FOR IMMEDIATE RELEASE

National Museums of Kenya Launches Key Initiative With Amazon Web Services and Intel to Digitize Premier Collections in Earth Sciences

(Nairobi, March 31, 2017). The National Museums of Kenya (NMK) today announced a long-term strategic initiative, teamed with Amazon Web Services (AWS) and Intel, to digitize marquee collections in Earth Sciences, starting with Archeology and Paleontology.

The first phase of the proposed project will involve digitization of a selected number of Kenya's premier fossils and culturally significant artifacts, the creation of an open access digital database, and an interactive website ("virtual museum"). The platform will be hosted on the AWS Cloud. Digital Divide Data (DDD), a non-profit enterprise with expertise in digitization of cultural heritage collections will partner with NMK on this initiative.

Speaking on the occasion, Dr. Mzalendo Kibunjia, Director General of NMK, said, "These collections are reflections of Kenya's heritage and the world's prehistory through the ages. The searchable digital archive will not only be of immense value to researchers worldwide, but will also make our evolutionary history and culture more accessible to the younger generations which would foster a deeper and richer understanding of our heritage. I want to thank AWS and Intel for teaming with us on this initiative and look forward to working with DDD."

Mr. Frank Heitmann, President, DDD commented, "DDD is proud to be associated with NMK in this landmark project. Our objective is to deliver superior value by creating the next generation, cloud based digital archive platform for NMK."

About NMK

The National Museums of Kenya (NMK) is a state corporation of the Government of Kenya. NMK is a multi-disciplinary institution whose role is to collect, preserve, study, document and present Kenya's past and present cultural and natural heritage. NMK manages over 22 regional museums, many sites, and monuments across Kenya including the world-famous Nairobi National Museum. Founded in 1910, NMK hosts the largest record of human cultural evolution in the world.

About DDD

Since its launch in 2001, DDD's pioneering model of Impact Sourcing has leveraged technologies in the developing world to improve lives while delivering a full suite of high-quality, competitively priced business process solutions to hundreds of corporate and institutional clients worldwide. Today, this ground-breaking social enterprise continues to provide professional opportunities to bright, disadvantaged young women and men at DDD's offices in Cambodia, Laos, and Kenya. For more information, visit www.digitaldividedata.com