

## PRESS RELEASE

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WDC Communications  
communications@worlddiamondcouncil.org



## WDC and DiamondFacts websites go mobile with launch of apps for iPhone and iPad

NEW YORK: OCTOBER 31, 2012 – The World Diamond Council has expanded its reach to mobile phones and tablet computers, with the launch of both iPhone and iPad applications that mirror its WDC and DiamondFacts websites. The applications can be downloaded free of charge from the Apple Store.

The World Diamond Council app is geared specifically for members of the World Diamond Council and diamond and jewelry professionals, and provides news, background information, resource documents, photos and videos covering the activities of the WDC.

The DiamondFacts app targets jewelry consumers and members of the jewelry retail trade, providing information about the critical economic and social role played by the diamond industry in the mining and producing countries, and also information about the Kimberley Process Certification Scheme and the diamond business itself.

“Our goal in creating these apps is to enable our members, as well as diamantaires, jewelers and the consuming public to obtain immediate and full access to the information that they need, whenever they require it,” explained Eli Izhakoff, WDC President. “Public awareness is a key element of our mission to engender an ethical trade in diamonds, and with the new technology we hope to enhance that.”

iPhone and iPad users can locate and download the applications by running a search via the Apple Store on their devices for “World Diamond Council” and “DiamondFacts.”

It also is possible to download the applications to a computer, and then synchronize the device with the iPhone or iPad.

1. **To download the WDC app for iPhone:**  
<https://itunes.apple.com/us/app/world-diamond-council/id469872950?mt=8>
2. **To download the WDC app for iPad:**  
<https://itunes.apple.com/us/app/wdc-hd/id494291380?mt=8>
3. **To download the DiamondFacts app for iPhone:**  
<https://itunes.apple.com/us/app/diamond-facts/id475103110?mt=8>
4. **To download the DiamondFacts app for iPad:**  
<https://itunes.apple.com/us/app/diamond-facts-hd/id507088316?mt=8>