DATAWIND

DataWind launches first ever Punjabi Education Tablet 'VidyaTab-Punjabi' in India

New Delhi, 28th March 2017- DataWind, Inc. (TSX: DW), DataWind has yet again come up with a new innovative product – **VidyaTab-Punjabi**. The leader in delivering Internet access to emerging markets, Datawind, has partnered with Vismaad Inc., the leading developer of educational and animated Punjabi content to launch the first ever Punjabi education Tablet. The Tablet was launched in the presence of HonourableBardishChagger, Canada's Minister of Small Business and Tourism and Leader of the Government in the House of Commonsand His Excellency Mr. Nadir Patel, High Commissioner forCanada to India.

On the launch Mr. Suneet Singh Tuli, President & CEO of DataWind Inc. while thanking the Minister and the High Commissioner said, "Alarming studies have predicted the extinction of the Punjabi language in the next few decades. To help preserve and grow the adoption of this rich and beautiful language, today we've launched the first ever Punjabi education Tablet – **VidyaTab-Punjabi**. This tablet will not only be useful for students who know Punjabi language and Gurumukhi script, butthose not familiar with thelanguage can also learn a lot about Punjabi culture and language while makinguse of over 100 learning Apps preinstalled with the Tablet, at a very affordable price of only Rs.3,999.All the Apps have been developed by VISMAAD"

VidyaTab-Punjabi has over 100 learning featuresthat teach Punjabi languageand Gurumukhi script, as well as all other educational quotients that enhance the knowledge base of students. Apps are high on entertainment quotient with attractive custom graphics and authentic Punjabi voice - overs for proven highly effective vicarious learning. The application has been developed by VISMAAD which includes:Form and Diction of Punjabi alphabets, Word formation, Gurumukhi vowel signs, Sentence Making, Improving Punjabi vocabulary, Basic Punjabi grammar besides other uses.

MrSukhwinder Singh, CEO ofVismaad Inc., stated, "Datawind, with its affordable tablets and bundled free-internet browsing was our natural choice of partner as we looked to extend the reach of our apps. With Datawind's consistent position as the largest supplier in India, no other tablet manufacturer has the breadth of product range or customer reach. We're excited by this partnership to bring Punjabi learning into every home."

The Tablet has host of other features like **Videos:** Educational videos based on History, folk stories and contemporary issues in classical cartoon animations are not only fun to watch but great educators as well.For the fun lovers there are **Games:** The tab includes first ever role play and interactive games in Punjabi language. Games are not only fun to play but also help learn Punjabi better.Another important feature on **VidyaTab-Punjabi** is - **Rhymes and Simple songs:** This section includes Punjabi rhymes and super simple songs, which have been a great hit on social media. These rhymes help pre-school kids and beginners on Punjabi learning, understand basic concepts of Punjabi alphabets and counting, daily chores, rich cultural ethos and idioms. Then there are **Quizzes & Activity Sheets:** A large repertoire

of quizzes and Activity sheets custom has been created by VISMAAD for the first time ever for Punjabi learning.

VidyaTab-Punjabialso features **Reading Club,**which is the first ever online tool for Punjabi reading. This includes over 30+ educational/ moral stories with multiple reading options. Attractive illustrations and soothing Punjabi voice over helps the reader understand and grasp Punjabi words and diction. **Mr. Tuli** added, "One of the important features of reading club is enabling the reader to click any word to understand correct pronunciation and play voice over from that point with just a tap on keyboard."

The affordable**VidyaTab-Punjabi**is a calling-tab with dual-SIMs and it integrates a 7 inch touchscreen with 800*480 screen resolution, featuring front and rear facing cameras with the Android operating system running on a Dual Core A7 processor, has 512MB RAM and 4GB flash memory. In addition, the tablet offers features like Wi-fi Hotspot, Wi-fi Direct, Bluetooth, GPS among others.

As with all of Datawind's flagship products, the VidyaTab-Punjabi includes 12 months of unlimited free browsing on the UbiSurfer browser. Covered by 18 U.S. and international patents, DataWind's web delivery platform delivers a fast and affordable route to internet over all mobile networks. DataWind's back-end cloud servers compress and accelerate the delivery of web content by factors of 10x to 30x to render a fast and rich desktop-like web experience on any mobile network.

About DataWind

DataWind is a leader in low-cost Internet connectivity for emerging markets. DataWind's mission is to bring the Internet, which has the ability to create tremendous social and economic benefits, to billions of unconnected people in the developing world. The Company's Internet Delivery Platform offers a low-cost Internet browsing solution by bundling an affordable tablet device with an inexpensive, prepaid, Internet service plan. DataWind has been named to MIT Technology Review's 2014 annual list of 50 Smartest Companies, and by Forbes Magazine among its annual Impact 15 list of innovators. Headquartered in Mississauga, Canada, DataWind has offices in London, UK; Mississauga, Canada, Amritsar and New Delhi, India.

About Vismaad

Vismaad MediaTech is promoted by Information Technology professionals with an extensive management experience in the IT industry. At Vismaad, solutions are designed, developed and executed by a team of engineers with collective experience of several decades in the industry.Excellence of services and affordability of budget makes the Vismaad choicest amongst all. The company believes in empowering the individuals, teams and organizations with the business potential hidden in world of internet. Vismaad has offices in Singapore USA and Mohali, India.