

Press Release

Digital Impact Awards Africa to Announce Nominations on 7th July 2014

Maximising the Digital Dividend

Kampala, June 22, 2014: The nominees for the first Digital Impact Awards Africa will be released on Monday 7th July 2014. This is following the launch of Digital Impact Awards Africa, #DIAA, with the theme "Maximising the Digital Dividend". HiPipo.com and Cyberplc Limited the companies that initiated the project have extended the nomination entry to July 6th in order to accord more companies time to prepare and submit their entries. So far many corporate companies in Telecom and Banking industries, SME and Individuals have expressed interest by submitting their entries. The added 2 weeks are expected to see more other companies join the project.

The DIAA project aims to: discover, promote, encourage and reward innovation and best practices for mobile, web, social, digital finance and cybersecurity applications. The project will hold a conference to enable key stakeholders discuss opportunities and challenges of cybersecurity, e-services, digital financial services, social media, big data, Internet of Things and digital enabled communications. This will be after the Digital Impact Awards Africa ceremony and official release of a comprehensive research on Digital Media utilization for Uganda and East Africa. A research paper on the rest of Africa will be released at a later date. The project that is already underway (started on May 26th) will run up to August 2014.

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About Cyberplc Limited

We regard cybersecurity not as an end unto itself. We instead see the cybersecurity controls deployed to protect information, people and physical assets as means to an end. The end of the technical, procedural, personnel and physical security controls is to help ensure that critical information infrastructure works reliably and continues to support business processes even under attack.

We are routinely commissioned to engineer and validate security controls around systems handling vast volumes of sensitive, "Classified" or "Protectively Marked" data. Thus, we help Governments, citizens, consumers, regulators and enterprises operating critical information infrastructure (CII) to gain confidence around the adequacy of controls in place to mitigate cyber threats and risks.

We understand the benefits and limits of technical tools because our core expertise lies in the technical Internet security domain. Therefore, to help you protect against threats to core business processes, we combine technical solutions with procedural, personnel and physical security controls. Our balanced approach helps you select the security controls that match the risks, needs and circumstances of your specific organisation.

About HiPipo (U) Limited (HiPipo.com)

HiPipo.com is a full service digital agency offering the following

1. Digital Marketing

We are responsible for the strategy, design and development of some of the most influential digital experiences. We work with big and small companies to build ongoing, continuous relationships with consumers through effective use of social media, web and mobile platforms. We design and develop web and mobile applications.

2. Digital Consulting, Research and Advisory

Our Consulting, Research and Advisory focus on Business and Technology that spans web, mobile and social. We provide proprietary research, consumer and business data, custom consulting and online communities with advisory to guide leaders in Business, IT, marketing and strategy

3. Digital Media: Music, Business and Technology

HiPipo.com is Uganda's No.1 social entertainment services provider. HiPipo.com makes discovery and consumption of the latest and the best entertainment just a click away for any Ugandan using the Internet both on desktop and mobile platforms such as phones and tablets through <http://mobile.HiPipo.com>. HiPipo 5Star is our media arm of high quality and great value content that focuses on Business and Tech (technology)

4. Events

HiPipo.com organizes top notch corporate and social events such as the annual HiPipo Music Awards and Digital Impact Awards Africa