

OUP India's digital aid OXFORD EDUCATE wins IDA AWARDS 2013 for Digital Content and Software in Education

Mumbai, Sept 12, 2013: Oxford University Press (OUP), the world's largest university press is delighted to announce that OUP India's new digital aid, [Oxford Educate](#), has won the IDA Award 2013 in the category "Digital Content and Software in Education".

The IDA Awards recognize and reward products and services that demonstrate excellence in Innovation, Implementation, Impact, Sustainability and Scalability in the field of education & training. **The winner was announced at the Asian Summit on Education & Skills (ASES) 2013 on September 12, 2013 in Mumbai in the presence of over 500 industry leaders and education innovators.**

Says Ranjan Kaul, Managing Director of [OUP India](#): *"It is overwhelming to learn that Oxford Educate has won the IDA Award 2013 for Digital Content and Software in Education. Providing teachers with a breadth of high quality materials and support is central to our educational work at Oxford University Press. Oxford Educate is an exciting digital teaching aid integrating interactive e-books which include animations, audio and video clips, slideshows and other multimedia content for all key Oxford University Press school courses. As a department of the University of Oxford, we create world-class resources and make them available as widely as possible in pursuit of the University's objective of excellence in research, scholarship and education."*

[ABOUT OXFORD EDUCATE](#): *Oxford Educate is an exciting digital aid that integrates an e-book with interactive teaching tools and learning materials. Oxford Educate incorporates a variety of resources: interactive animations, videos, poem and prose animations and audios for ELT courses, instructional slide shows, lesson plans, answer keys, additional worksheets, image references and much more. Used in conjunction with the embedded tools available in the Oxford Educate platform, the interactive resources*

organized around the digitized course books with page-by-page linkages, will enable teachers to enrich, supplement, and transform teaching -learning in the classroom. The **highlight** of *Oxford Educate* is a comprehensive and easy-to-use **Test Generator**, an effective assessment tool designed to benefit teachers by enabling them to create a variety of test papers.

As the interactivities built into the ***Oxford Educate*** platform are intrinsically connected to the course books, the teacher can engage students with intensive auditory and visual stimuli in combination with associated learning and testing activities.

Oxford Educate is now supported online through a dedicated website www.oxfordeducate.in