



Press Release
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Hongkong Electric Wins Web Care Award 2005

Hongkong Electric's newly revamped website has won the Gold Prize in the Web Care Award 2005 in recognition of its efforts in building a barrier-free internet environment for the communities in need. This is the third consecutive year for the Company to receive the award since it was first presented by Web Care Campaign in 2002.

Organised by Internet Professional Association (iPROA) with the co-operation of various supporting organizations and government departments, the Web Care Campaign aims to promote the creation of a user-friendly internet environment by both the public and private sectors to ensure web accessibility for all, especially for the minority groups.

"We are glad to have received the Gold Award out of the more than 200 submissions this year," said Mr. Wan Chi-tin, Director & General Manager (Corporate Development) of Hongkong Electric Company Limited.

"This is particularly encouraging to us as we have recently completed a major revamp of our website to provide more diversified information and interactive services on-line. A clearer and more simplified architecture, supported by the latest information and multi-media technologies, is also used to ensure user-friendliness for all," he added.

All qualified entries of the award scheme are presented with either the Gold or Silver Prize, depending on the level they achieved. For the Silver Prize, the website should fulfill requirements including the handling of pop-up windows and the ability to provide alternative text description for images, pictures and photos.

For the Gold Award, recipients have to meet not only the Silver Prize requirements, but also the more stringent criteria such as capabilities in handling colour contrast, complicated tables and bilingual languages.

Mr. Wan pointed out that the Company's new website is tri-lingual where users may choose to browse the English, Traditional Chinese or Simplified Chinese versions. There are also text-only and monochrome modes, as well as alternative texts for visuals to cater to the needs of the visually impaired.

“Another innovative feature is the virtual tour that takes users through the processes of electricity generation, transmission and distribution right on the web. We have specially built in tri-lingual voice-over to make the tour even more interesting and easy to understand,” he said. “For the younger generation, our website also provides tips and interactive games teaching them how to protect the environment, and use electricity safely and efficiently.”

Earlier on, the Hongkong Electric website www.heh.com has undergone a facelift to enhance services available on-line and to better serve the needs of its various customers. “The award we received today is a recognition of our efforts to care for the needy in society. We hope the many special features on the website will facilitate them in browsing our website and in understanding the Company and our services,” said Mr. Wan.

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Mr. Wan Chi-Tin (middle) receiving the Web Care Award from the Permanent Secretary for Commerce, Industry and Technology (Communications and Technology) Mr. Francis Ho, JP (left) at the presentation ceremony. On the right is the President of iPROA Dr. Elizabeth Quat.



Hongkong Electric's Website



The award of the Gold Prize is a recognition of Hongkong Electric's efforts in building a barrier-free internet environment for the communities in need.