

## Press release

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### **PEARSON'S EQUELLA TO ENHANCE ONLINE LEARNING AT HAMDAN BIN MOHAMMED E-UNIVERSITY**

**Pearson, the world's leading learning company, today announced that Hamdan Bin Mohammed eUniversity, Dubai, United Arab Emirates has selected EQUELLA, Pearson's digital repository, to create, manage and store their online content and courses.**

EQUELLA will enable educators and students to author content and store it in compliance with copyright and digital rights management. The digital repository will also enable them to share content within a user interface that will operate in Arabic and English.

EQUELLA provides a scalable solution that can grow with the eUniversity and the expansion of digital content, through an interface that supports all types of digital media and the latest web and industry standards.

Hamdan Bin Mohammed eUniversity is the first online institution to be licensed and recognised by the Ministry of Higher Education and Scientific Research in the United Arab Emirates. The University's programs that will be contributing their course content to the repository include business, education, eLearning, healthcare, and environment. The eUniversity's mission for providing a model for lifelong learning endeavours to include open access to short courses, executive development programs, certificate and diploma courses. These will lead to accredited undergraduate and graduate degree programs.

Liz Sproat, Vice President of Solutions at Pearson Middle East, Africa and Caribbean commented 'We are delighted that Hamdan eUniversity have chosen to use our EQUELLA digital repository for their online content and courses. As a university with a strong background in research and technology utilising a blended approach for lesson delivery, Hamdan is leading the way in the UAE and indeed the Middle East in using EQUELLA to offer true eLearning coursework to a multi-national student body with diverse and divergent needs.'

The eUniversity offers learning opportunities for all through the click-to-learn initiative, delivering learning through a blended approach of online and on-campus education. As part of future developments, the institution will engage the repository for content migration to their new learning management solution.

**ENDS**

**NOTES FOR EDITORS**

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**About EQUELLA**

EQUELLA is a digital repository that provides one system to house teaching and learning, research, media and library content. EQUELLA has been deployed for copyright resource collections, research materials, managing materials through web sites and portals, content authoring, workflow, institutional policy and document management. For more information, visit [www.equella.com](http://www.equella.com)

**About Pearson**

Pearson is the world's leading learning company. Our education business combines 150 years of experience in publishing with the latest learning technology and online support. We work in more than 70 countries. Courses are available as books, online and through multi-lingual packages, helping people learn whatever, wherever and however they choose. For further information go to [www.pearson.com](http://www.pearson.com)

**About Hamdan Bin Mohammed eUniversity (HBMeU)**

The HBMeU is the first online institution to be licensed and recognised by the Ministry of Higher Education and Scientific Research in the United Arab Emirates and among the few in the region. The University is a pioneer in e-learning with a mission to re-shape education by providing a model of lifelong learning, including open access to short courses, executive development programs, certificate and diploma courses leading to accredited undergraduate and graduate degree programs.