



FOR IMMEDIATE RELEASE

Romanian students win the Excellence in IT Award 2016



- Team Oculus a students' startup from Romania won the 'Excellence in IT Award', sponsored by AT&T, at JA Europe 27th [Company of the Year Competition](#).
- JA Europe's 'Company of the Year Competition' celebrates the best 200+ young entrepreneurs across 35 countries in Europe.
- The 'Excellence in IT Award' from AT&T recognises the student team that demonstrates innovative and creative use of ICT and long-term vision or sustainable goals for business development.



Lucerne, Switzerland, 4 August 2016 – Oculus has excelled in the IT category, showing a fantastic IT innovation-driven concept, in addition to a strong business potential demonstrated by its sustainability, viability and scalability. Their intelligent glasses helps visually impaired people to embrace mobility.

Over 200 students gathered in Lucerne between 25-28 July to celebrate the top mini-companies from across Europe. 36 student-teams competed as part of JA Europe's flagship JA Company Programme, which gives them an opportunity to set up and run a real business.

"Through the JA Company programme, we learned how to work as a team, analyse the needs of our clients, and most importantly, spend time with our clients who inspired us to develop our products. Winning the AT&T award is amazing because our business started with an invention and we are all inspired to start our education in ICT and develop a career in the field. Thanks to George, our visually impaired friend, we manage to develop our product that will help many more," said Oculus team.

Learning to run a company from top to bottom, JA Company Programme students create and market real products and services. The success of the programme is largely due to the wide support from business volunteers, who act as mentors, offering expert advice to the students. Partnerships between education and business are essential to closing the gap between classroom theory and real-world challenges. In the 2014-2015 school year, more than 313,000 students across 40 countries in Europe participated in the JA Company Programme.

AT&T and JA Europe are working together to equip young people in 10 countries with the skills they need to get a job or start a business. As part of AT&T Aspire, the company's signature philanthropic initiative, AT&T is supporting entrepreneurship and employability programmes which focus on building competences that help participants move into the workforce with a clear competitive advantage. Through 55 employability and entrepreneurship programmes, the collaboration reached over 2,000 students. 180 AT&T volunteers mentored the young participants, sharing their expertise and offering key insights.

"Our congratulations to Oculus for their creative use of technology to deliver glasses for visually impaired people. Increasing access to tech for all people, regardless of their abilities, is something we strongly believe in at AT&T," said AT&T's Peter Daly, Vice President Global Service Management. *"We are delighted to support JA Europe's Excellence in IT Award. It's another way we help young people learn how the world of business works and how it can be used for good, so that they can make informed decisions relative to further education and careers."*

Caroline Jenner, CEO for JA Europe, shared: *"Collaborating with leading companies such as AT&T enables us to develop entrepreneurship and employability programmes, helping students to understand the relevance of what they are studying in school. Thanks to AT&T volunteers, students get insights from experts in the field and the mutual give-and-take is a big part of the learning process."*

####

About [JA Europe](#)

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.2 million students in 39 countries in 2014. JA works with the education and business communities as well as governments to provide young people from primary school to university with experiences that build the skills and competences they will need to succeed in a global economy.



About Philanthropy & Social Innovation at AT&T

AT&T Inc. is committed to advancing education, strengthening communities and improving lives. Through its community initiatives, AT&T has a long history of investing in projects that create learning opportunities; promote academic and economic achievement; or address community needs. AT&T Aspire is AT&T's signature philanthropic initiative that drives innovation in education by bringing diverse resources to bear on the issue including funding, technology, employee volunteerism, and mentoring. Through Aspire, we've passed the \$250 million mark on our plan to invest \$350 million in education from 2008-2017.

For more information, please contact:

Mathilde Poncelet
JA Europe
+32 2 893 44 36
mathilde@jaeurope.org

Rebecca Atherley
AT&T
+44 207 663 5143
Rebecca.atherley@intl.att.com