.tel: a status quo

Telnic Limited

ICANN Regional Meeting

Rome, 23 January 2009

an innovation in internet real estate

a completely new publishing platform

an exciting new opportunity and ecosystem

The .tel is a new TLD
dedicated exclusively to communications
that enables people and businesses to
store, update and publish
contact information, web links and
keywords directly in the DNS
under a unique domain name.

The .tel is:
- simple
- fast
- accessible by any device

The .tel provides a new internet standard for people and businesses to take full control over how and where they are reached.

.tel delivers

- integration of all communications types
- full ownership of your data
- 'live' contact information
- protection of private data
- optimized mobile searching and surfing
- simple structured navigation
- multi-lingual keywords for SEO
- no need to build, host or manage a website
- the first, live, global directory service

.tel's Sunrise

- has started on 3 December 2008
- will end on 2 February 2009
- has attracted and still attracts huge interest
- with the broadest range of applicants <u>and</u> trademarks that can possibly be thought of

.tel's Landrush

- will start on 3 February 2009
- open for <u>anybody</u>
- <u>any</u> .tel domain name not yet registered becomes available
- no auctions, no "premium" domain names
- strictly First-Come-First-Served
- therefore, an equally huge interest is being expected in valuable domain names

.tel's key facts

- .tel is incomparable to any other TLD
- .tel domain owners buy an entirely different service
- .tel domain owners claim their space in a global, live and online directory
- the service .tel renders needs to be compared classical directory services such as yellow pages or white pages
- .tel's functionality is completely complementary to any other TLD

.tel's key facts

- .tel comes with "built-in" Search Engine Optimization
- Search engine operators such as Google or Yahoo will want to spider and index the entire .tel tree
- the highly accurate and very well structured data and keywords stored directly in the DNS are very likely to be given well some weight in the index
- this will most probably result in rather high rankings, but comes at a fraction only of regular SEO costs

.tel is a solution for...

- fragmented communications
- fragmented identities
- fragmented brand initiatives
- fragmented directory services
- mobile information search
- device-specific media distribution
- cross-platform competition formats
- customer acquisition and retention

.tel ecosystem

- providing new clients
- seeding developer community
- open source applications
- from static to live contacts on devices

thank you

tell the world