



.tel is much more than just a domain extension. It is a whole new way of managing communication.

What is .tel?

.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.

How is it different?

All existing top level domains serve the same purpose. They map domain names to websites. However .tel has a different purpose. It maps domain names to contact information and keywords stored directly in DNS, enabling companies to use DNS as a data store.

1) When you input a .tel domain, **ascio.tel** into your browser, it queries the DNS.

2) The DNS does not return an IP address as with other domains. Rather it returns the contact information and keywords that Ascio chose to store directly in the DNS.

3) You can click on one of the contact details provided by ascio and be immediately connected.



largeco

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Web Link: www.largeco.com

Location: 37 Percy Street, London, Greater London, W1T 2DJ, UK

Keywords: London, UK, Exclusive, Award-winning

tel

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## The .tel is:

- simple
- fast
- accessible by any device

## .tel Sunrise begins on 3 December 2008

.tel allows you to store, publish and update all your contact information and keywords online under your unique domain name, without the need for a website.

### Why companies need a .tel

.tel enables companies to create a fully interactive and live communication hub to take control over how and where customers can communicate with them. With companyname.tel it is possible to list all means of communication i.e. phone, fax, premium numbers, mobile, VoIP and email. It is also possible to store links, geo-location data and keywords describing the company and its business area.

### First global directory

With a .tel domain companies gain an entry into the first global directory allowing them to own and control all their contact information and update this in real-time from any device connected to the internet through a user-friendly interface.

### Quick and intuitive navigation

It is easy with a companyname.tel domain to route customers to the right department or location of their choice using a quick and intuitive navigation structure based on innovative DNS technology.

### Increase online discoverability

Companies will increase their business's discoverability online with a .tel because they can publish multi-lingual keywords for each department and location. These keywords are indexed by leading search engines, which will improve a company's online visibility.

### Instant overview

Companyname.tel makes a company or brand instantly accessible from any device connected to the internet.

Customers can simply type in companyname.tel in a browser, select a method or contact and click to initiate communication.

### Sunrise 3 December

Sunrise opens at 15:00 GMT on 3 December 2008 and closes at 23:59 on 2 February 2009. Owners and licensees of trademarks registered with national effect may apply. Trademarks must have been applied for prior to 30 May 2008 and registered prior to the date of the Sunrise application is submitted.

Applications may be based on both word and figurative marks that consist exclusively or predominantly of words.

Sunrise registration will carry a three-year term. The selection method is first-come, first-served. The validation agent will review applications for conformity with the Sunrise Policy. If an application is rejected, the applicant will have 10 days to file an appeal. If an application is accepted, third parties will have two days to file a challenge.





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

.tel is a service that allows both businesses and individuals to store and manage all their contact information and keyword information directly in the DNS without the need to build, host or manage a website.

#### Advantages

The .tel domain is the first TLD to use the DNS in an entirely new way - as a global data store. By storing data directly in the DNS, the .TEL provides the following benefits:

1) **No website necessary:** The contact information stored in the DNS is readily available and efficiently delivered to any device without the need for a website or a webmaster.

2) **Speed:** The domain name system is optimized for speed. Because it is DNS-based a .tel lookup takes just a fraction of a second, and is much quicker than loading a typical webpage.

3) **Real-time:** Whenever you update your data in the DNS, the change "goes live" immediately.

4) **Improved control:** The .tel uses the data you supply to the DNS to tell search engines exactly where the keywords are, thereby improving a company's search results.

5) **Optimised for mobile devices:** The traffic generated by a .tel lookup

is so small that it remains inexpensive for consumers. The data is also represented in such a simple way that the .tel easily integrates into address books and allows for advanced navigation on all mobile devices.

6) **Scalable:** The DNS is a fully scalable and decentralised system that already handles billions of queries each day. It is perfectly suited to become the most reliable global directory of contact information and keywords.

7) **Global:** The DNS is ubiquitous. Everything on the internet uses the DNS all the time and all information stored within the DNS is globally accessible from any device connected to the internet.

8) **Encryptable:** Data stored in the DNS may be encrypted so that only authorized users may access it, ensuring total privacy.

To hear more about .tel please call  
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#### Application phases

- **Sunrise** is reserved for the rightful owners or licensees of trademarks and will begin on 3 December 2008. Sunrise applications will be handled on a first-come, first-served basis.
- **Landrush** is open to everyone and will begin on 3 February 2009. Landrush applications will be handled on a first-come, first-served basis.
- **General Availability** is open to everyone and will begin 24 March 2009. General Availability applications will be handled on a first-come, first-served basis.

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## ABOUT ASCIO

Ascio is part of Group NBT plc., the leading UK Domain Name Management Company. Founded in 1999 Ascio currently has a total of more than one million domains under management and employs 275 people in offices in Copenhagen, New York, London, Vienna, Nice, Madrid, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 300 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.