

## Communications

P.O. Box, CH-8022 Zurich  
Telephone +41 1 631 31 11  
Fax +41 1 631 39 10

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## Swiss National Bank to launch new website

The Swiss National Bank has given its website ([www.snb.ch](http://www.snb.ch)) a new look and is unveiling its new version today. Homepage, design and the different content sections have been redesigned and enhanced.

The new homepage now provides an overview of the main content sections at a glance. The website is not only broken down by key topics, but also provides special sections for the major user groups, such as the media, financial markets, research, jobseekers, etc. Each section features a graphically enhanced entry page with an overview of the different subject areas. The different content sections are more attractively presented and certain sub-sections have been expanded somewhat. One new addition, for instance, shows pictures of the 7th banknote series, which was created in 1984 as a reserve series, but was never put into circulation.

The section for the *media* user group, for example, contains press releases, speeches, CVs, photos and dossiers on special topics (e.g. currently, the 100th anniversary of the Swiss National Bank). All of the SNB's statistical publications are now combined in the *Statistics* section, and an overview is given on the *Statistical publications* page. To find out when new publications become available on the SNB website, users may subscribe to a News Alert, a mail service of the Swiss National Bank.

Brand new technology allows users to switch between the three main languages – German, French and English – on every page by simply clicking the language buttons on the top right of each page.

With the comprehensive redesign of its website, the National Bank is even better prepared to keep pace with future content expansions and further technical developments. An RSS feed, making content available in a format suitable for news aggregators, is currently in the planning stage.