



مركز أبوظبي لأنظمة المعلومات والمعلومات  
Abu Dhabi Systems & Information Centre

Press Release

## **In the esteemed presence of US Ambassador, Director General of ADSIC and ADEC and Directors of educational zones in Abu Dhabi ADSIC Launches Imagine Us Competition for Secondary Schools**

Al Mansoori: Imagine Us Competition a Building Block in e-Literacy Programme and a step forward to prepare the next generation of knowledge workers

Abu Dhabi, 14 March, 2010

Abu Dhabi Systems and Information Centre (ADSIC) launched the Microsoft Imagine us competition in partnership with the Abu Dhabi Education Council (ADEC) and Microsoft Gulf on Sunday morning, March 14, 2010 at the Emirates Palace Hotel in the esteemed presence of US Ambassador to the UAE, Richard Olson and the directors of the three educational zones of Abu Dhabi, Al Ain and the Western Region as well as nearly 100 representatives from schools of these educational zones.

The competition comes as part of ADSIC's ongoing efforts to disseminate knowledge and educate all segments of the society across the Emirate, especially school students, about the importance of Information and Communication Technology (ICT) in building a knowledge-based society where people can possess the key skills needed to use the modern technology and turn their ideas into reality. The competition will also help develop solutions for various problems and facilitate community networking and participation in all areas of life.

The pioneering technology competition in the country, the annual Imagine Us competition is organised across the schools of Abu Dhabi, Al Ain and Western Region. As reflected in the theme of the inaugural edition of the competition, "Enhancing the Educational Experience", the competition highlights the skills, imagination and creativity of high school students by using special computer programmes in designing and photography to enable them to challenge their counterparts all over the world.

Commenting on the launch, His Excellency Rashed Lahej Al Mansouri, Director of ADSIC said: "Today, we mark together the launch of Imagine US Competition which is organised as part of the efforts of the Abu Dhabi Government to elevate the standard of technical knowledge as ADSIC seeks through such initiatives to bridge the digital divide, improve the capabilities, accessibility and skills required for ICT. Together with our strategic partners including ADEC and Microsoft Gulf, we work to create new initiatives that are suitable for all segments of the society. The competition comes as the first fruit of the Master Business and Services Agreement (MBSA) and the Memorandum of Understanding we signed with Microsoft Gulf last year to



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enable innovative learning and the development of technological skills of students in Abu Dhabi.”

“Competitions such as this are critically important to ADSIC’s long-term strategy to identify and motivate young innovators in the Emirate who will help us to meet the challenges of developing a knowledge economy. It is another building block in our emirate-wide e-Literacy programme and addresses our next generation of knowledge workers as they prepare to enter higher education. Through this promising generation, we can truly imagine the impossible and make it a reality through innovations that bring a lasting positive impact to our daily lives. Such innovators can in turn form the entrepreneurship seed for new technology start-ups in the emirate and achieve the vision of our wise leadership.

His Excellency, Dr. Mugheer Al Khaili, ADEC Director General said, “Education is a key enabler to help Abu Dhabi in its efforts to become a successful knowledge-based society. As part of the Abu Dhabi 2030 vision, we continue to invest heavily in raising the standard of education in the country to empower nationals and residents. ADEC has four priorities in the field of basic education: Graduating students with global standards, providing every student living in Abu Dhabi with an opportunity to learn, setting up a private education sector committed to meeting standards set by the council for reasonable fees and promoting the national identity in the educational environment”.

"We strive to prepare a new generation of future leaders by improving their skills in problem solving, creative thinking, scientific research, teamwork and getting away from the conventional method of education which focuses on the book as the only source of knowledge. We are pleased to partner with ADSIC and Microsoft Gulf to take positive steps towards utilising technology for social development. Imagine Us Competition offers high school students a variety of opportunities to develop a wide array of skills and potentials which they can use to design web sites, digital films and graphics. We look forward to the creativity of our children to find solutions that will address the challenges surrounding us in the world today. “

Charbel Fakhoury, Regional General Manager of Microsoft Gulf added, “Microsoft’s Imagine Us is all about igniting the imagination of tomorrow’s technology visionaries and leaders. When coupled with the power of technology, the potential of young people is unlimited and the ideas they develop for the event could significantly improve the lives of millions of people around the world. The launch of this competition reflects Microsoft’s long-term commitment to collaborating with academic institutions to contribute to socio-economic development and we commend Abu Dhabi government’s ambitious vision of using technology to advance the cause of education and enhance IT skills development that will enable citizens to compete in today’s global economy.”

The Imagine Us competition is sponsored by Lenovo and Acer. High school students from Abu Dhabi, Al Ain and the Western Region, aged between 16 and 18 at the time of entry, can take part in the competition in teams of 3 to 4 students in one of three categories.

In the Web Design Category, teams will design and develop an HTML web site using Microsoft Expression® Web. In the Digital Video category, competitors can submit a short film (5 to 10 minutes) created and edited using Microsoft Windows® Movie Maker. In the Graphic Design Category, teams will design an original poster using Microsoft Expression® Design.



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Once the registration process is over, teachers will be trained in three sessions in Abu Dhabi, the Western Region and Al Ain. The teams will be given a deadline to submit their entries which will be shortlisted for the final round. In the closing ceremony, students will present their works in front of the audience and winners will be selected for valuable prizes which include incentives for winners and their teachers.