

.TEL Briefing Paper

For Marketing Professionals & Brand Managers

October 30, 2008

Webnames.ca

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In an age where there are more ways to communicate than ever before, .TEL is a welcome new technology which promises to simplify the way people keep in touch. .TEL offers more convenience for customers wanting to connect with businesses irrespective of device or method.

Sunrise Registration for trademark holders begins December 3, 2008. .TEL is a global domain and qualifying trademark holders from around the world will be competing for .TEL names, which are awarded strictly on a first come, first served basis.

Overview

.TEL is a revolutionary new way to store, manage and exchange contact information for businesses and individuals. It offers a way to store a limitless number of contact points attached to a single address (eg myCompany.tel), which is easy to remember and can be used by any internet enabled device including smart phones, VOIP systems and web browsers.

.TEL provides companies with a single point of contact for life, requiring only one entry in an address book. Contact data is 'live' so updates by the owner are seamlessly propagated to customers who do not need to update address book entries.

The .TEL is likely to have a major impact on marketing and advertising. It could easily replace the telephone number and web address as the primary contact detail in all forms of advertising, including billboards, magazines, radio, television and even business cards and vehicle signage.

It is rich in utility while being easy to remember and easy to use. It empowers customers by giving them the choice of how they connect with a company and directs them more quickly to the person or department that can fulfill their needs.

Companies and their representatives wishing to protect intellectual property and brand assets including trademarks, servicemarks and some figurative signs and logos can take advantage of the Sunrise (Trademark holders only) and Landrush registration periods before General Availability. Pre-booking for all registration phases is now available at www.webnames.ca/tel.

FURTHER RESOURCES

- .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>

Marketing Impact

.TEL is likely to become an important and central tool for marketing professionals. It exhibits the qualities of a disruptive technology offering more utility and broader possibilities than existing contact solutions, as well as being easy to use, easy to integrate with existing strategies and highly extensible.

As an adjunct or replacement for telephone numbers and URL's in advertising, the .TEL is easy to remember and easy for customers to use, especially with mobile devices. It empowers customers with the choice of how to connect, but can also be structured to direct customers to preferred paths.

The privacy feature can be used to build strong relationships with customers. Customers can be encouraged to submit "friending" requests, including name and e-mail by offering access to premium information, including promotions. .TEL data is 'live' so updates to the .TEL information automatically propagates to anyone using the .TEL name, effectively creating a communications feed.

Geo-location information helps customers to find physical locations and proximity based marketing integrating GPS based smart phones is a very real possibility, especially with the open developer community and framework.

As a more immediate solution, .TEL works both through PC and mobile browsers and will be an additional asset for local search and search engines, driving measurable traffic to targeted web properties. Besides contact information, website URL and geo-location map, keywords can also be displayed to enable better search engine ranking.

From the outset, .TEL makes companies easier to find, easier to reach and easier to remember. However, the ease with which it can be integrated into online community applications as well as desktop and device software will continue to create new opportunities for marketing professionals and their clients.

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 details 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 detail 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>

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>

.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>

Eligible Trademarks (Sunrise)

An "Eligible Trademark" is a trademark or service mark that has been registered, where the registration meets the following criteria:

- The registration is issued by the competent public authority or intergovernmental organization referred to in the Sunrise Application;
- The registration has national effect;
- The application for such registration is filed prior to the 30th May 2008; and
- The trademark or service mark was registered prior to the date that the corresponding Sunrise Application is submitted to the Registry.

A Sunrise application may be based on a figurative sign or logo that is protected by an Eligible Trademark if the following conditions are satisfied:

- a. the sign exclusively contains a name, or
- b. the word element is predominant, and can be clearly separated or distinguished from the device element, provided in each case that:
 - i. all alphanumeric characters (including hyphens, if any) included in the Eligible Trademark are contained in the Domain Name applied for, in the same order as that in which they appear in the sign, and
 - ii. the general impression of the word is apparent, without any reasonable possibility of misreading the characters of which the sign consists or the order in which those characters appear.

Validating Agent

The Validating Agent for considering trademark applications for .TEL is Deloitte.

First Come, First Served

.TEL trademark applications are effectively world wide. In cases where more than one application is received for the same trademark, the name shall be awarded to the first eligible, validated application. In cases where the first received application for validation is rejected, the registry will submit the next complete Sunrise application, based on the timestamp of when it was received.

Reconsideration

Applications rejected by the Validating Agent may be eligible for reconsideration by the validating agent, subject to the rules of the Reconsideration Proceedings and an additional reconsideration fee. The applicant will have 10 days to file a challenge.

Protecting Non-Trademark Brands and IP

Names that are not covered by an eligible trademark may be protected by registering them ahead of General Availability in the Landrush period. Landrush registrations start approximately seven weeks before General Availability and carry a premium price. Landrush registrations are open to the general public. As with Sunrise, Landrush registrations and pre-bookings are considered on a first come, first served basis.

Dispute Resolution

Domain name disputes are governed by ICANN's Uniform Domain-Name Dispute-Resolution Policy (UDRP).

.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>
- Sunrise FAQs - http://www.webnames.ca/tel/sunrise_faq.aspx

Activity Levels

Current pre-book activity levels with Webnames.ca are growing. At the time of publication pre-booking numbers range from several dozen to several hundred daily.

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/>

Webnames.Ca Domain Registrar and Managed Services

Webnames.ca is a domain registrar with a long history of managing non-standard domains like the .TEL. Original founder John Demco operated the .CA registry for 13 years before transferring operation to CIRA in 2000.

Webnames.ca Managed Services Group manages domains on behalf of some of the world's largest companies and most popular web destinations. The Managed Services Group is available to offer expert assistance with .TEL policy and can undertake the management of bulk submissions, saving clients time and helping to ensure accuracy and full compliance with validation criteria.

Additional Resources

Additional resources and links regarding .TEL and all phases of registration can be found at www.webnames.ca/tel including:

- Sunrise Policy and Guide
- Acceptable Use Policy and Sunrise FAQ
- Examples of pre-release .TELS
- Guides, demonstrations and articles

We also have a growing resource centre of original material and links to other online resources, including video, which can be found at www.webnames.ca/tel/resources.

Blogs about .TEL and other are available at <http://blog.webnames.ca>.

Contacting Webnames.ca

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