 4 - WEB INTELLIGENCE - Web Content Mining

For further program information please visit:  
[www.webist.com](http://www.webist.com)

### Swiss Online Marketing

1-2 April, 2009

WSA will exhibit the World's best in e-Content at the Swiss Online Marketing exhibition, which will take place in Zurich from 1 - 2 April 2009.

The exhibition will highlight the vast opportunities that the Internet as marketing tool has got to offer, and also provides solutions on how to best exploit them. The new Swiss trade fair for digital Marketing provides a unique overview of the advertising tools of the future and shows their enormous potential.

Decision makers are looking for a current market view and will find valuable decision support and appreciate the differentiated possibilities of comparison. The target group of Swiss Online Marketing comprises business affiliates, media decision makers, advertising and media agencies, top-level managers from small and medium sized businesses and many more.

The Swiss Online Marketing Team has also extended its cooperation with us onto all former WSA winners and is offering a special deal: Any former WSA winner, who decides to take an exhibition stand of 4m<sup>2</sup> or more at the Swiss Online Marketing, receives a speaker slot at the of at least 30 minutes to present your product and company.

Should you be interested to learn more about this special deal, please contact [gilberd@icnm.net](mailto:gilberd@icnm.net)



### NEXT ISSUE:

- » **WSA GRAND JURY:** Meet the Jury members 2009
- » **WSA GALA:** A sneak preview of the planned events
- » **WSA PARTNER:** The Bahrain eGovernment Authority

World Summit Award Office  
 c/o ICNM - International Center  
 for New Media  
 Moosstraße 43a  
 A-5020 Salzburg, Austria  
 Tel: +43. 662. 630408  
 Fax: +43. 662. 630408.22  
 email: [wsa@icnm.net](mailto:wsa@icnm.net)