

## Switzerland introduces its architecture to Chinese tourists through online app

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Xinhuanet App 炫闻

GENEVA, Oct. 26 (Xinhua) -- The Switzerland launched on Thursday the Chinese version of an online application to introduce the history and architecture of 600 buildings in the country to Chinese smartphone users.

The society for the history of Swiss art, developer of the online application, said in a press release that the free application called "Swiss Art To Go light", presents both Swiss historical highlights and contemporary buildings in words and pictures in Chinese.

The application facilitates not only the discovery and exploration of the Swiss buildings, but also the preparation of an architectural trip, for the Chinese tourists, added the non-profit organization, working on the long-term preservation of Swiss architectural heritage.

Launched in Switzerland in 2013, the premium app contains information on thousands of buildings in Switzerland in German, French, Italian and English.

The additional Chinese version of the application responds to the great interest in Switzerland shown by Chinese tourists by providing an easy way to discover the country, explained the organization.

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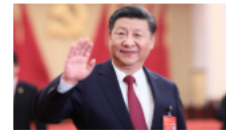
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