

WORLD SUMMIT AWARD MOBILE  
c/o ICNM – International Center for New  
Media  
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[www.wsa-mobile.org](http://www.wsa-mobile.org)

*Media Release*

## **UN-based World Summit Award Mobile honours app from Uganda, Dérive app wins award**

Global contest selects most outstanding mobile apps and services in 2012. Uganda's **Dérive app** is among this year's 40 winners

**Kampala, 8 November 2012**

*Apps that guide patients with Alzheimer diseases or turn your neighborhood into an augmented reality setting for mobile gaming are but a few examples of this year's **World Summit Award mobile (WSA-mobile)** winners. On a biannual basis, the contest selects 40 of the most outstanding and useful apps from all over the world. This year, an application from Uganda stood out from over 400 entries. **Dérive app** is one of the winners in the category for **m-Tourism & Culture**.*

**Dérive app** is a web-based mobile app that facilitates a randomized meander through an urban environment by prompting the user with tasks that forces him to experience his direct surroundings in an unconventional way, heightening the experience of the city for the user, while essentially playing a game. Because this experience of the urban environment does not rely on the actual physical location, but still results in a meaningful and unique experience, it's the exact obverse of conventional tourism.

**Dérive app** is developed in Uganda and South Africa and has already been used on four continents.

### **A World of mobile apps**

This year's 40 awardees demonstrate that in a world of billions of mobile connections, the future of technological development belongs to mobile apps. Winners per region are: from Europe (21), Asia (8), South America (4), Africa (2), North America (2) and the Middle-East (2) demonstrate that mobile innovation is a global phenomenon.

"Our goal is to find apps that really make a difference for people around the globe. This year's awardees demonstrate the richness and diversity of mobile apps. And they clearly show that there is a lot going on outside Europe and the USA. If we want to make use of mobile technology's full potential, these trends must not be ignored." stated WSA-mobile Chairman Peter A. Bruck.

### **Abu Dhabi – World Summit of mobile diversity**

All the winners of this year's contest have been invited to **Abu Dhabi**, from February 3<sup>rd</sup> to 5<sup>th</sup> 2013 where **WSA-mobile** will host a global congress for mobile content, turning Abu Dhabi

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into the center of the mobile world. The event is organized with WSA-mobile key partner ADSIC, which offers a platform for the awardees to present their services and projects to potential partners and investors. Furthermore, an overall winner for each category will be chosen during the summit.

### About Dérive app

**Dérive app** aims to be a simple but engaging platform that **allows users to explore their urban spaces in a care-free and casual way**. It takes the ideals of the **Situationists** and merges it with the latest digital technology in order to create a tool that can entice a user into the exploration of urban space in a random unplanned manner. The application works as a game that deals out random task cards. The cards are created with the intention of heightening the experience of the city for the user, by calling them out to search for specific architectural, urban or social points of interest. Additionally, facilitating each user to add their own tasks and therefore their own subjective reality, allows users of the application to see their urban spaces in a different light.

Too often in our everyday lives in urban centers we are controlled by our day to day activities (working, shopping, traveling), thus closing off urban experiences that may exist around us. **Dérive app** tries to nudge us out of these repetitive cycles, to allow the suggestions and subjectivities of others to enter into our urban existences in order for us to find out things about the spaces we live in that we didn't know where there.

**Dérive app** runs on every platform using a modern browser. This includes iPhones, Android phones, Blackberries, Windows phones and others.

### Contacts and links

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**About the World Summit Award Mobile:**

Organized by the International Center for New Media (ICNM) in Salzburg, the World Summit Award Mobile is a global initiative within the framework of the United Nations World Summit on the Information Society (WSIS). The award takes place on a biannual basis, in collaboration with UNESCO, UNIDO, UN GAID and WSA-mobile's key partner, Abu Dhabi Systems & Information Center

**Contact**

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