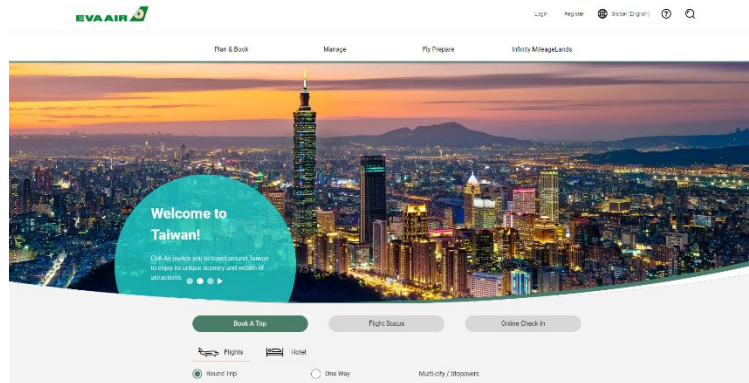


EVA AIR LAUNCHES BRAND NEW CORPORATE WEBSITE

The new website delivers consistency and mobility on a range of devices



London (15 July, 2020) – Taiwan’s leading independent airline, EVA Air, has unveiled its official new website today. Designed to meet consumer demand for easily accessible information whenever and wherever they want it, EVA is using Responsive Web Design (RWD) technology to deliver consistent information services on different devices from office or home to mobility or tablet on the go. It also chose new user interface (UI) for easier and more convenient operating functions. And the airline has given its already popular EVA Mobile APP biometric recognition technology for a way to log in faster and more easily. The new website is available at www.evaair.com.

RWD technology gives EVA’s new website the enhanced accessibility and flexibility it needs to be responsive on a variety of platforms. Synchronising dynamic changes with compatible solutions, the website automatically accommodates image sizes on different devices. EVA also enabled the website to serve its global customer base with 12 language selections, including English, Chinese, Japanese, Korean, Vietnamese and more. Users can easily switch to their language of choice and enjoy the friendly, efficient services they are most comfortable with.

EVA updated its Mobile APP last year, enabling users to scan passports and input personal information, making it easier to check-in online using mobile devices and add electronic boarding passes to Google Pay accounts. Now, the Mobile APP has biometric recognition capabilities as well and all EVA Infinity MileageLands frequent flyers have to do to log in is use their face ID or fingerprint. EVA has made it faster and easier than ever to manage reservations and check mileage. Non-members can access some services by simply registering as EVA fans.

EVA adopted the "User Experience Design" (UX Design) to its website needs for the upgrades. Over more than four months, the design team interviewed around 100 internal and external users, 18 - 55 years old, to gain insights into needs and usage habits. The team then analysed results and applied what they had learned to the designs of EVA’s new operating systems and user interface functions. They tested the upgraded website systems and features to make sure they are user-friendly and meet passengers’ service demands by inviting one group of business travellers and another of tourists to try them.

EVA has made it even more convenient for passengers to check-in online by expanding the time period allowed to as early as 48 hours and as late as 70 minutes before departure. After completing check-in, passengers can print boarding passes or get electronic versions via e-mail or text messages.

EVA's new website design is inspired by the smiling curve of the wings of its Boeing 787 Dreamliners. It replaced straight lines with the "lively curve" to make blocks of information more fluid and vivid and it chose bright background colours to make information easier to read. The website design continues its barrier-free Web Accessibility commitment with features enabling users with disabilities to use professional web readers to navigate smoothly and access all the main functions and messages.

EVA worked for more than two years to develop the new website and its features. By employing the latest webpage design technology, it added features that make it even more convenient for passengers using different platforms to book flights, buy tickets, select seats, choose meals, request to pre-board and alert staff and crews to other special needs. Passengers can experience EVA's brand-new website at www.evaair.com.

Travellers can learn more about all of EVA's routes and services and book travel at www.evaair.com.

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About EVA Air:

[EVA Air](http://www.evaair.com) is a Star Alliance member and one of only 10 [SKYTRAX-rated](#) 5-Star airlines worldwide. Readers voted it one of *Travel + Leisure's* World's Best "[Top 10 International Airlines](#)" and [TripAdvisor](#) awarded it top spots in five categories in its annual [Travelers' Choice Awards for Airlines](#). The carrier was established in 1989 as Taiwan's first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shipping leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA and schedule, book and buy tickets at www.evaair.com.

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