

MAC Launches New Website and Welcomes Public to Visit

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Since the debut of the World Wide Web, the Mainland Affairs Council (MAC) has continuously provided the public with cross-Strait information consistent with its role in overall planning, coordination, and promotion of cross-Strait policy and exchange affairs. On June 22, the MAC officially inaugurated a new website revamped for the changing internet environment. The new site puts a fresh face on this important platform for supplying cross-Strait information and provides better and more convenient information services for the public.

The MAC stated that the major revision is notable for its "user-friendly interface," "rich images and multimedia content," and "simple website architecture." MAC planned the new site with a "user-centric design" concept to facilitate information browsing and search from a variety of platforms (including mobile devices), giving consideration to the steady advances in internet technology and dramatic changes in how the public uses the web. The single-column responsive web design enables smooth, intuitive browsing on the site from a variety of platforms, making it easier for users to find information of interest and experience rich multimedia content. It is hoped that this can improve website service performance and expand the scope of services for the public's convenience.

The MAC is confident that its new website will give the public a brand new feeling. It sincerely welcomes everyone to make greater use of the website. The MAC will also continue to enrich and update related information. The earlier version of the website can be accessed by a link from the new site for a one-month period (the content will be updated synchronously). The MAC also always welcomes valuable feedback from the public to serve as a reference in making ongoing improvements. Please visit our website at : [http : //www.mac.gov.tw/](http://www.mac.gov.tw/).