

## **Official Media Release**

### **Belgian Multimedia Product is Best in the World: "MyMachine" wins WORLD SUMMIT AWARD 09**

Salzburg/Kortrijk (August 04, 2009). MyMachine attracts international attention for creating the world's best e-Content. The multimedia project "MyMachine" has won the World Summit Award (WSA 09) with a unique concept by building bridges between different levels of education: primary, higher and secondary education. Children in primary schools produce ideas to create their own 'dream machine'. Students from higher education translate those ideas into workable designs. Finally, pupils from technical secondary schools use the online material in order to produce real prototypes of the machines. MyMachine is a joint project of the Intercommunale Leiedal (Intermunicipal body), the Community Foundation of West-Flanders, Howest University and Indie Group (web developers). For more information visit the homepage <http://www.mymachine.be>.

With this, "MyMachine" has approximately outrun 20.000 other products and projects from 157 countries participating in the 4<sup>th</sup> edition of the WSA, the United Nations based contest for e-content and creativity in the Information Society.

The global contest on creativity generated content is taking place every two years as a follow-on activity to the UN World Summit on Information Society. This year 545 national finalists from the United Nations Member States were selected by 34 eminent e-Content experts in New Delhi.

The submitted projects were nominated in one of the eight WSA categories to receive global acknowledgement as the world's Best in e-Content. Australia, Austria, Canada and New Zealand dominate this years winners list.

"In contrast to mass TV and newspapers, the new media do not concentrate in one country or one region; we do not see a digital Hollywood or digital Fleet street. Rather, the most interesting e-Contents come from smaller markets, and there from smaller players. They appear to be much more in touch with users and their communities. Local content, not global, triumphs in terms of quality" concludes from the Jury proceedings Peter A. Bruck, WSA Chairman.

The WSA is a global not-for-profit activity promoting the most outstanding achievements as a flagship partnership initiative of the UN's Global Alliance for ICT and Development and in close collaboration with UNESCO, UNIDO, ISOC and a world wide network of partners.

WSA was started as an Austrian initiative in the framework of the United Nations World Summit on Information Society in 2003. Today, it is the world's leading contest for excellence and creativity and e-Content production and a global hub dedicated to closing the digital content divide and narrowing the content gap between different regions of the world. Key sponsors of the WSA include the global Internet Society and Indigo Brainmedia – the leading and most innovative digital magazine from Latin America, which won the WSA in the e-Entertainment category in 2007 and since then entered into a long term visionary as the main supporter and sponsor.

The **WSA 09 Winners' Gala, WSA Winners Conference and Exhibition** will take place in Monterrey, Mexico, September 2-5, 09 in collaboration with the UN GAID's Global Forum.

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More Information on WSA and links to winner products: [www.wsis-award.org](http://www.wsis-award.org)

***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 157 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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