PRESS RELEASE   **December 19, 2013**

Stars from Pakistan shine at APICTA 2013

Team Pakistan won 4 Silver Awards at the Asia Pacific ICT Awards 2013 ceremony held at the Hong Kong Convention & Exhibition Centre from November 24-27, 2013. Pakistan received the runners up award in four out of the seventeen APICTA categories. A total of 220 software products from the Asia Pacific region competed in this year's awards.

The Asia Pacific ICT Alliance (APICTA) Awards is an international Awards Program which aims to increase ICT awareness in the community and assist in bridging the digital divide. By providing networking and product benchmarking opportunities to ICT innovators and entrepreneurs in the region, the Program is designed to stimulate ICT innovation and creativity, promote economic and trade relations, facilitate technology transfer, and offer business matching opportunities via exposure to venture capitalists and investors.

APICTA's 17 member-economies include Australia, Brunei, China, Chinese Taipei, Hong Kong, India, Indonesia, Macau, Malaysia, Myanmar, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Thailand and Vietnam.

APICTA 2013 Winners from Pakistan are as follows:

Company: Arbisoft Pvt. Ltd.
Product: Scoop Excavator Mobile App
Website: http://arbisoft.com
Category: E-Learning

Scoop – Excavator Mobile App was designed for multi-platform mobile devices. It is a 3D excavator simulator for mobile devices developed in Unity3d. It includes multiple jobs/levels, a tutorial, a free-play sandbox, bonuses, and skill-related challenges. Scoop's controls mimic actual controls of commercially available excavators in the market which makes Scoop a great learning tool for operating an excavator.

It is a physically based simulator of Excavator with focus on learning the actual excavator control while getting entertained in a game-like environment. The tutorial and jobs make it easy for a player to understand the mechanics of an excavator and its driving on a mobile device, with the exact feel of driving an actual excavator.

Company: CureMD
Product: SmartCloud
Website: http://curemd.com
Category: E-Health

Fifteen years of R&D has helped CureMD make the SMART Cloud a benchmark for the healthcare industry.

SMART Cloud provides a flexible environment to perform every day clinical, administrative and financial functions without the cost and hassle of conventional client-server technology. It increases efficiency to provide better patient care. Once a client is live, they are provided with support, e-Learning, CureWiki and online chat to answer questions and provide assistance.

SMART Cloud EMR delivers an adaptable, accessible and affordable solution for every provider. By inventing and enabling solutions as a Software as a Service - over the Internet on an on-demand basis using a Web browser – CureMD has significantly increased the ease of adoption.

Company: EME (NUST)/Center for Advanced Research in Engineering (CARE)
Product: i-Hospital
Website: http://carepvtltd.com
Category: Research and Development

Intelligent Hospital (i-Hospital) is motivated and built on the successful execution and delivery of cardiac, intra cardiac, gastroenterology and ophthalmology projects. The collaboration of NUST College of E&ME and CARE has extended nationwide geographically distributed hospitals on multiple diagnostic services to produce i-Hospital with plans to roll out across the country in the near future.

Based on the research carried out for all subsystems, a national knowledge base is created for data mining and specialists from all over Pakistan are registered to verify the auto diagnostic systems. i-Hospital is a combination of intelligent diagnostic and telemedicine system. It provides an easy access and 24/7 functionality to remote area patients.

Company: Eyedeus Labs
Product: Groopic App
Website: www.eyedeus.com
Category: Startup

Eyedeus Labs develops disruptive imaging technology for smart phones. As a team they have over 25 man-years of experience in Computer Vision related research and industrial projects. Its core products are a set of technologies that empower users of smart devices with new set of interaction abilities. Eyedeus Labs' target market consists of companies that are struggling to innovate in the space of camera-based apps.

Its first collaborative photography showcase application, Groopic, lets users take a group picture that includes the photographer as well. Groopic has received positive coverage in TechCrunch, CNET, GIZMODO, Cult of Mac, PetaPixel. They have also been covered by users (reviews on App Store) and enterprises (Samsung, Huawei, Blackberry and Google) in a short time span.

Commenting on the win, P@SHA Chairman Salim Ghauri said: The Pakistan IT Industry has kept its tradition of always coming on top of the APICTA awards winners list. I am proud that this year four of our companies have returned with recognition.

Jehan Ara, President of P@SHA added: It is always a proud moment when innovators from Pakistan prove that they are at par – and in fact in some cases, a notch higher – than counterparts from the region.

For further information, please contact:
The P@SHA Secretariat
+92-21-3541-8121

About P@SHA:

The Pakistan Software Houses Association for IT & ITES (P@SHA) is the only registered professional trade body representing the Information Technology and Business Process Outsourcing sector in Pakistan. It has 400+ registered member companies from across the country and has been in operation for the past 20 years. It's Board is elected each year by members of the Association. It's primary mandate is the growth and enablement of the tech sector locally and internationally.