

**FOR IMMEDIATE RELEASE**

## **SEED Group Announces Partnership with Vivi International to Digitally Transform Classrooms in the UAE**

*The partnership will implement a wireless screen sharing and student engagement platform across UAE educational institutions.*

Melbourne, Australia and Dubai, United Arab Emirates, 28 September 2020 - [Vivi International](#), the Australian EdTech start-up, today announced its partnership with [The Private Office of Sheikh Saeed bin Ahmed Al Maktoum](#) through [SEED Group](#) to cater to the demand for improved digital learning in the United Arab Emirates (UAE). The partnership will deliver a powerful classroom management tool that drives student engagement through wireless screen sharing, across schools and universities.

Already widely adopted among public and private educational institutions in Australia, the United States of America (USA) and the United Kingdom (UK), Vivi boasts screen-mirroring technology that easily transforms the classroom into an interactive, collaborative learning space that benefits both students and teachers. Vivi enables teachers to track student progress and participation in real-time while students are encouraged to engage more actively on any device or operating system, creating a more student-centred learning environment that increases productivity in the classroom.

With the UAE positioned as the pioneering nation in the field of technology innovation, the expansion of Vivi to the UAE market is key to establishing a strong foundation for modern technology learning in the GCC region. International schools and universities in the region, particularly in Dubai, have already adopted digital technologies in their curriculum. However, this calls for a better focus on digitally-enabled education, that emphasises the student's entire journey, which is what Vivi does simply through the array of education specific features it provides.

"We are delighted to partner with The Private Office of Sheikh Saeed bin Ahmed Al Maktoum through SEED Group, to expand the Vivi solution into the UAE. Now, more than ever, student engagement is a critical focus for educators globally and we're keen to assist schools and universities in the UAE just as we have in other parts of the world." said Natalie Mactier, CEO of Vivi International. "We look forward to helping teachers enable evidence based best practices in their classrooms to drive better student outcomes."

"As we continue to see interest in the adoption of technologies for academic purposes and the continued investment of our government in EdTech, Vivi will help facilitate the roll-out of these much-needed tools and help define EdTech's future within the UAE," said Hisham Al Gurg, CEO of SEED Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum. "It is critical that we invest our energy, time, and resources to ensure that our schools are equipped with best-in-class technologies to ensure a significant impact on the well-being of our students today and tomorrow."

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### **About Vivi**

Built exclusively for the needs of education, Vivi provides the industry's most scalable, powerful and easy to use wireless screen sharing & student engagement platform. Launched in 2016, the Vivi solution has continuously evolved based on teacher and IT Administrator feedback. Vivi is used in tens of thousands of classrooms globally to improve teacher productivity and enhance the overall learning experience, while also reducing the cost and complexity of ownership for IT.

For more information, visit [www.vivi.io](http://www.vivi.io).



## About SEED Group

Over the past 16 years, SEED Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East & North Africa (MENA) region through the support and strong base of regional connections of the SEED Group. The Group's goal is to create mutually beneficial partnerships with multinational organizations and to accelerate their sustainable market entry and presence within the MENA region. SEED Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria.

For more information, visit [www.seedgroup.com](http://www.seedgroup.com).

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