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DYXnet Wins Standard of Excellence WebAwards 2015

Recognized for its Efforts in Designing and Developing Responsive Website

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HONG KONG, Oct. 15, 2015 /PRNewswire/ -- DYXnet, the leading Greater China's ICT (Information and Communications Technology) service provider, is proud to announce that it has won the Internet Service Provider Standard of Excellence WebAwards 2015 in the 19th annual competition sponsored by the Web Marketing Association. This year, the judging panel evaluated more than 1,500 entries from 40 countries in 96 industry categories. Winners were selected based on website design, copywriting, innovation, content, interactivity, navigation, and use of technology. The overall score of DYXnet's corporate website for the seven criteria is 16% above the industry average.

Wallace Ng, Co-CEO of DYXnet, said: "It is our honor to be recognized as one of the Internet Service Provider Standard of Excellence WebAwards 2015 winners. We believe the launch of a responsive website by enhancing viewing experience for various users on multiple devices; producing numerous multimedia videos; enriching the website content and adopting the web accessibility features, largely differentiated us from our competitors. In addition, these help us gain higher scores especially in the areas of website design, innovation, content, interactivity and use of technology. In today's ever-changing environment, it is crucial to provide an effective website that leverages the latest technology while continuously optimizing users' viewing experience with high interactivity and rich content in order to stay competitive in the marketplace."

Founded by the Web Marketing Association in 1997, the WebAwards is the standards-defining competition that sets industry benchmarks for the best websites based on the seven criteria covering website design, copywriting, innovation, content, interactivity, navigation, and use of technology. The goal of the WebAwards is to provide a forum to recognize the people and organizations responsible for developing some of the most effective websites on the Internet today.