

Press Release

Public Voting for the Inaugural Digital Impact Awards Africa kicks-off

Maximising the Digital Dividend

Kampala, July 16, 2014: Public voting for the inaugural Digital Impact Awards Africa, #DIAA, has today opened. The winners of the different Digital Impact Awards Africa #DIAA categories will be decided by a Jury of Experts and by Public Vote. The inaugural awards event will be held on 22 August 2014. DIAA aims to: discover, promote, encourage and reward innovation and best practices for mobile, web, social, digital finance and cybersecurity applications. The general public can cast their vote on the project website accessible vote link <https://www.digital-impact-awards.com/vote/>.

For several awards categories, the public vote will contribute 30% in deciding the winner. 70% of the vote will be contributed by a jury of experts. People's Choice Video Commercial of the Year on YouTube category will be fully decided by the public vote. The following is the detail elaboration of how winners will be decided.

1. The Awards Jury and Research Panel vote will contribute 70% in deciding winners for some categories. The Jury and research panel comprises of jurors with extensive knowledge and experience in ICT roles such as entrepreneurs, innovators, academic, consultants, policy makers and thought-leaders.
2. General Public vote will contribute 30% in deciding winners for some of the categories.
3. "People's Choice Video Commercial of the Year on YouTube" category will be decided entirely (100%) by public vote.
4. The following categories will be entirely (100%) decided by the Jury.
 - a. Best Digital Financial Service
 - b. Best Digital Financial Service Innovation
 - c. Best E-Service
 - d. Best Corporate Cybersecurity Practice
 - e. Best E-Health Product
 - f. Best E-Agriculture Product
 - g. Best E-Learning Product

The Awards ceremony will be held on 22 August 2014. Tickets go for 100,000/-per head and 1,200,000 for a table of 8 people.

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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