Top 10 Reasons
to Buy Your .tel Domain

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What is .tel?

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

YourCompany.tel

Welcome to Your Company Inc.
123 Broadway, New York, NY 10048

Switchboard
+1 (212) 777-8888

Email
sales@yourcompany.com

Fax
+1 (212) 777-9999

Website
www.yourcompany.com

Keywords for YourCompany.tel New Y
New York, Exclusive, Luxury, Award-w

Location
http://maps.google.com/maps?f=q&hl=

yourcompany.tel

Switchboard
+1 (212) 777-8888

Email
sales@yourcompany.com

Fax
+1 (212) 777-9999

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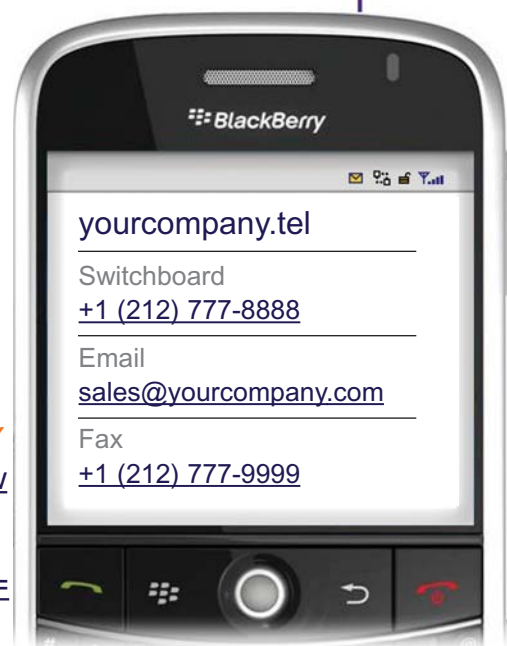
Why should you buy YourCompany.tel?

1. Create and Control your Communications Hub

The .tel enables you to create a fully interactive and live communications hub to take control over how and where customers communicate with you. Using YourCompany.tel, you can publish all your means of communication, for example: phone, mobile, fax, premium numbers, VoIP and IM handles and email addresses. You can also store web links, geo-location data and keywords describing your business.

2. Join the Only, Real-Time, Global Directory

YourCompany.tel offers you an entry into the first global directory, allowing you to own and control all your contact information and update it in real-time whenever you wish. By contrast to existing directory services that are highly fragmented and very expensive, the .tel provides worldwide coverage, full control and real-time updating for only a fraction of the cost.

3. Effectively Route Customers to appropriate Departments and Locations

YourCompany.tel allows you to easily route customers to the department or location of their choice using a quick and intuitive navigation structure based on innovative DNS technology.

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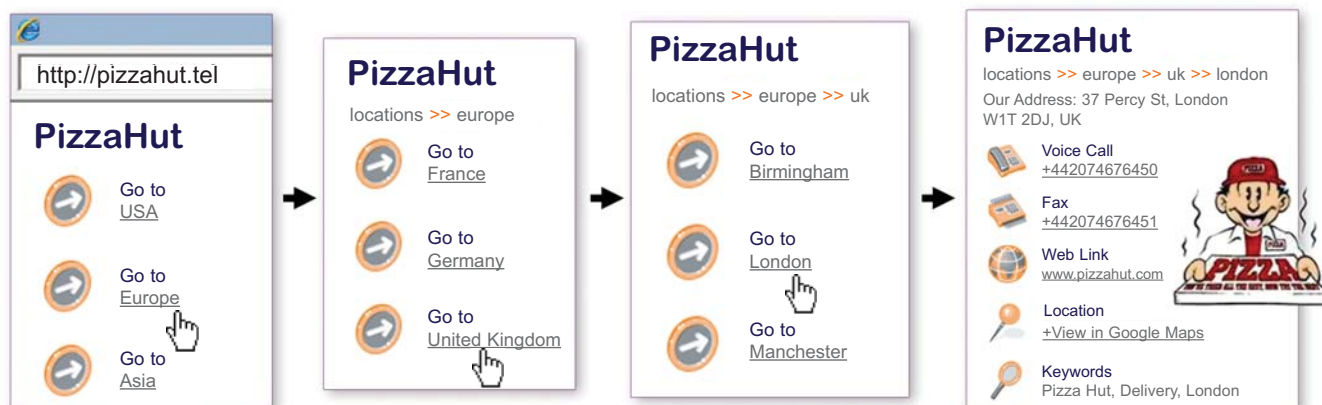
Why should you buy YourCompany.tel?

4. Increase Online Discoverability

YourCompany.tel increases your business's discoverability online by allowing you to publish multi-lingual keywords for each department and location. These keywords are indexed by leading search engines, which improves your online visibility.
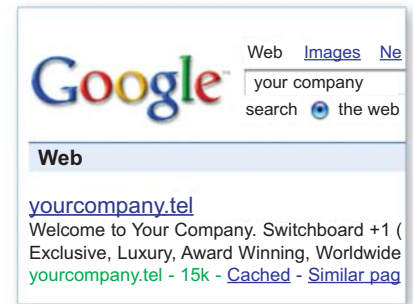
5. Connect with your Customers from any Device

YourCompany.tel makes your business or brand instantly accessible from any device connected to the internet. Your customers simply type in YourCompany.tel into a browser, select a method of contact and click to initiate communication.

6. Gain an Effective Mobile Presence

YourCompany.tel is optimized for mobile devices since it uses small and fast DNS lookups rather than pulling traditional website and html content. It therefore enables you to be quickly and easily found on all mobile devices.
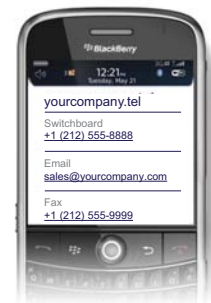
7. Live Update Anytime, Anywhere

YourCompany.tel may be easily updated in real time from any device connected to the internet through a user-friendly interface.

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8. Incorporate Premium Numbers for Voting and Betting Services

A business could use their .tel to easily set up, integrate and manage time-sensitive tasks such as SMS voting for a favorite TV reality show (i.e. American Idol) with one-click functionality. Viewers could use the choices under the .tel to vote for their favorite celebrity.

To view a live demonstration of this feature, please visit **My-Idol.tel**.

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9. Generate Advertising and Sales Revenue under Generic Domain Names

A business could also use the .tel for services that are based on generic names: hotels.tel, plumber.tel, insurance.tel, locksmith.tel, etc. Each .tel domain could easily have multiple sub-domains for navigation to local providers or specialists.
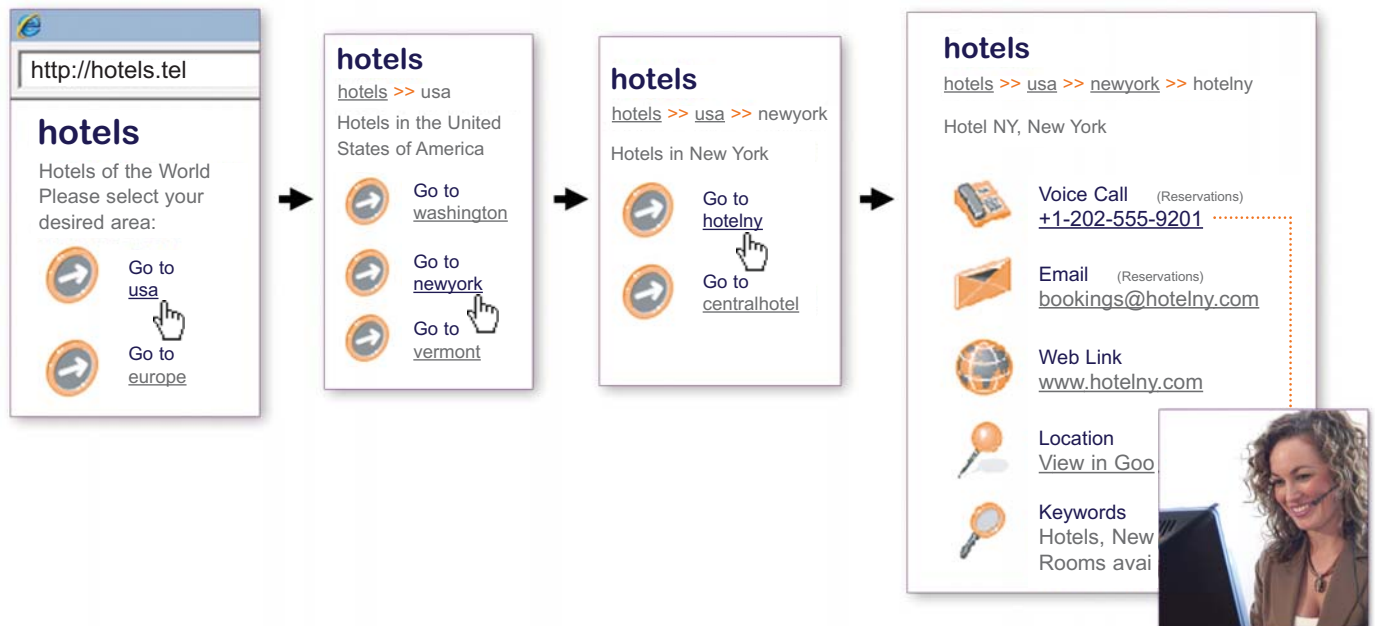
To view a live demonstration of this feature, please visit **Hotels.tel**.

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10. Drive Traffic to E-commerce Storefronts

A business could use the .tel to offer storefront services and collect micro-payments for downloads, products or services. For example: a celebrity fan club site can provide news, chats, or downloadable mobile content such as MP3s or ringtones, as shown below.
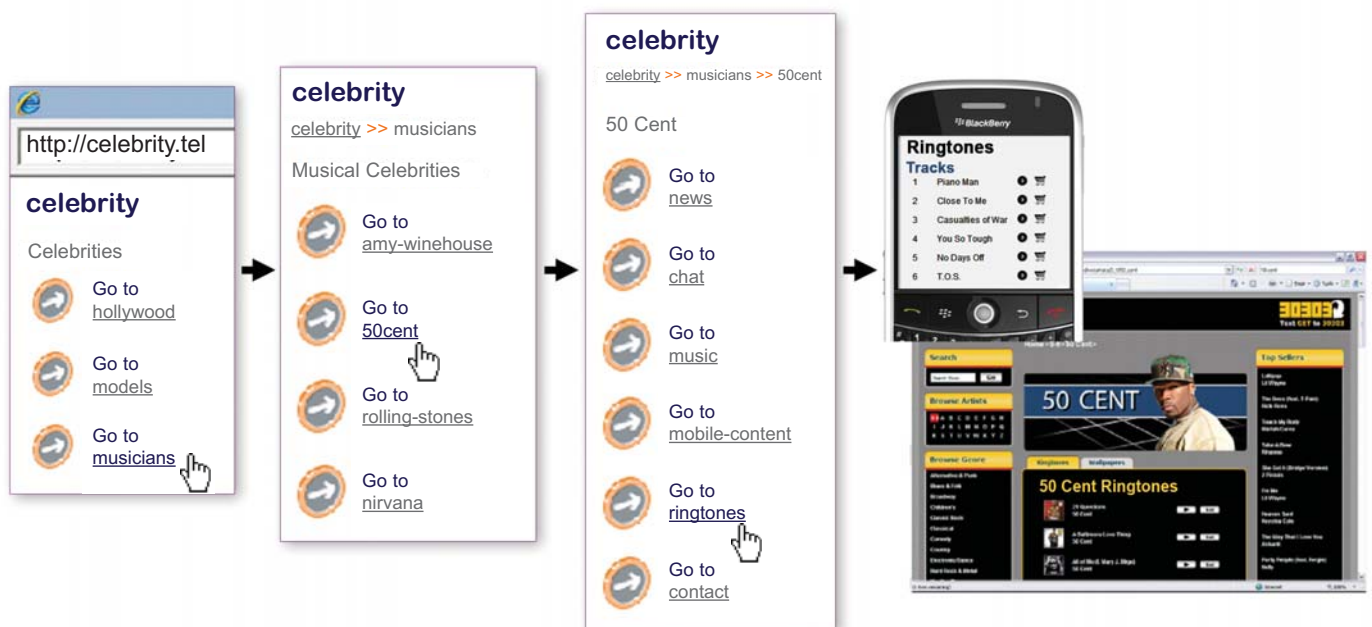
To view a live demonstration of this feature, please visit **Celebrity.tel**.

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How is .tel different from other TLDs?

All existing Top Level Domains (e.g. .com, .net, .org, .fr, .mobi…) serve the same purpose: they map domain names to web sites, as shown below.

1. When you input a traditional domain name, www.IBM.com, into your browser, it queries the Domain Name System (DNS).

2. The DNS replies with an IP Address, 129.42.18.103.

3. Your browser uses the IP address to locate IBM's website.
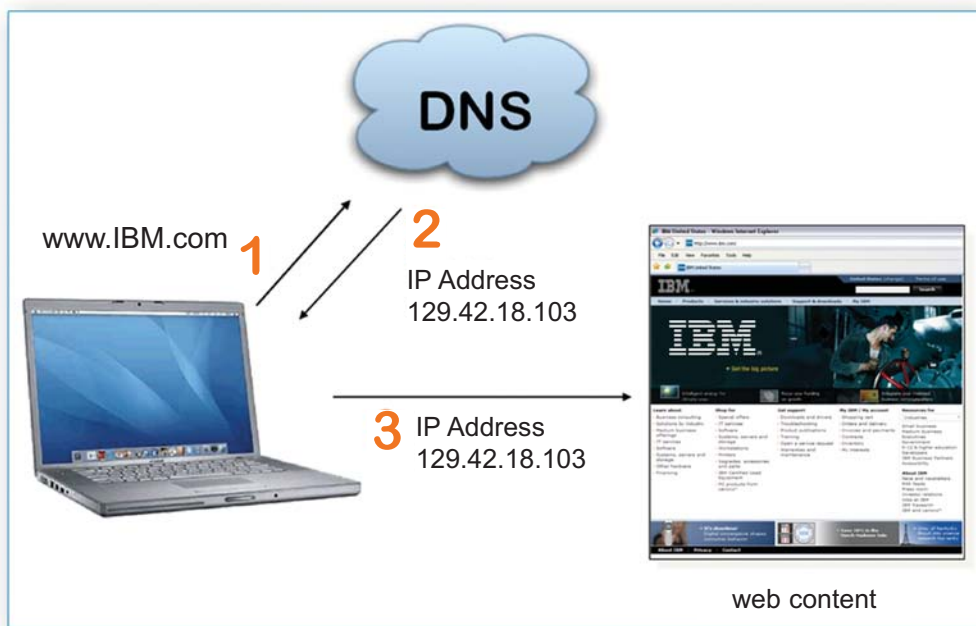
The .tel is not about web content and does not use the DNS in this way.

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How is .tel different from other TLDs?

The .tel has a very different purpose.

It maps domain names to contact information and keywords stored directly in the DNS, enabling companies to use the DNS as a data store, as shown below.

1. When you input a .tel domain, Hertz.tel, into your web 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 Hertz chose to store directly in the DNS.

3. You can then click on one of the contact details provided by Hertz (tel, email, skype, etc…) and be immediately connected.

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What are the advantages of storing data directly in the DNS?

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 web page.

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

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What are the advantages of storing data directly in the DNS?

4. **Improved control**: Traditionally, search engines are forced to "read" entire web pages and guess the keywords. The .tel uses the data you supply to the DNS to tell search engines exactly where the keywords are, thereby improving your control over your search results.

5. **Optimized for mobile devices**: The traffic generated by a .tel lookup is so small that it remains inexpensive for consumers. The data is also presented in such a simple way that the .tel easily integrates into address books and allows for advanced navigation on all mobile devices.

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What are the advantages of storing data directly in the DNS?

6. **Scalable**: The DNS is a fully scalable and decentralized 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.

sec.henri.tel.IN NAPTR 100 50 "u"
"E2U+x-crypto:data:8210" "!.*!data:\;
base64,b1wovN/3+dqcA/Xkc+sX2wpD2Z1w1q
vmL10lw7Ontl+AedqTrXGklaVZ5k8TedCwreV0
TXKZwosXJ8Mgtow=!"

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When can you buy a .tel domain?

Sunrise

Sunrise is reserved for the rightful owners or licensees of trademarks and will begin on December 3, 2008. Sunrise applications will be handled on a first-come, first-served basis.

Landrush

Landrush is open to everyone and will begin on February 3, 2009. Landrush applications will be handled on a first-come, first-served basis.

General Availability

General Availability is open to everyone and will begin on March 24, 2009. General Availability applications will be handled on a first-come, first-served basis.

* Illustrations herein may contain third party trademarks who have not given their consent or approval to their trademarks being included in the brochure nor have they endorsed the .tel in any manner. Their logos are being used herein solely for illustrative purposes.

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Sunrise Details

Key Point	Description
Timing	Sunrise opens at 15:00 GMT on 3 December 2008 and closes at 23:59 GMT on 2 February 2009. Applications will only be accepted from ICANN accredited registrars.
Eligibility	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 the Sunrise application is submitted. Applications may be based on both word and figurative (device) marks that consist exclusively or predominantly of words.
Term	Sunrise registrations will carry a three-year term.
Selection Method	The selection method is first-come, first-served. The Validation Agent will review applications for conformity with the Sunrise Policy.
Validation	All Sunrise applications will be validated by Deloitte.
Reconsideration	If an application is rejected, the applicant will have 10 days to file an appeal. If an application is accepted, third parties will have 10 days to file a challenge.
Sunrise Policy	Registrations during Sunrise are subject to the standard registration conditions contained in the Acceptable Use Policy (AUP) and the Sunrise Policy.

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Landrush Details

Key Point	Description
Timing	Landrush opens at 15:00 GMT on 3 February 2009 and closes at 23:59 GMT on 23 March 2009. Applications will only be accepted through ICANN accredited registrars.
Eligibility	Open to everyone. Any domain that is not registered during Sunrise will be eligible for Landrush registration at a premium price.
Minimum Term	Landrush registrations will carry a three-year minimum term.
Selection Method	The selection method is first-come, first-served. There is no validation involved.
Landrush Policy	Registrations during Landrush are subject to the standard registration conditions contained in the Acceptable Use Policy (AUP).

General Availability Details

Key Point	Description
Timing	General Availability opens at 15:00 GMT on 24 March 2009. Applications will only be accepted through ICANN accredited registrars.
Eligibility	Open to everyone
Minimum Term	General Availability registrations will carry a one-year minimum term.
Selection Method	The selection method is first-come, first-served. There is no validation involved.
General Availability Policy	Registrations during General Availability are subject to the standard registration conditions contained in the Acceptable Use Policy (AUP).

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**More information is available
on the Telnic website:
www.telnic.org**

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