



News Release

## **Optimiza a Partner in Realizing the Largest Integrated Libraries Project in the Arab World**

*Horizons Coalition supports the largest Science and Knowledge Project of its Kind in the Region*

Amman, January 2008 - Optimiza (Al-Faris National Company/ ASE:CEBC) announced the successful conclusion of the largest project for integrated libraries in the Arab World within the Horizons Coalition which combines Optimiza, Arabian Advanced Systems, Dima Information Systems in Jordan and SirsiDynix. The project, which is the first and largest of its kind in the region and the result of joint effort over the past year, aims at applying the "Horizons" library management system in the ten governmental Jordanian universities

The selection of the Horizons Coalition system came after an in-depth study was done by the libraries' committee in the Higher Education Development Project in Jordan. A number of visits to some of the largest Arab libraries that use integrated library management systems -from the most-renowned system providers in the world- were conducted and the study proved that the Horizons system was the most suitable one for the integrated bibliography requirements and needs of the library system in the governmental universities in Jordan.

To ensure the success of the project, the participating companies in the coalition appointed a specialized team of 14 engineers and librarians, in cooperation with the Center of Excellence for Library Services.

Commenting on this initiative, Optimiza CEO, Mr. Hazem Malhas, said, "We are glad to be positively encouraging research and knowledge within this successful coalition. This step comes in line with Optimiza's vision in supporting different developmental programs, especially those targeting university students, who play a vital role in

building and making the future. We are constantly striving to adopt the latest breakthroughs in science and technology in order to present the best practices to different institutions and agencies. Our interest in this project stems from our desire to actively participate in making our universities exemplary at the level of the Arab World and providing students, researchers and faculty members with easy access to the latest in science."

For his part, Mr. Munir Asaad, Coordinator and Manager of the Integrated Libraries Project in Jordan, said, "One of the cornerstones HM King Abdullah II has embedded in the Kingdom's policies was paying more attention to education and the development of competencies in the cognitive fields with the ultimate aim of improving the quality of higher education and achieving "knowledge economy". In an effort to realize this vision, the integrated libraries and e-libraries project was designed and implemented as part of the Higher Education Development Project. This project is instrumental to strengthening the foundations of the educational process and providing the best means to serve students, faculty members and researchers through designing and developing an integrated library information system based on the best international standards and criteria."

On this occasion, Advanced Arab Systems Regional Manager in Jordan and Lebanon, Mr. Hisham Darwish, said, "This achievement is historic in terms of Arab coalitions, given that it is the first and largest project of its kind in the Arab Region. We are proud that it included the development of library systems for major and pioneering universities in Jordan. This project will be the first step towards the knowledge revolution we aspire for."

Within this context, Optimiza conducts activities in different fields which are all focused on the promotion of knowledge and development. It is also renowned for its advanced technology solutions, management consulting, human resources development and training services, provided to pioneering companies and establishments in the Arab World.

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**Arabian Advanced Systems (AAS):** is the leading provider of information solutions and library technologies in the Arab World with more than 18 years of experience serving the Arabic information community, providing state-of-the-art information services and solutions. Arabian Advanced Systems combines integrated tools and applications, with best-of-breed solutions, to provide the information community with a comprehensive set of services covering all aspects of the information cycle, from acquisition and management, to publishing and dissemination.