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# DECCAN HERALD

FREE COMPUTER TO BRIDGE DIGITAL DIVIDE

## HK firm unfurls novel iT initiative

**H**ong Kong-based Asia-total.net, on Friday, announced the launch of iT, the first free computer, in India, reports *DH News Service* from Bangalore.

Specifically designed to provide internet access to lower-income individuals and small businesses, iT, an initiative aimed at bridging the digital divide and bring benefits to both end-users and corporate partners, is based on a self-financing business model.

The iT will comprise a portable, language-adapt-



Judy S Chen

monitor with speakers and all necessary accessories.

Briefing reporters here President & CEO Judy S Chen said cost competitive computers would be supplied free of charge for universal internet access by sharing profits with their partner companies in respective markets.

"Eligible individuals and small businesses, who until now have been unable to take advantage of the internet will have the potential to transform their quality of life with access to healthcare and

social, educational and economic opportunities," she noted.

The project is driven by individual telecom companies who will provide communication link with Asia-total.net providing the computer. A viable marketing programme will be tailored to every country, she noted.

The first 200,000 units will be dispatched to Brazil over the next three to four months followed by China, India, Russia, Latin America, Mexico, Continental and Eastern Europe.

ed package, including keyboard, mouse, a 7-inch LCD