

@ escola program

Changing Portugal's digital landscape


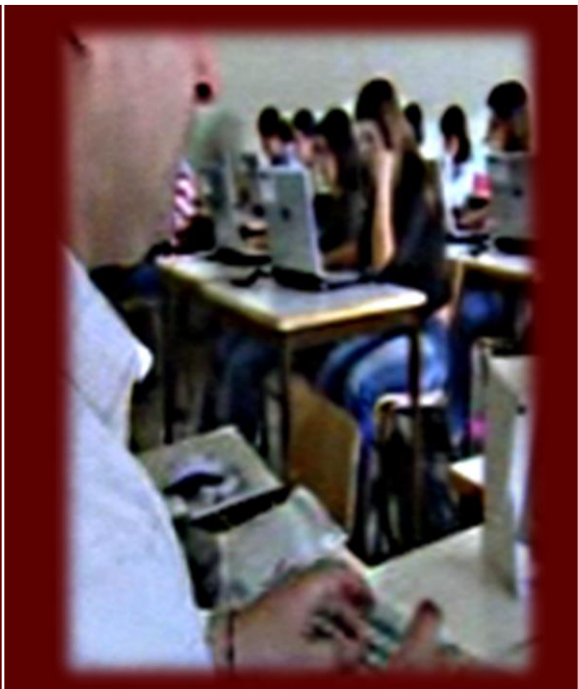

ICT SUMMIT 2010

International ICT Industry Summit on Economic Stimulus,

Employment and Investment Policies

Ankara - Turkey, 17th of February

e.escola changes the future now

TOOLS	TARGETS	AIMS
		
Laptop Mobile Internet	Teachers Students	Better Education

Attitude

What attitude to take?

Be able to take the initiative

Look at those who are at the head

Think to quit

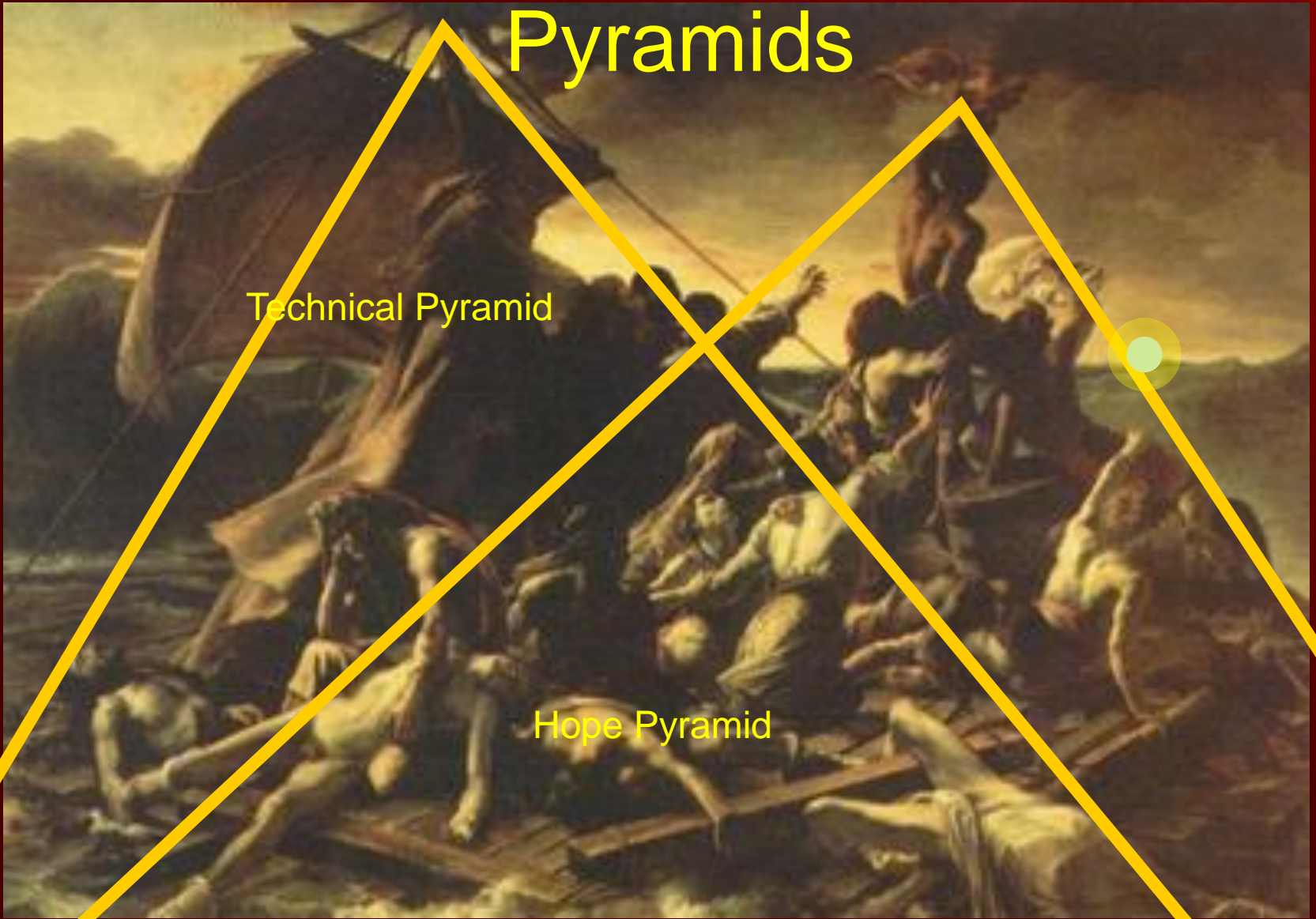
Quit

Technology and Hope

Pyramids

Technical Pyramid

Hope Pyramid



Tools

Laptop

Mobile
Internet

Target

Teachers

Students

Aims

Better
Education

Ad Value
To
Ecnomy

Program Phases

Add Value - 2010

Contents

Training

Innovation - 2009

Products

Services

Production - 2008

“Assembling”

Competence
Centers

Mass - 2007

Computers

Access

Laptop

Internet Access Device

Internet Access

Services

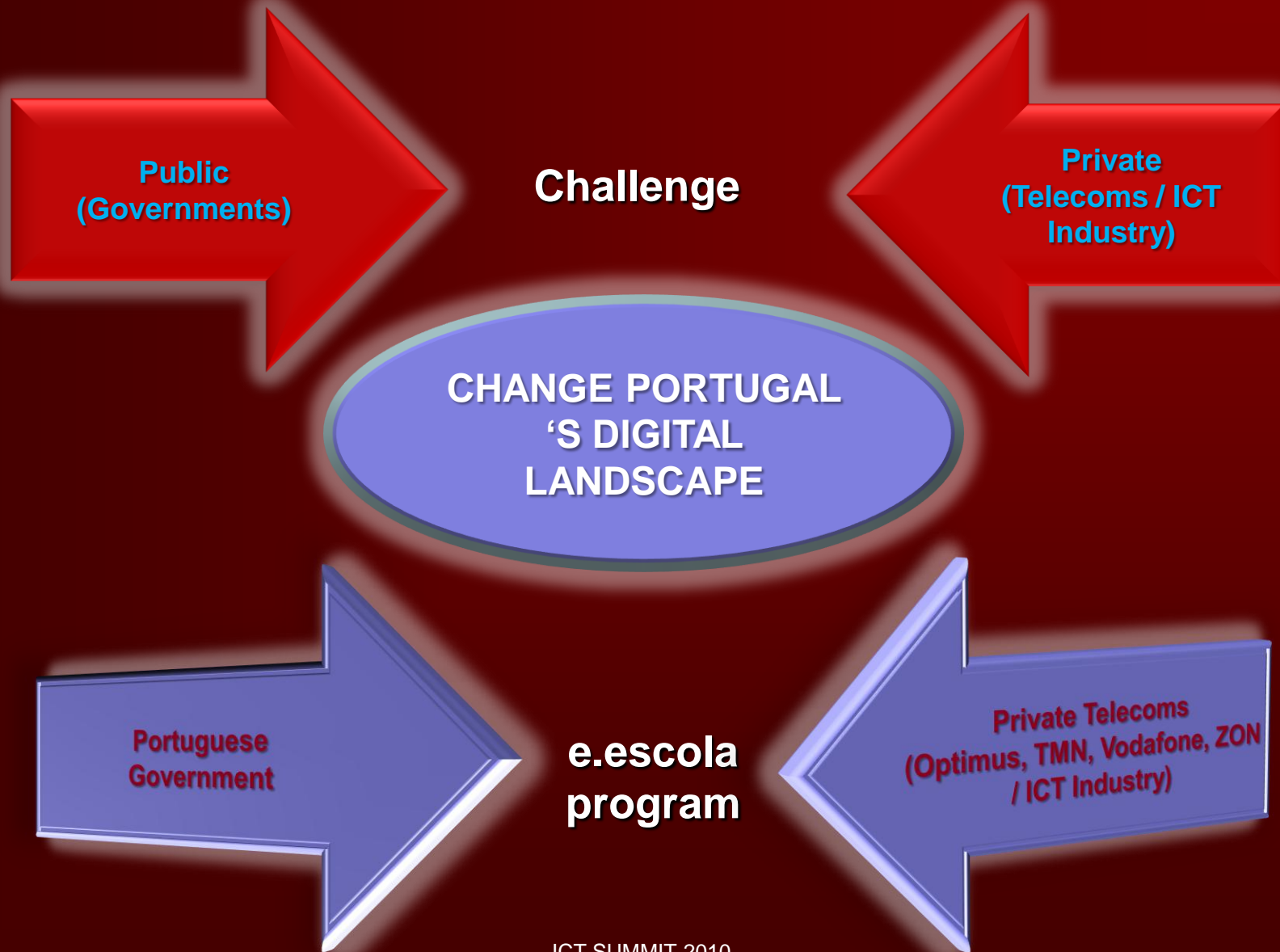
Content

Physical Access

- ② Comunication (Networks)
- ② Information (Phones; Laptops; PDA)

Logical Access

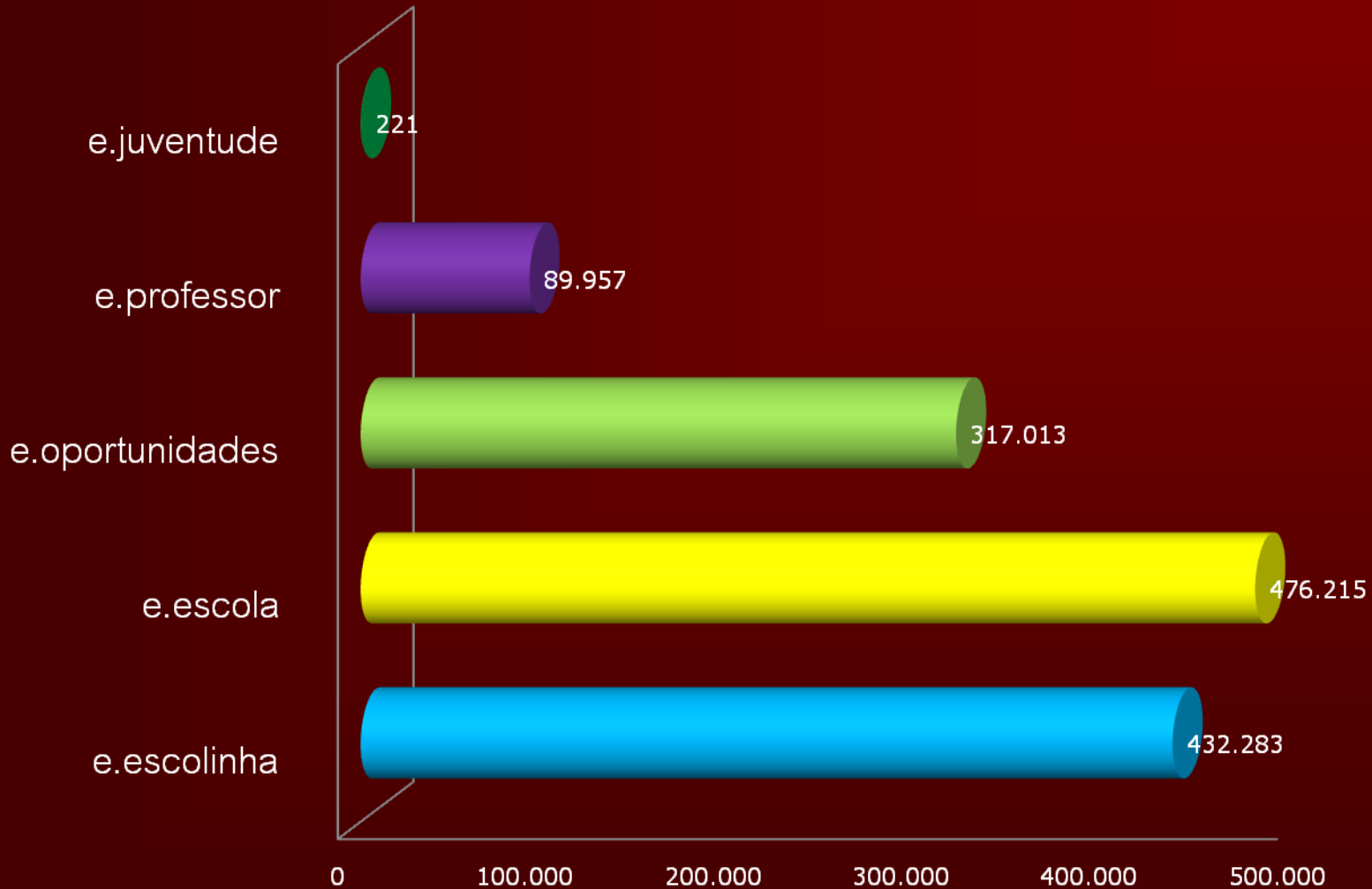
- ② Software (Applications)
- ② Services (Support; Training)



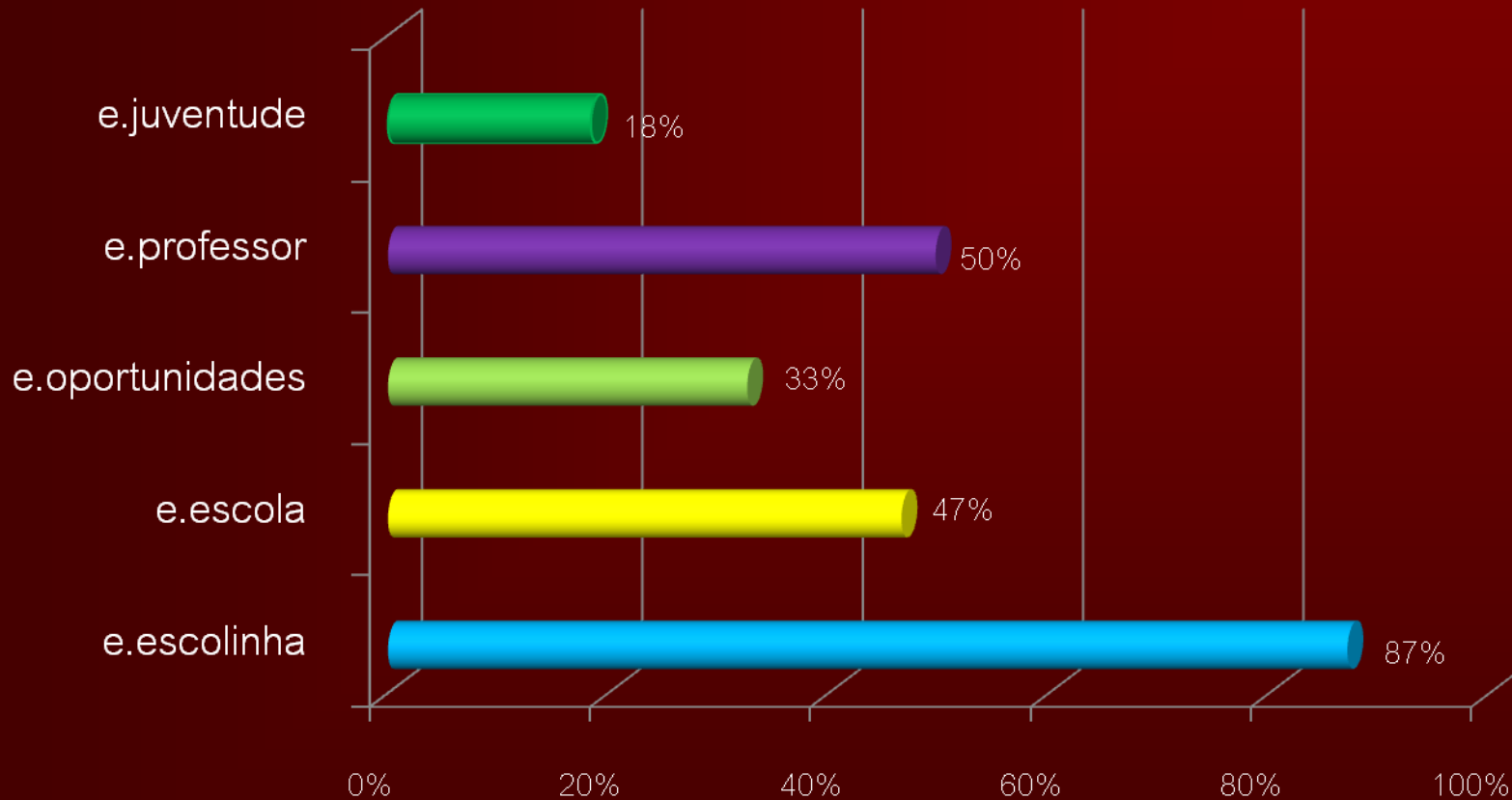
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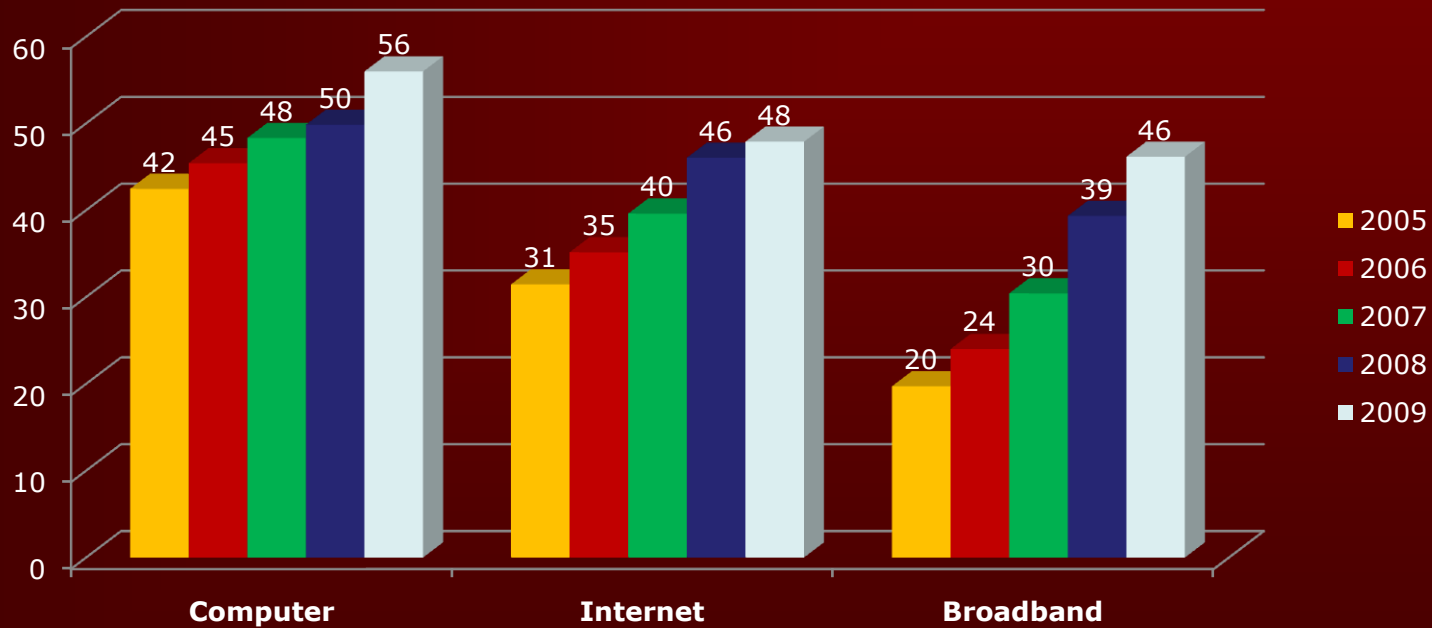
Subscriptions in e.escola program, by initiative, in December 2009



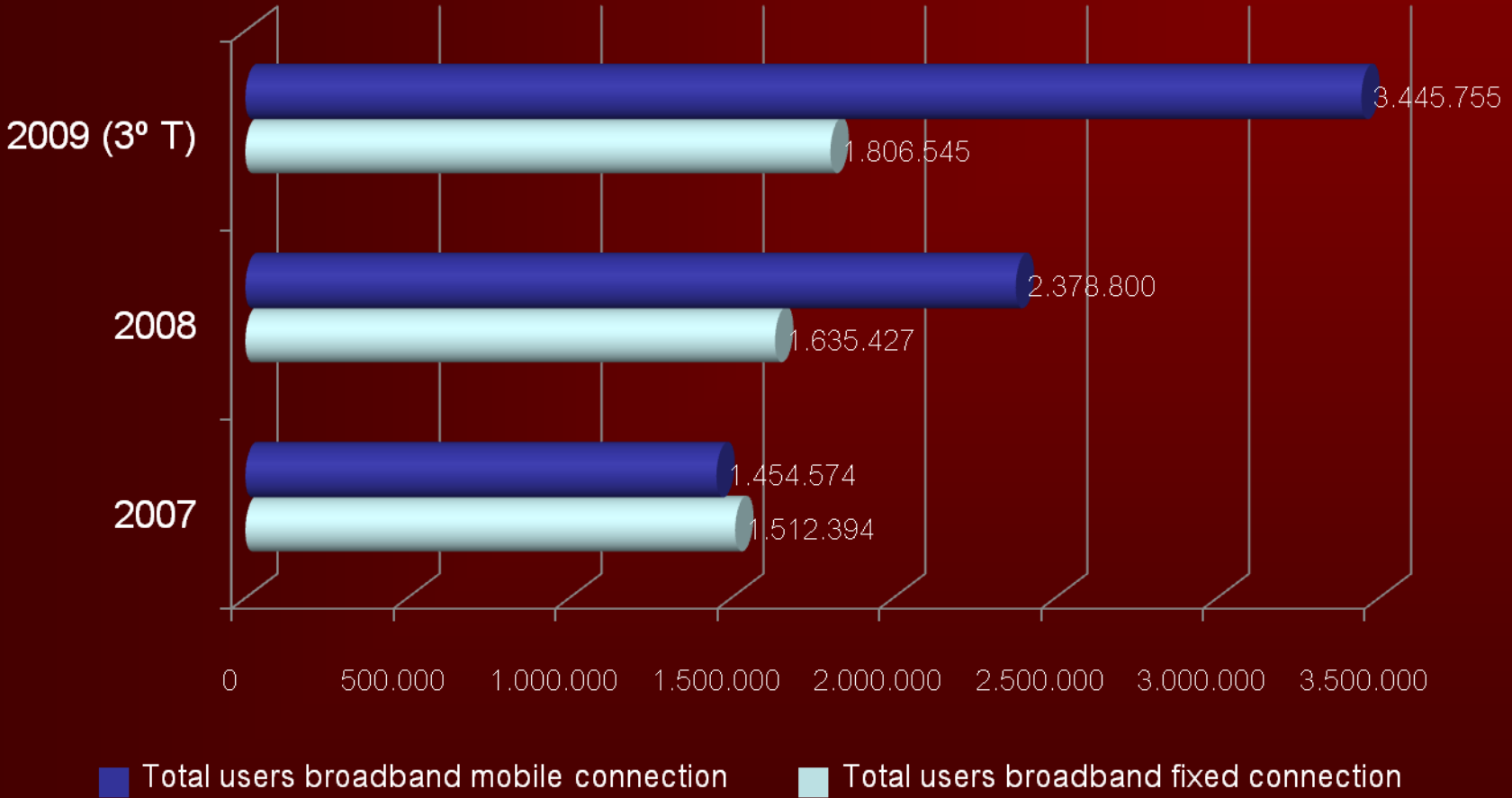
Subscription rate, by initiative, in December 2009



Portuguese households with.... 2005-2009 (%)



Fixed Internet Broadband Users/ Mobile Internet Broadband Users



Individuals using a laptop to access the Internet

