



## Press Release

### **ICDL GCC Foundation Launches New Innovative App to Further Enhance Digital Awareness among Computer Savvies**

#### **Free Knowledge Based Tool Designed to Improve ICT Usage and Efficiency**

**Dubai, UAE (26 September 2012):** ICDL GCC Foundation, the governing body and certification authority advocating computer competency across the GCC and Iraq for all, , today announced the launch of a unique Communicator Application in the form of a screensaver that will bring priceless information including highlights and tips to computer and smartphone users.

Through all the work it has done over many years ICDL GCC Foundation has gained in depth and first-hand knowledge about the evolving needs of different social groups in the most efficient use of information technology. In order to continually add value and be innovative in its approach it recognized the need to introduce a new creative medium that would help and guide computer users on the best ways of using information and communications technology (ICT).

Following extensive research, ICDL GCC Foundation has developed a tool that is easy to install on a computer and simple to use as well as visually attractive. As such it decided to develop a Communicator App in the form of a content rich Screen Saver that will deliver valuable information and facilitate interaction in a timely and appealing manner. The application is supported by a comprehensive content database developed and updated by subject matter experts. Moreover, the ICDL Communicator App provides valuable and up to date facts, tips and shortcuts on how to be more efficient while using computers, the internet, social media and devices like smartphones. Following a one time, instant installation, the App will be daily refreshed automatically with updates delivered using Push technology.

The Screen saver communicator app also provides valuable information such as recommendations on internet security; how to protect data; use of smart keys as shortcuts to carry out computer tasks; advice on the latest apps for smartphones; introduction to the latest innovations like online backup to the Cloud; freely available resources and advice on best ways of leveraging social networking.

The Screen Saver Communicator will facilitate improved knowledge of ICT amongst computer users and help them to be more productive resulting in improved work performance, faster learning and convenience. The content delivered through this medium will also enrich their daily lives.

Mr. Jamil Ezzo, director General of ICDL GCC Foundation stated “we are continuously looking at ways of helping the different social groups such as employees, women, retirees, students, teachers and parents to make best use of the technology available. Our Screen Saver is the latest innovation in that roadmap and we are confident that it will become a valuable tool to our user community. We wanted to ensure that it ticks all the boxes from a user experience perspective which is why we decided to develop it ourselves. A communication medium like this will only be as good as the content it provides so we will be totally focused on maintaining an up to date databank of valuable information.”

The launch of the application will conduct an introduction at the ICDL’s 300 accredited training centers across the Gulf and Iraq. Subsequently, the Application will be introduced through ICDL’s key partners like education ministries, leading universities and colleges. Also, interested computer users can directly download this free ICDL Screensaver Communicator from [www.icdlgcc.org](http://www.icdlgcc.org)

“The ICDL Screensaver Communicator will be released in Arabic first with the English version to follow within a month. With the help of our accredited training centers, our aim is to have 1 million people across the region using this tool in the coming year”, Concluded Mr. Ezzo.

**ENDS**

**The International Computer Driving License (ICDL) concept is a global computer literacy initiative developed to raise the level of knowledge about Information Technology (IT) and increase the level of competence in using personal computers and common computer applications for all the citizens of the world. The ICDL GCC Foundation is the sole body to implement and disseminate the program across the GCC States and Iraq with the support of leading educational institutions and accredited bodies. The ICDL GCC Foundation mission is to enable proficient use of Information and Communications Technology that empowers individuals, organizations and society, through the development, promotion and delivery of quality certification programmes throughout the world.**