



## **DataWind rolls out an affordable bridge to education** ***Tech pioneer joins the Business Call to Action (BCtA)***

New York/New Delhi, 15 April 2014 -- DataWind, a leading developer of wireless web access and products, and the manufacturer of the world's lowest cost android tablet PC, announced that it has joined the Business Call to Action (BCtA).

DataWind plans to bridge the digital divide by providing an affordable tablet thus enabling internet access for millions of consumers in India. The company aims to harness the potential of ICT Technologies for a positive developmental impact on quality of education through its range of UbiSlate/Aakash Tablets.

To meet the educational challenges in India, DataWind has worked to address the key demands of a large population, whose poor communities often face disproportionately high illiteracy rates. The company is focused on expanding the roll-out of the Aakash tablet, which is designed to be affordable, deliver high quality content, and provide access at the lowest cost or for free, where possible.

By 2017, DataWind has a target to distribute five million tablets in India and expects that more than 80% will reach individuals who live at the base of the pyramid-- living on less than \$8 dollars a day.

"We are greatly encouraged to have DataWind join the BCtA with their unique technological approach to help reach new communities and improve access to education and technology. The impact of affordable and connected devices cannot be underestimated," said Sahba Sobhani, Acting Programme Manager, Business Call to Action.

The company recently scaled-up its tablet launch to better ensure market-based solutions meet the needs of low-income communities in India. Working to help low-income communities readily adopt the new technology, and in an effort to provide continued quality education and internet access to help empower students and teachers, the Indian government has subsidized the costs and the planned expansion of the mobile tablet..

Recognizing that while a growing number of consumers have access to mobile phones, DataWind is also working with service providers and network operators to provide much needed access to the internet through these web access devices. The company has patented a unique delivery system to provide low-income consumers valuable data services at the lowest cost possible.

Initial results are promising and the company is continuing to create applications that are versatile and relevant to its varied partners, which include schools, libraries, government and

other public and private institutions.

"DataWind is pleased to be in the company of like-minded organizations and initiatives such as the Business Call to Action that are working towards a common goal of social development by providing tools and empowering individuals and communities globally." said Suneet Singh, CEO, DataWind.

DataWind is working with several governments and not-for-profit organizations to help them achieve their goals of elevating the quality of education and bridging the digital divide. The company is looking to expand in Thailand and a number of other regions.

### **For More Information:**

BCtA: Karen Newman, karen.newman@undp.org, +1(212)906-5194

DataWind: Amanpreet Kathuria, [amanpreet@DataWind.com](mailto:amanpreet@DataWind.com), +1(647)300-7556

[Business Call to Action](#) is a global initiative that challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success. The initiative is the result of a partnership between the [Australian Department of Foreign Affairs and Trade](#), the [Dutch Ministry of Foreign Affairs](#), the [Swedish International Development Cooperation Agency](#), [UK Department for International Development](#), [US Agency for International Development](#), [United Nations Development Programme](#), the [United Nations Global Compact](#), and the [Clinton Global Initiative](#) to meet the anti-poverty [Millennium Development Goals](#) by 2015. Companies report on progress toward commitments on an annual basis. To learn more, please visit [www.businesscalltoaction.org](http://www.businesscalltoaction.org) or join the conversation on Twitter at [@BCTAInitiative](#)

### **About DataWind**

[DataWind](#) is a leading developer of wireless web access products and services, and among the largest suppliers of tablet computers in India. Based on several international patents, DataWind's breakthrough technologies solve the bandwidth limitations of cellular networks by accelerating content delivery by factors of 10x to 30x – resulting in superior mobile web experience at a lower cost.

Named to the MIT Tech Review's 2014 list of 50 Smartest Companies, DataWind is credited with the developing [UbiSlate/Aakash](#) the world's lowest cost tablet computers. The company has received recognition on several prestigious platforms including – the United Nation at the launch of Aakash by UN Secretary General, Ban Ki Moon; as a "classroom revolutionary" by the Forbes Magazine's 2012 Impact 15 List; and as UK's Most Innovative Mobile Company.

DataWind has offices in London, Montreal, Mississauga, Amritsar and New Delhi. DataWind devices can be accessed at [www.DataWind.com](http://www.DataWind.com)