



News

GW interactive re-launch own corporate web site

2006/01/23

After a period of three years, GW interactive are renewing the visual and functional content of their web presence. The new site is launched on January 23, 2006.

Not only have the informational requirements of our customers and the public changed during this time, but new web standards and technologies have been implemented. For these reasons GW interactive have decided to reach into the future – both technologically as well as content-wise.

The major enhancements comprise:

Compliance with the web standard XHTML/Strict

GW interactive's new Internet site complies fully with the document format XHTML/Strict, which is recommended by the World Wide Web Consortium (W3C) – the central organ for the standardization of web technologies. The main advantages of the new standard include optimized maintenance, expansion possibilities as well as future compatibility for publicizing contents on different digital media. A welcome side-effect is the substantially improved effectiveness of bandwidth utilization.

Complete incorporation of Web Accessibility

More than ever before do internet presences have to reach a maximum of users through a variety of information channels and devices. This includes the possibility for handicapped computer users to make use of the web. For this reason the German parliament has issued a law termed "Verordnung zur Schaffung barrierefreier Informationstechnik (BITV)", which is based on the W3C's "Web Content Accessibility Guidelines (WCAG)" and provides the foundation for new web sites without barriers.

GW interactive strongly feel that all web sites accessible to the public should comply with those standards, which is why all fundamental programming for the corporate web presence was also done in accordance with the above mentioned standards.

Extension of ergonomics

As a result of many requests, the new internet presence allows for the display of all major pages in PDF-format. This enables our usership to receive original documents with a high level of precision for printing and easy saving.

In addition, each page may be saved as a "favorite" page in the browser for simple retrieval. Self-explanatory page titles and URL address paths vastly improve navigational comfort.

Related topics

- [Enterprise Portals and Applications](#)
- [Web Accessibility](#)

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