Strategy **Concentration on Digital Opportunities**

Management **LBG Social Contribution Assessment**

Address **Social Innovation**

Response **Investigation and Analysis**

Target **Inclusive Business**

Awards

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- *Winning 3 out of 7 awards for "Distinguished Telecommunications Enterprises for Disaster Relief and Care Action," as well as willing 7 out of 11 individual awards for "Distinguished Personnel for Emergency Repairs of Public Communications" during the corporate social responsibility award ceremony of the NCC's fourth anniversary, making Chunghwa the recipient of the highest number of awards in the telecommunications industry.*
- *Receiving the "Commemorative Award for Participating in the Construction of High Disaster Resistance Communications Platform in Namasia Township, Kaohsiung County" from the NCC*
- *Reception of the Arts & Business Awards of the Council for Cultural Affairs, Executive Yuan*
- *Reception of the "2010 Gold Award of Athletic Promotion of the Executive Yuan"*

Concentration on Digital Opportunities

In the age of technological progress, "digital divide" have created unfair conditions in education and employment opportunities. Building on the characteristics and core professional capabilities of the telecommunications industry, our social investments are focused on "reducing digital divide" and "creating digital opportunities." We are also significantly devoted on introducing "corporate volunteers" to participate in localized community services and actively assist with creation of digital opportunities in local communities.

Six Major Causes of Digital Gap

Digital divide in today's society is primarily due to the following causes:

● Geographical gap: gap that result from people in urban and remote areas.

● Economic gap: gap that result from people of different income levels.

● Knowledge gap: gap that result from different levels of knowledge between different groups of people.

● Disability gap: gap those results from the general public and disabled persons.

● Health gap: gap those results from people of different age groups or health conditions.

● Gender gap: middle age and senior women suffer from significant disparities when using information and communication services due to traditional notions of family care.

Chunghwa Telecom had proposed many solutions to address the aforementioned digital gap. In the future, we will actively engage in social innovations to address these issues.
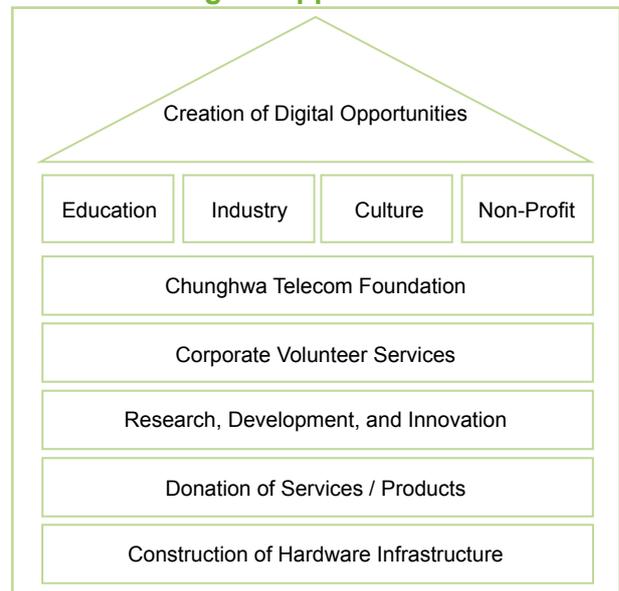
	Chunghwa Telecom Solutions
Geographical gap	Increased availability of services, etc
Economic gap	Communication incentives for low income and minority groups
Knowledge Gap	Computer classes for adults, etc
Disability gap	Customer service for visually impaired persons
Health Disparity	GPS, etc
Gender gap	Digital Good Neighbors

Five Major Aspects of Digital Opportunities

Based in the information and communications characteristics of Chunghwa Telecom, the two major missions of social investments from Chunghwa Telecom and the Chunghwa Telecom Foundation are "reduction of digital disparities and creation of digital opportunities."

Chunghwa Telecom's commitment on this issue involves diverse social investments over five aspects. "Hardware infrastructure" is the foundation for modern people's communication. "Product or service donation" allows communication technologies to properly utilize their values. "Research, development, and innovation" focuses on assisting disabled persons with sharing convenient communication. "Corporate volunteerism" allow our employees to directly utilize their capabilities and participate in community building. Meanwhile, "Chunghwa Telecom Foundation" is the pioneer in our endeavor to create digital opportunities.

Creation of Digital Opportunities

Creation of Digital Opportunities

Education	Industry	Culture	Non-Profit

Chunghwa Telecom Foundation

Corporate Volunteer Services

Research, Development, and Innovation

Donation of Services / Products

Construction of Hardware Infrastructure

LBG Social Contribution Assessment

We have always been committed to our corporate vision of "utilizing society to care for society." Not only are we Taiwan's most significant composite telecommunications company with networks and services across Taiwan and its outer islands, our corporate vision further shapes our self recognition over social contributions. Over the years, we continue to apply our core capabilities to create concrete values for Taiwanese society and assist people with increasing their qualities of life.

Social Investment Statistics

Since 2008, we have gradually increased our social investment amounts. In 2010, social investment not only increased 20% from 2009, social investment also exceeded 1% of business revenues for the first time, achieving comparable standards compared to leading international corporations.

Also, we have improved our statistics calculation methods: the new section of "management expenditures" is added to social investment categories to allow people to further understand costs associated with engaging in non-profit activities. In 2010, cash donations account for 14.6%, product and service donations account for 78.4%, and management expenditures account for 7%. In the future, we will control management expenditures so that they remain below this level.

Social Investments (Unit: Thousands of NT$)

Type of Social Investment	2008	2009	2010
Cash Donations	71,380	165,044	273,778
Product or Service Donations	176,136	1,391,422	1,470,014
Management Expenditures	---	---	131,395
Total	247,516	1,556,467	1,875,187
Percentage of Business Revenues	0.43%	0.84%	1.01%
Hours of Corporate Volunteer Services (Hours)	49,355	41,979	147,083

Social Contribution Assessment

In 2010, we have adopted the London Benchmark Group's (LBG) model to assess the utility of social investments. This model is formed by a group of corporations and non-profit organizations committed to quantifying the effects of social investments. This model had been used for over 18 years internationally, with over 150 corporations around the world employing the LBG model.

According to the LBG model:
1. Formulation of planned targets: community / corporation
2. Activity type (classified by motivations)
3. Value of investment: total monetary value, physical objects, employee hours, and planning and management costs
4. External resource integration: community projects that result from other resources
5. Community benefit: performance assessment of project results for communities
6. Commercial benefit: performance assessment of project results for commerce
7. Assessment of effects on communities / corporations

Quantifying community investments can assist us with engaging in reasonable resource allocation and avoid repetitive resource investment. Thus, financial and non-financial investment can be effectively combined, while expectations of multitudes of stakeholders can be satisfied at the same time to create more effective social contributions. The priorities of our work will continue to focus on enhancing the volume, management, and dialogue associated with social participation.

Social Innovation

Chunghwa Telecom continue to assist the government with implementing increasing telecommunications availability and services. Also, we have established Chunghwa Telecom Foundation to fulfill the primary missions of reducing digital gap, assisting local cultural industries, and participating in community life. Starting from communities, we continue to assist local cultural industries and participate in community life by combining caring companionship concepts with Chunghwa Telecom's core professionalism.

Creation of Diverse Digital Values

The mission behind the establishment of Chunghwa Telecom is to improve digital disparities over education and broadcast for people of different urban and rural residence, identity groups, and income levels, as well as promoting physical and mental health and balancing overuse of information technology. In 2010, we continue to promote digital learning plans, as well as assisting communities with incorporating technologies into life and combining industry and culture, with the aim of creating more diverse values with digital technologies.

We continue to encourage and support various plans for computer classes, the contents of which are planned appropriately according to the needs and abilities of the students. In 2010, we have donated a total of 157 computers, 125 Windows XP programs, 166 Microsoft Office applications, and other relevant and necessary software and hardware equipments. We have also opened 1,240 hours of computer classes, the types of which range from basic computer learning and simple document processing to lifestyle blog management and simple artistic software application. We have further opened advanced professional artistic design classes to transform job requirements into learning motivations.

After Hurricane Morakot, Chunghwa Telecom Foundation provided free opportunities to establish virtual stores on HiNet for "Nanshalu Business Office of Namasia Township, Kaohsiung" and "Organic Produce of Shanmei Village, Chiayi," in order to assist industries in disaster areas with opening sales channels. We not only focus on short term sales profits, but also incorporate assistance for village industry workers to gradually understand electronic commerce concepts, and concretely bringing digital technologies into aspects such as industry needs and lifestyles. By developing professional aptitude through training classes, we can change traditional ways of thinking and selling, and convert crisis into business opportunities.

Continuous Feedback

Chunghwa Telecom had always played pivotal roles in the communications and networking field. However, we are not only thinking about market leadership. Of greater importance is how to give back to society and fulfill our corporate social responsibilities. Chunghwa Telecom Foundation is established to fulfill the primary missions of reducing digital disparities, assisting local cultural industries, and participating in community life. Starting from communities, we continue to assist local cultural industries and participate in community life by combining caring companionship concepts with Chunghwa Telecom's core professionalism.

The Hua Zang Geng Xin Educational Foundation, located in Sanchong District, New Taipei City, was established into a Digital Good Neighbor in September 2010. Out of the vision for resource sharing, the unit provides free classes to community residents to provide opportunities of higher learning.

Introduction of Rural Volunteer Service

Young people frequently move out of rural communities, resulting in considerable impacts against local developments.

Since becoming a Digital Good Neighbor in 2006, Jingliao Village in Tainan is now in its fourth year of cooperation with Chunghwa Telecom Foundation. In order to fulfill CSR visions, corporate volunteers from Chunghwa Telcom's Tainan and Chiayi operation office were introduced at its founding, whose boundless spirit for service impressed many students as they held computer classes for new immigrant mothers in the Jingliao Church, which also made them role models. In 2010, Chunghwa Telecom's corporate volunteers diversified their services.

On top of class teaching, they also participated in preliminary operations of Good Neighbor establishment, including software and hardware environment establishment, equipment troubleshooting, and further participation in projects that helped maintain positive interactive relationships with local community village residents.

In addition to corporate volunteers, Chunghwa Telecom Foundation also directly contacts college and university student volunteers to work in Good Neighbor locations. Service formats primarily consist of learning aspects, which provide college students with opportunities for rural service, and more importantly, introduces learning resources to minority rural areas, which is of great help for communities and villages that are significantly lacking in learning resources.

Student volunteers from National Chiao Tung University travel to Fenglin Church of Sheze Township, Pingtung County, to conduct summer service.

Promoting Compassion and Care for Digital Good Neighbors

In 2010, we worked with Paper Windmill Play Company and held a tour of eight shows in "Digital Good Neighbor" locations, combining local culture with environmental and contemporary issues. We have introduced the "New Immigrant Playhouse" and "Environmental Education Playhouse," which help viewers understand Southeast Asian cultural traditions and also educate viewers on the importance of mountain and forest resources and avoiding repetitions of the Typhoon Morakit disaster.

After Paper Windmill Play Company completed its tour, vibrant responses from the Good Neighbor location motivated us to invite other cultural groups to perform in rural areas. We hope to diversify such performances, and therefore decided to invite the highly experienced "Taiwan Brass Quintet" to perform in Good Neighbor locations. As opposed to merely distant observation of music, local musical pieces were carefully arranged for the performances, while performers further informed the audience "what brass instruments are" in humorous and education manners, thus stimulating and energizing monotonous music theories.

Taiwan Brass Quintet performs in Jingliao Church of Houbi, Tainan. Every local musical piece impresses the audience below the stage.

Paper Windmill Play Company performs in Lushang Church of Fangwan Township, Changhua, and is well received by audiences of all ages.

Remedying Education Resource Disparity with Long Distance Education

After Typhoon Morakot, Chunghwa Telecom Foundation and Fu Jen Catholic University's long distance education assistance group immediately initiated cooperative plans to establish the first long distance education assistance class in Majia Township, Pingtung County.

In March 2010, the long distance educational assistance program provided learning opportunities to the children of Good Shepherd Social Welfare Services. Although this area is not in the so-called "rural towns," new immigrant families in large cities suffer disadvantages in securing resources. New immigrants cannot assist children's schoolwork on their own, and cannot afford the costs of tutors and extracurricular classes. After several assessments,

we have combined the Chunghwa Telecom's Banqiao training grounds with Fu Jen Catholic University's professional teams and decided to distribute resources to people that need them most.

In September, Fenglin Church of Sheze Township, Pingtung County became the third long distance education assistance location. Most families there were economically disadvantaged. Subsequently, we incorporated available space in Sheze Township's digital opportunities center to facilitate long distance education assistance programs.

To ameliorate the emotional distance caused by the nature of long distance education assistance, Chunghwa Telecom Foundation and Fu Jen Catholic University coordinated meet-and-greet

activities. Through personal face-to-face interaction, teachers and students can understand each other better, which is helpful for subsequent class proceedings. Also, to account for the free time over winter and summer breaks, Fu Jen Catholic University's tem created customized "summer school" programs. In July, students from Good Shepherd Social Welfare Services participated in 20-day summer school programs, and experienced a wider range of classes and knowledge, thus spending an enriched and meaningful summer.

Chunghwa Telecom's Banqiao training school provides dedicated computer classrooms to facilitate long distance education assistance programs. Every Tuesday and Thursday, students will come here to initiate journeys of learning with education assistance teachers from the other end.

The "Summer School" held during the summer school provides Good Shepherd's children with different learning contents through the class designs of Fu Jen Catholic University's professional teams.

Innovative Reading, Reading Innovation

Digital disparities are not only caused by shortages of hardware equipment. More often, they result from entrenchment of erroneous concepts. Through continuous education processes, we encourage users to "use computers well" so that "computers can serve well." In 2010, Chunghwa Telecom Foundation attempted to infuse reading concepts into computer applications, and held five innovative reading camp events with Senao Technical and Cultural Foundation. By using digital technology as the medium and converting reading experiences into video recordings, students can achieve balance between text reading and technical images, and develop various aspects of computer applications.

By starting from "reading," we extend the definition of reading to allow wider room for imagination. By exceeding the traditional methods of text reading, and incorporating elements such as bodily movements, traditional games, drama performances, students can properly understand experiences described by words during the process of their participation in the event.

Chunghwa Telecom Foundation and Senao Technical and Cultural Foundation held five innovative reading camps, which were well received by critics and students alike.

Incorporation of mobile book vehicle resources of the Changhua County Neighborhood Care Association facilitates reading activities in Lushang Church, which connects local resources and avoids resource repetition.

"Innovative Reading Camp" Events in 2010

	Event Time	Event Location
1	5/29 ~ 5/30	Shegang Community, Taichung County
2	7/5 ~ 57/7	Renhe Elementary School, Chiayi County
3	7/19 ~ 57/21	Tonglin Elementary School, Taichung County
4	8/3 ~ 58/6	Huanan Elementary School, Yunlin County
5	8/16 ~ 58/18	Shuichuan Elementary School, Pingtung County

Chunghwa Telecom Passing-the-Love Market Event

In August 2009, as Taiwan was ravaged by Typhoon Morakot, Chunghwa Telecom rushed into disaster areas at the first available opportunity and utilized core telecommunications technologies to assist with repairing terminated electric routing in disaster areas and providing shelter residents with operational free phone lines and bandwidth, so that local residents can contact their families as early as possible.

In January 2010, Chunghwa Telecom and Chunghwa Telecom Foundation arranged four "Chunghwa Telecom Passing-the-Love Market" event. The "Passing-the-Love Market," which is formed at Chunghwa Telecom's operation offices in Fengshan, Chiayi, Pingtung, and Taitung with the "great neighbor" concept, provides free sales space for businesses in disaster areas, allowing more people to understand Taiwan's local industries and become more willing to help disaster areas through consumer action. The 7-day "Chunghwa Telecom Passing-the-Love Market" event in four locations won positive recognition from industry workers, Chunghwa Telecom employees, and consumers alike.

2010 Passing-the-Love Market Events

	Location	Date
1st Event	Gangshan Service Center, Fengshan Operation Office	1/12~1/13
2nd Event	Chiayi Operation Office	1/14~1/15
3rd Event	Pingtung Service Center, Pingtung Operation Office	1/17
4th Event	Taitung Operation Office	1/19~1/20

Taiwan's Hotspots

After Typhoon Morakot, Chunghwa Telecom Foundation initiated the "Taiwan's Hotspots" project with Taipei Culture Foundation and Ximen's Red House out of insistence on its original vision. Industry workers from disaster areas who are willing to participate in exhibits are invited to enter Taipei City's busiest commercial districts. To promote local industries and infuse developments from cultural innovation industries, the Red House jointly held the "Taiwan's Hotspots" event series from June to September, enabling cultural innovation industries to prosper and develop with local cultures. Allowing people to see Taiwan's local industries through more diverse methods also brings new inspirations for cultural innovation industries through interdisciplinary cooperation. By using different methods, incorporating joint sales from multiple innovators and Chunghwa Telecom, and relying in Ximending's geographical advantage, young customer clienteles can be increased for local cultural innovation industries. We also used the "point market" method to invite local workers to set up booths, and their interaction with consumers also inspired more opportunities for innovative inspirations for innovators. As well, the "point workshop" cooperation model was adopted to attract people of all ages who enjoy innovating with their hands, which not only allows consumers to understand the process and value of original creations, but also becomes seeds of invention. Furthermore, the event was augmented with "innovative theme booths" to intimate with clienteles, so that everyone can understand innovation stories within Taiwan through more channels.

The exhibit space is based on the main axis of "Innovation Theme Booth of Taiwan's Hotspots," combined with "point markets" and "point workshops," so that consumers in general can understand the industries involved through different formats and depth levels. As they make their purchases, buyers become closer to the production grounds and producers of their products through industry story cards. Meanwhile, the weekly market event is an excellent opportunity for innovators to explain innovative principles to the public. Also, practice classes in workshops provide consumers with valuable experience in handicraft innovation industries. With every element's design and every sale process, we hope to provide industry workers with opportunities to repeatedly review their work and thus increase market competitiveness.

Assisting Villages with Online Stores

"Taiwan's Hotspots" provide businesses with physical sales locations. However, to industry workers from disaster areas or rural towns, utilizing online store models can reduce transportation costs for imports and exports of goods and increase product visibility. Also, product innovation and market compatibility can be further inspired by having producers directly encounter buyers. Therefore, in 2010, we have incorporated Chunghwa Telecom's networked online store advantages to provide people intent on opening online stores with professional training classes and store opening services.

"Nanshalu Business Office of Namasia Township, Kaohsiung" and "Organic Produce of Shanmei Village, Chiayi" are located in Namasia Township of Kaohsiung County and Alishan Township of Chiayi County, which were most severely damaged by Typhoon Morakot. After the typhoon disaster, Alishan Township, which relied on agricultural produce, almost became bankrupt. Meanwhile, Namasia Township, which relied on handicraft items, could not sell anything.

Currently, the contents of online store assistance programs include rental and internet fees required for sponsored community industries, and also provision of human resource management fees, in order to encourage village people in achieving the objective of "digital learning and application."

With opening online stores through the HiNet platform, we are creating new sales platforms.

Dream Building Workshop of Namasia Township, Kaohsiung County

The consecutive nights of heavy rain from Typhoon Morakot turned Xiaolin Village of Jiaxian Township, Kaohsiung County into one of the most disaster-stricken villages from the typhoon disaster. Namasia Township, located in Kaohsiung County, also suffered similar damages.

After Chunghwa Telecom's Fengshan operation office became aware of conditions in Nanshalu, it proactively provided an area of the operation office to act as industry sales spaces. By incorporating Chunghwa Telecom's specialization and the advanced and convenient "iHome Smart Phone" system, consumers can directly engage in online inquiries and purchases with sellers in Nanshalu, which not only resolves consumer concerns over products, but also increases direct contact between sellers and consumers, which is helpful for establishing long term sales lines.

Chunghwa Telecom Continuously Helping Community Villages Sell Local Products through Action

The concept of harmonious coexistence between people and land is becoming increasingly common, and consumers are beginning to harness trust and acceptance in "non-toxic," "organic," "local," and other products. Therefore, in 2010, we hoped to rally more corporate volunteers to apply actual purchases to further understand and interact with local industries. Other than holding irregular large market events in Chunghwa Telecom's Headquarters and the weekly small market sales of Piyaway organic product, provide grounds for Piyaway villagers from Taoyuan (35 events from May 6 to the end of the year) and our partners from Geng Xin in Sanchong (13 events since September 17) to sell healthy produce and self-produced foods, which, helps village communities with pioneering sales channels and encourage autonomous business development, and also encourage internal employees to apply concrete action to participate in the process of corporate promotion of social responsibilities.

Investigation and Analysis

Our vision behind initiating the "Digital Good Neighbors" project in 2006 was: allow everyone to "use computers well," so that "computers can serve well," and allow everyone to "use internet well," so that "internet can serve well." The final objective is that people can "use opportunities well," and that "opportunities can serve well." Over the last several years, Chunghwa Telecom's employees across Taiwan continuously provide ceaseless service assistance, and our corporate promise and commitment to creating digital opportunities have won recognition from local authorities and local residents alike.

Stable Growth of Digital Good Neighbors

In order to help residents living in remote areas overcome digital disparity issues, Chunghwa Telecom had been continuously facilitating the "Digital Good Neighbor" project for many years. Other than sponsoring computer, network, and communication equipments, and forming long term cooperation partnerships with local non-profit organizations. From 2006 to 2010, "Digital Good Neighbors" were created across over 40 communities and villages.

In order to understand the operational conditions of all "Digital Good Neighbors," Chunghwa Telecom conducted questionnaire surveys in 2010. 30 questionnaires in total were issued, of which 20 effective questionnaires were returned, resulting in an effective return rate of 70%.

Because of Chunghwa Telecom works closely with all establishment and implementation units, the mature and stable "Digital Good Neighbors" can mostly devise their own class contents appropriate for their communities, while Good Neighbors in development can also proactively discuss class contents with Chunghwa Telecom Foundation. Therefore, classes were all conducted properly, all yielding significant results.

According to the analysis of this questionnaire survey, each "Digital Good Neighbor" opens for 657 hours on average, and is used by 1,447 persons on average. An average of 72 people participate in an average of 14 computer learning classes held.

Significant Leverage

"Digital Good Neighbors" also resulted in significant leverage effects, allowing communities to reconnect to government or corporate resources. The 20 implementation units who responded to questionnaires consolidated a total of 18 categories of resources, secured NT\$ 517,000 in funding support. Also, there are equipment or facility donations and participation from local private sector units. The operation of "Digital Good Neighbors" can also inspire participation from local authorities, who may contribute their capabilities or time. Meanwhile, every unit has 7 volunteers on average, serving as many as 388 hours.

The multitudes of benefits accumulated by "Digital Good Neighbors" are also of considerable importance towards sustainable development of communities, of which the most significant effects include "allowing residents to become more familiar with each other," "convenient learning of new knowledge," "more convenient lifestyles," "learning new capabilities," "better facilitated dialogue and cooperation," and "people focusing more living environments."

Under optimal foundations, all "Digital Good Neighbors" still have considerable growth potential, and also demonstrate intense intents. On average, every unit has 3 subsequent projects under planning, which can effect more long term benefits for community residents.

Inclusive Business

In this age of rapidly evolving technologies, we are committed to creating a digitally inclusive information society. In this non-discriminatory information society, no one will experience any disparity in terms of opportunities of interacting with and using information due to differences in education levels, gender, age, ethnicity, or locations of residence.

Three Major Operational Priorities

In our future resolution of digital disparities, we will explore ways to account for commercial profits and corporate social responsibilities at the same time, while preemptively addressing large business opportunities and markets from people who want to increase their living standards. Our diligence will be directed as follows:

1. Education: providing ICT education services for students in rural towns, aboriginal mountain areas, and schools destroyed by typhoons, so that children can learn anywhere they go, or take photographs of their current scenery and upload them to international databases to search for information in the photograph. Innovative technologies will also be applied to increase children's interest in learning and innovative developmental capabilities (current services include: storytelling with love 12512).

2. Health: work with medical clinics to improve care for chronic illnesses or seniors through ICT assistance, such as regular transmission of morning and nighttime blood pressure and blood sugar measurements back to the hospital, recommended exercises and healthy cookbooks, instant video inquiry hotlines, etc (current similar products offered include: iHome Care).

3. Disabled persons: develop ICT solutions and services that fulfill the needs of disabled persons.

Non-Profit Cooperation with Public Departments

We also provide proposals to address current conditions of large workloads and manpower budget constraints surrounding public departments, aimed at assisting public departments with caring for every citizen. In 2010, we proposed the "Delivery Service Plan for Hsinchu County," which is briefed to government leaders. In the future, all information regarding disaster prevention and response, county government bulletins, education services, industrial and commercial services, etc, can be easily retrieved by clicking on "MOD County Deliveries."

Under the contemporary trend of servicing the people, the internet can assist public departments by starting from public and household safety and eventually achieving the mission of providing convenient services to the people through agricultural produce sales, education quality, home energy saving, local cultures, care for social welfare, and employment incentives. Public departments can also use MOD to instantaneously understand public opinion, response to public demands, and at the same time provide the stage for new emerging industries to develop new job opportunities.

Public-Help-Search System

In addition to cooperating over many non-profit text message and free service codes with the government, we also tested the "Public-Help-Search System" in 2010. The "Public-Help-Search System" is the result of innovation, research, and development from Chunghwa Telecom Laboratories. Through the text messaging function of a personal cell phone, relevant information can be sent proactively to volunteers to assist the Child Welfare League Foundation (abbreviated as CWLF) and Federation for the Welfare of the Elderly (abbreviated as "Seniors' League") with finding lost children and seniors. According to system operation results, currently, the resolution rate of lost person cases is approximately 52%. The capacity of more search volunteers is badly needed to improve these statistics.

Special Edition:
Innovative Technology and Inspiring Service

In 2010, we have introduced various innovative technology products and services, based on the main axis of "innovative technology" and "inspiring service," as well as inviting people to experience these accomplishments during various major events.

Expo 2010 Shanghai China

During the Expo, the Taiwan Pavilion was a distinguished section. In order to allow people who could not attend the event in person to also experience the pride of the Taiwan Pavilion, we have established the "Expo Zone" in the three platforms of hiChannel, emome, and MOD, where people can watch instantaneously. The 16 ambassadors of the Taiwan Pavilion were also invited to broadcast live from Chunghwa Telecom's Xuite blog. Also, we have also introduced the "Daily Rental of Digital Expo Tour" proposal, allowing people in the Expo to share their thoughts instantly with family and friends.

FIFA World Cup 2010 in South Africa

The FIFA World Cup 2010 in South Africa, the first World Cup in an African country, is a high profile event to people around the world, and also one of the most popular international attractions. We have long been committed to broadcasts of sports events, but in this event, not only do we provide high quality MOD bilingual broadcasts, so that soccer fans do not miss any captivating moment, HiNet and emome also broadcast live from the event throughout its entire duration, so that people can travel and watch at the same time.

Taipei Mayor Lung-pin Hau, Chairman Lu, and soccer team members attend the opening live broadcast press conference of "Taipei High World Cup"

2010 Taipei Flora Expo

The greatest event at the end of 2010 – the Taipei International Flora Expo, contained Chunghwa Telecom as its only telecommunications sponsor. Other than overall foundational network establishment and end user equipments, we also provided dedicated event-wide wireless applications, mobile tour guide services, and mobile added value services, allowing people to experience the charm of the mobile Flora Expo before they arrive at the event itself.

The Flora Expo, spanning 6 month long, exhibited at least 3,300 species and 3.297 million plants, as well as various theme pavilions distributed in the vast Flora Expo exhibit region. The QR Code / NFC Bluetooth Dongle service that we introduced enables instant retrieval of relevant information upon photographing of the QR Code or retrieval of RFID, to eliminate confusion for people attending the event