

.TEL Briefing for Journalists, Bloggers and Newsletter Authors

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Introduction

The new .TEL domain has the potential to revolutionize the way people connect, but it's not without some controversy. It's also a domain name that doesn't behave as a domain name and is therefore the cause of some confusion - and a lot of discussion.

Webnames.ca is keen to fuel the debate and has prepared a digest of topics and background material as a primer for journalists, bloggers and authors of newsletters. We invite you to join the discussion and hope that you will share the information and issues with your audience.

Who We Are and Why We're Distributing this Material

Webnames.ca is an ICANN accredited domain registrar. We are a registrar for .TEL and ultimately we hope that people will choose to use us for their .TEL registrations.

At the same time, we truly believe that .TEL represents a technology that will forever change the way we connect and that it will simplify people's lives. We want people to know about it and make informed decisions. We've been around for a lot of new domain launches but we've never before taken an evangelist position. This is something we believe in strongly and we want to get the word out.

You and Us

The material herein is provided without strings or caveats. We'd appreciate a mention and a link to www.webnames.ca/tel, but it's not a condition of use.

Nor do we have any expectation that you will take the same position as us. We've looked at .TEL from every angle and believe that it has the potential to be as significant as e-mail or cell phones in terms of its impact on society. You may have a different view and we encourage you to express your own opinions and use this material to support

your own views. Where ever possible, we look forward to participating in a lively and open debate.

Beyond this Document

We have a number of staff who are knowledgeable about .TEL and represent different views, from the impact on the general public, the importance to business, marketing and sales and others who can speak to detailed technical specifications and references to other comparative technologies.

If you are looking for quotes, interviews or just an opportunity to discuss .TEL with an interested party, we encourage you to contact us.

We also have a growing resource centre of original material and links to other online resources, including video, which can be found by navigating from <http://www.webnames.ca/tel> and <http://www.webnames.ca/tel/resources>. Blogs about .TEL and other topics can be found at <http://blog.webnames.ca>

Contacting Webnames.ca

Please send questions and comments about .TEL to telme@webnames.ca. We will direct your enquiry to the person best able to address your enquiry.

You can also contact us using any of the following:

Toll Free: 1.866.221.7878
International: +1.604.633.1142
Customer Support: support@webnames.ca
Managed Services: corporate@webnames.ca

.TEL – A Summary Explanation

In an age where there are more ways to communicate than ever before, .TEL is a single point of contact. It's a welcome, new technology which is simple to use and will make everyone's life easier.

.TEL allows you to securely store and exchange all of your contact information with a single name - like johnsmith.tel for an individual or smithelectrical.tel for a business. Instead of exchanging individual pieces of information such as your phone number, e-mail, cell number, work number, and so on, you just give people your .TEL name.

It's such a simple and convenient way to exchange contact information that Webnames.ca predicts that it will revolutionize the way people and businesses keep in touch.

It only takes a second to tell someone your easy to remember name and people only need to enter the .TEL name once in their address book. All of the contact information is already attached and available.

The information is also 'live', so no one will have to update their address books, ever again – no matter how often the contact information might change.

FURTHER RESOURCES

- A Snowball's Chance for .TEL? (Blog Article) - <http://blog.webnames.ca/2008/09/a-snowballs-chance-for-tel.html>
- .TEL for Individuals (Video) – <http://www.webnames.ca/tel/video/individual/default.aspx>
- .TEL for Business (Video) – <http://www.webnames.ca/tel/video/business/default.aspx>
- .TEL Acceptable Use Policy – <http://www.webnames.ca/downloads/AUP.pdf>

Benefits

- .TEL offers simpler access to contact information
- .TEL makes it easy to maintain contact information
- .TEL is available and relevant to both businesses and individuals

- .TEL offers more utility than discrete contact tokens such as telephone numbers, e-mail addresses and web addresses, while requiring only one entry in an address book
- .TEL is usable by a wide variety of devices and applications
- .TEL can direct people outside the company to connections within a company more efficiently than existing technologies
- .TEL is likely to replace telephone numbers and web addresses as the primary contact token in marketing and advertising across all major forms of media.

FURTHER RESOURCES

- 10 Reasons to Buy a .TEL (PDF) – <http://www.webnames.ca/downloads/Top10ReasonsToBuy.pdf>
- What can my business store within its .TEL? (Video) – <http://www.webnames.ca/tel/video/business/store-within-tel.aspx>
- How will customers use .TEL to find my business? (Video) – <http://www.webnames.ca/tel/video/business/customers-find-business-tel.aspx>
- How will customers use .TEL to contact my business? (Video) – <http://www.webnames.ca/tel/video/business/customers-contact-business-tel.aspx>
- How will my friends use my .TEL to contact me? (Video) – <http://www.webnames.ca/tel/video/individual/how-will-friends-use-tel-to-contact.aspx>

Technology

.TEL stores contact information directly in the Domain Name System (DNS). This robust technology infrastructure is responsible for all domain name related technologies and has been proven over more than 25 years of use.

Three standard DNS record types are supported:

- NAPTR records store contact information
- TXT records store text
- LOC records store location information using latitude and longitude

While the .TEL is technically a Top Level Domain (TLD), it doesn't behave like other domains. The A record, which typically resolves to a web site must, under the Acceptable Use Policy point to a TelHosting server that ensures consistent behaviour across all .TEL extensions. Entering the .TEL domain in a web browser will result in a

homogenously styled and structured page served by a web proxy. While all .TEL's look the same in a web browser, the data is determined by the owner.

FURTHER RESOURCES

- .TEL Me How it Works (Blog Article) - <http://blog.webnames.ca/2008/10/tel-me-how-it-works.html>
- .TEL – An Innovative Use of the DNS (PDF) – http://www.webnames.ca/downloads/Tel_Technology.pdf
- .TEL's Record Types (Blog Article) - <http://rikkles.blogspot.com/2008/05/tels-record-types.html>
- Wikipedia: DNS (Webpage) - http://en.wikipedia.org/wiki/Domain_Name_System
- Wikipedia: NAPTR (Webpage) - <http://en.wikipedia.org/wiki/NAPTR>

TelHosting

TelHosting comprises a suite of software, policies and rules that allow the domain owner to manage the data, within a policy framework, and govern how data may be stored in the DNS.

Presently Telnic, the sponsoring body behind the .TEL is the only organization offering TelHosting, however an API (Application Program Interface) will be released before the end of the year that allows accredited TelHosting partners to develop third party interfaces that may extend management models, as well as hosting .TEL domains.

FURTHER RESOURCES

- How does my company configure its .tel? (Video) – <http://www.webnames.ca/tel/video/business/how-company-configure-tel.aspx>
- How do I configure my .tel? (Video) – <http://www.webnames.ca/tel/video/individual/how-do-i-configure-tel.aspx>

.TEL Web Proxy

Unlike most domain names, .TEL isn't associated with a web page. The A record that normally defines the web site in a domain name always point to a TelHosting server. As a result, all .TEL domains viewed in a web browser have a consistent look and feel based on a web proxy template. The information that the domain owner enters through the TelHosting interface is of course defined by the owner.

CNAME and DNAME records are also disallowed in .TELs, however MX records may be defined, so the .TEL can be used for e-mail.

The .TEL 'web page' is automatically created, so no design or coding is necessary and additional hosting is not required. It is compatible with all popular browsers, including mobile browsers.

FURTHER RESOURCES

- www.emma.tel (Sample .TEL)
- www.smallco.tel (Sample .TEL)
- www.hotels.tel (Sample .TEL)

Privacy and Security

Data associated with the .TEL can be configured according to a privacy framework created by the owner. Through the TelHosting interface, the owner can determine what information to associate with the .TEL and who can see the information based on security groups the owner defines. Individual .TEL owners may choose what information to be shown to the general public.

For both individuals and businesses, a process known as "Friending" allows a member of the public to request access to non-public information. The request involves submitting a name and e-mail address as identifiers, together with a message to the domain owner. The domain owner manages the "friending" requests through the TelHosting interface and either denies or grants access to the requestor by assigning them to a security group. The security group determines the information that may be seen.

The security model is built on a private/public key exchange between users. Private contact data is secured using 1028bit encryption. A requestor does not need to be a .TEL owner but if not, they must create a "friending" account providing minimal personal information.

FURTHER RESOURCES

- Security Settings in .TEL (Blog Article) - <http://blog.webnames.ca/2008/10/security-settings-in-tel.html>
- Privacy in .TEL (Blog Article) - <http://rikkles.blogspot.com/2008/05/privacy-in-tel.html>
- How do I protect my private data? (Video) – <http://www.webnames.ca/tel/video/individual/how-do-i-protect-my-private-data.aspx>

.TEL Structures

.TEL owners may elect to structure data hierarchically. This works well for international, regional or departmental organizations, but can be equally useful for any data that can be compartmentally organized. Owners view the organization as a set of folders through the TelHosting interface, which translates into a series of sub-domains when viewed by an end user. For example, an international hotel chain could use a single .TEL address to manage contact information for every property:

116madison.newyork.usa.6seasonshotel.tel

FURTHER RESOURCES

- How does my company configure its .tel? (Video) - <http://www.webnames.ca/tel/video/business/how-company-configure-tel.aspx>
- www.largeco.tel (Sample .TEL)

.TEL Profiles

Profiles can be used to display similar information under different circumstances. For example, a business may prefer to present a different set of contact information or a different preferred method of contact on a weekend, after hours, for statutory holidays or at different times of the year. For individuals this might be change based on work hours or vacation time.

FURTHER RESOURCES

- Profiles for .TEL (Blog Article) - <http://blog.webnames.ca/2008/10/profiles-for-dot-tel.html>
- How do I configure my .TEL? (Video) - <http://www.webnames.ca/tel/video/individual/how-do-i-configure-tel.aspx>

.TEL Devices and Software

.TEL names are accessible to any internet enabled device or software. Early releases of software for the Blackberry, iPhone and Outlook have been released to a small test group.

There is a solid framework for developers and the .TEL Developer Community was launched October 15th. The framework includes API's (Application Programming Interface) for TelHosting and other .TEL services and SDK's (Software Development Kit) and Source Code to support the development of third party applications for devices and integration of .TEL in popular software.

FURTHER RESOURCES

- .TEL Developer Community (Webpage) - <http://dev.telnic.org/>
- .TEL for Blackberry (Blog Article) - <http://blog.webnames.ca/2008/10/tel-on-the-blackberry-a-first.html>
- .TEL for iPhone (Blog Article) - <http://blog.webnames.ca/2008/10/dottel-on-the-iphone-a-first-l.html>
- .TEL for Outlook (Blog Article) - <http://blog.webnames.ca/2008/10/tel-for-outlook-a-first-look.html>

Registration Timeline

	Starts	Ends
Sunrise Registration Trademark holders only	December 3, 2008	February 2, 2009
Landrush Registration Early registration opportunity at a premium price	February 3, 2009	March 23, 2009
General Availability Open registration at a regular price	March 24, 2009	Ongoing
.TEL Pre-booking Advance booking with Webnames.ca for all registration phases	September 26, 2008	Sunrise: December 2, 2008 Landrush: February 2, 2009 General: March 23, 2009

FURTHER RESOURCES

- The Sun Rises on .TEL (Blog Article) - <http://blog.webnames.ca/2008/10/the-sun-rises-on-tel.html>
- Registration Phases (Webpage) – <http://www.webnames.ca/tel>

Relevant Organizations

- **ICANN** - The Internet Corporation of Assigned Names and Numbers is the international organization responsible for the oversight of and coordination of the Domain Name System and Top Level Domains (TLDs)
- **Telnic** – Telnic Limited is the .TEL Sponsoring Organization responsible for implementing certain policies relating to the .TEL domain
- **Neustar** – Neustar is the operator of the domain name registry and DNS resolution systems for .TEL.
- **Webnames.ca** – Webnames.ca is an ICANN accredited registrar certified to offer .TEL domains to the public on behalf of the registry

FURTHER RESOURCES

- ICAAN Website (Webpage) - <http://www.icann.org/>
- Telnic Website (Webpage) - <http://www.telnic.org/>
- Neustar Website (Webpage) - <http://www.neustar.biz/>
- Webnames.ca Website (Webpage) - <http://www.webnames.ca/>

Topics of Interest

We've been talking about and building our knowledge of .TEL for some time now. We've been speaking daily with Telnic, talking to individuals and businesses, reading other articles online and in the press and have enjoyed lively discussion around the office. From our experience, we've compiled a list of topics and issues that we've found capture people's interest, cause concern or create questions.

- How is .TEL different from other domain names?
- How does .TEL protect privacy?
- Will .TEL lead to more spam, or less?
- What are the identity theft issues with .TEL?
- How many .TEL names do I need?
- Strategies for choosing the right .TEL name
- Who will be the early adopters?
- .TEL in the workplace – who needs one and who doesn't?
- The impact of .TEL on marketing & advertising
- Competitive advantages of having a .TEL
- .TEL for the sales team
- Will .TEL replace the business card?
- Strategic integration of .TEL into marketing and communication plans
- Does .TEL need critical mass to be worthwhile?
- Isn't .TEL just a new/different version of [other technology]?
- Monetizing .TEL names
- .TEL for domainers

Technologies Sometimes Confused with .TEL

Simplifying the way we connect has been the goal of many technologies and there is a tremendous amount of interest in social networks, identity and privacy. Some early articles on .TEL have incorrectly likened it to existing technologies and applications or attributed it with functionality and purpose it doesn't have. The following is a list of some of these technologies and applications, with a short description of how they relate and/or differ from .TEL

- ENUM** A set of protocols that involves mapping telephone numbers to IP addresses allowing internet enabled functionality for telephony systems. Very specific to telephony. Uses NAPTR records, like .TEL
- LinkedIn** A popular web based application that allows users to create profiles, including contact information. LinkedIn and similar applications are only available via a browser and profiles are not designed to be portable or readily available to other applications. Bears no marked relation to .TEL, although your .TEL would be likely to appear in your LinkedIn profile and your LinkedIn might well be listed in your .TEL information.
- .ME** A ccTLD (Country Code Top Level Domain) marketed as a domain for personal use. .ME has traditional domain name utility. Bears no marked similarity to .TEL, although you might list your .ME web site in your .TEL information.
- .MOBI** A gTLD (technically an sTLD), .MOBI is a domain name marketed for use with mobile devices. While it has no inherently special characteristics, .MOBI sites are required to conform with stated standards for building mobile compliant web content. Bears no marked similarity to .TEL, although you might list your .MOBI web site in your .TEL information. Incidentally, the .TEL web proxy ensures that .TEL viewed on a mobile device is fully compliant.
- OpenID** One of several implementations for digital identity that attempts to consolidate a user's multiple profiles and credentials under a single identity. A major theme in identity management is single sign on, where a single, common identity can be used to authenticate a user on multiple web sites/applications and users can even move between secure sites without signing in again. Bears no marked similarity to .TEL other than the notional concept of identity. .TEL is not used for single sign on. .TEL can store multiple user profiles from different sites but its intention is not to create mappings between them. There are some interesting possibilities that may come from integrating these two separate technologies, but no relation exists at this time. Related names in this space include Sxip, LID, i-Names and Windows Live ID.
- Plaxo** An online address book (and social network) that allows users to share contact information and automatically update information across user networks. Plaxo shares some core features of address sharing with .TEL. With .TEL, you manage and control your information, not the provider. Plaxo information is designed to be shared with other users of the Plaxo application, whereas .TEL is designed to be an open framework, allowing data to be shared and consumed by almost any application and device. A .TEL is a unique identity or brand, rather than an application profile.
- XFN** XHTML Friends Network is way of linking people within HTML, often used in blog links and social networks. While it has no similarity to .TEL, there may be interesting opportunities that arise from combining the two technologies. Related names in this space include FOAF, Social Graph and hCard.

WAP Wireless Application Protocol is a standard for early mobile phone browsers. It bears no similarity to .TEL and the only cross reference that might occur would be due to both being used in mobile devices.

.TEL Related Factoids

- .TEL is a Sponsored Top Level Domain Name (sTLD) which is a type of Generic Top Level Domain (gTLD) that is governed by policies formulated by the delegated Sponsor.
- The Sponsoring organization for .TEL is Telnic Limited, based in London, England
- The CEO of Telnic is Khashayar Mahdavi
- .TEL was approved by ICANN in May 2006
- .TEL was first proposed to ICANN in 2002
- A .TEL name must be a least 3 characters in length and no more than 63 characters
- A .TEL name cannot consist of all numbers. It must contain at least one letter, from a-z and cannot include symbolic characters other than the hyphen
- A hyphen may not be at the start or end of a name, nor can it be used as the third AND fourth characters
- .TEL Sunrise and Landrush registrations include 3 year registrations
- .TEL names registered during the General Availability period can be registered for 1 to 10 years
- Private contact information is protected by 1024 bit encryption of the NAPTR record
- .TEL domain disputes are governed by ICANN's Uniform Domain Name Dispute Resolution Policy (UDRP)
- All .TEL domain A records point to a web proxy page, so all .TEL pages look the same through a web browser
- MX records are permitted for .TEL domain names
- .TEL contact information is stored directly in the DNS, making data access very fast
- The Validating Agent for Sunrise Registration for trademark holders is Deloitte