



MEDIA RELEASE

For immediate release

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Securing Australia's Future with Smart Solutions

In a celebration of the Australian Information and Communications Technology (ICT) Industry's future, the industry's most progressive companies were rewarded for excellence in the development and deployment of ICT.

The iAward presented by the Australian Information Industry Association (AIIA) and The Australian Financial Review highlighted the take up of new technologies by traditional industries as they face key national challenges.

Among those presented with Awards were companies providing solutions in the areas of environmental management, primary production and mining.

"These companies are outstanding examples of a globally competitive industry working to benefit all areas of the nation's economy including our traditional industries," said Rob Durie, Executive Director, AIIA.

"The Australian ICT Industry has a bright future – the iAward winners are an example of innovation and initiative to all Australian organisations."

Senator Richard Alston presented the iINSPIRATION Minister's Award for excellence, the overall iAward winner to Proximity a developer of hardware and software solutions that improve the productivity of television broadcasters, film units and post production houses.

Proximity began as a garage operation in 1997 and now earns over ninety percent of its revenue from export sales. Their products and services have been embraced by the world's leading broadcasting corporations, a strong indication they are among the world's best.

The iAwards are strongly supported by the industry and government and are proudly sponsored by Telstra, Microsoft, IBM Australia, United Airlines, 90 East and Austrade.

FOR FURTHER INFORMATION

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AIIA – Informing, Influencing and Growing Our Industry

The Australian Information Industry Association (AIIA) is the leading national body representing suppliers of information technology and telecommunications goods and services. AIIA has over 370 member companies that generate combined revenues of more than \$40 billion, employ over 100,000 Australians and have exports of over \$2 billion.

iAward Winners 2001

iIMPLEMENTATION		
These Awards are open to Australian ICT companies and their clients that have effectively used ICT to improve business outcomes.		
Award	Company	Product /Client Nominated
IT Services	Skywire	Australian Wool Handlers
Software	Bay Technologies	CASA Service Centre
Telecommunications & Networking	ActiveCall Pty Ltd	Western Australian Tourism Commission
e business & Internet	Victorian Civil and Administrative Tribunal	VCAT Online

iINNOVATION		
These five Awards are open to Australian ICT companies that have designed outstanding and innovative products that will revolutionise the ICT marketplace.		
Award	Company	Product /Client Nominated
Hardware	Aristocrat Technologies Pty Ltd	Aristocrat Mark VI
IT Services	GecOz Pty Ltd	SaltSAR
Software	Mincom	Minestar
e Business & Internet	Pure Commerce Pty Ltd	PFX
Telecommunications & Networking	90East	GeBE

iINTERNATIONAL		
This Award is open to Australian ICT companies that have demonstrated excellent export performance.		
Category	Company	Product
International	Proximity Pty Ltd	Proximity Pty Ltd



INVESTMENT

Open to all organisations these four Awards recognise initiatives that increase the international competitiveness of our industry in the areas.

Category	Company	Product
Skills Development	ASK Learning International Pty Ltd	Skills Assessment
Government Online	Department of Education, Training and Youth Affairs	PRISMS
Privacy	Iris Australia Pty Ltd	Authenticam

INSPIRATION

Presented by the patron of the iAwards, Senator Richard Alston, Minister for Communications, Information Technology and the Arts. The Minister's Award for Excellence is presented to the overall iAward winner.

Minister's Award for Excellence	Proximity Pty Ltd	Proximity Pty Ltd
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