

Singapore Government Press Release

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SPEAK MANDARIN CAMPAIGN WEBSITE ON SINGAPORE ONE

Chinese fables and parables come alive through cartoon animation on the *Speak Mandarin Campaign Website!* A collection of 24 fables and parables is now available for viewing on the *Speak Mandarin Campaign Website's* new multimedia section. The cartoon clips provide entertaining explanations of the fables and parables using lively sound and animation. Users can even place orders to purchase the video-CDs of the Chinese fables and proverbs if they are interested. A special discount is extended for Internet order placements.

2 This latest multimedia addition to the website was launched with Singapore One on 9 Jun 97. It takes advantage of the broad bandwidth available on Singapore One. Singapore One users can thus view the cartoon clips as well as audio clips of Mandarin lessons (currently available on the website) at a much faster speed than they could on the Internet. Users can also view past Speak Mandarin Campaign television commercials at the multimedia section.

3 Other features include an animated welcome page, and a colourful menu bar which adds to the convenience of surfing the page.

4 The *Speak Mandarin Campaign Website* (<http://spkmandarin.mita.gov.sg>) will be one of the applications on display at the *Singapore One Partners Showcase* at NCB from 20-21 June 97.

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on behalf of

THE COMMITTEE TO PROMOTE THE USE OF MANDARIN