



How To Use Your .tel Domain

**Important Information for
your Marketing Department**

telnic
the .tel registry

What is .tel?

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



Letter from Telnic

Dear .tel Customer:

We would like to take this opportunity to thank you for purchasing your .tel domain. Everything that your organisation needs to immediately receive the benefits from a .tel domain was included within the registration fee.



You have received credentials from your registrar or .tel service provider which will enable your organisation to become discoverable through any means of communication and from any device connected to the internet. No further investment in building a separate web or mobile internet presence is required.

What happens now?

.tel domains resolve in the DNS and are being indexed by Google. Firstly, you must make sure that at least one piece of public information is stored under the .tel domain. This can include everything from an emergency telephone number, customer services email address or e-commerce web link; a click-through framework of your automated call centre; a global directory listing of your offices; or a selection of all the ways in which people can contact your organization, product or service teams, or your retail outlets or partners.

Your .tel supplier may already have populated contact information on your behalf already, in which case you will not need to do anything further until you decide how to use your .tel domain.

The next step is to ask your Director of Marketing or Communications to explore how best your organisation can utilize the .tel domain, given the power of its communications and publishing strategy.

Who should own the .tel within my organisation?

The first thing you need to consider is which department within the organisation will be the best to manage the content within the .tel domain. Unless you want to do something extremely complicated with your .tel, such as a complex call centre structure, anyone with basic computer skills in your organisation will be able to manage the .tel domain. This means that depending on the use for the .tel – as a corporate communications tool, marketing communications or brand-led mechanism, different groups may wish to own the .tel domain.

How should we decide who owns the .tel?

As there is a significant amount of flexibility in terms of what can be supplied, you may wish to use the following table as an example guide.

Type of Usage	Example Dept. Responsibility
Corporate Head office information	Corporate Communications
Replicate automated call centre	Customer Services/IT
Crisis management issues	Corporate Communications
Brand communications	Marketing Department/Individual Brand Marketing Teams
Competitions	Marketing Department
Global directory service	Corporate Communications
Franchise/Retail directory service	Channel Relations Team/Sales Department

How should I communicate the .tel benefits with my organisation?

There are a number of materials that we would recommend that might help people within my organisation understand the .tel domain which are accessible from www.telnic.org. However, we have provided a template email that you are welcome to use to provide the key features of the .tel to your internal constituents. For an electronic version, please email community@telnic.org.

Can you help us work out what we should do with the .tel domain?

If you would like further help or advice in terms of setting up your .tel domain, please feel free to contact community@telnic.org.

Will there be further marketing of the .tel domain?

Yes, we will be continuing our outreach with global .tel marketing and we will be happy to feature your .tel domains within these programmes, in press information and on our website. The .tel is a new concept but an exciting one for organisations especially within this economic climate, and we are very keen to enable all .tel domain owners to see the benefits of branded communications solutions realized. At the same time, end users accessing the .tel domains will benefit from a cheaper, faster and more accessible way of contacting your organisation through all devices with internet connectivity.

Do we need to invest in using a .tel domain at the moment?

No. Everything you need has been provided as a part of your subscription to a .tel domain, so no further investment is required even if you simply want a single point of contact listed under it or organize a comprehensive global directory.

What other developments should we expect?

We will be updating the .tel owners community on our website which will provide a resource on new developments, news, new technology (such as new applications for mobile devices, new technology partners, etc). This will be the best place to find out more. Your registrar will of course keep you updated on significant announcements and other developments directly.

We did not secure all of the .tel domains we would now like within the Sunrise period. What do we do now?

You can still work with your supplier of choice to secure further domain names, which now no longer require validation of trademark ownership. All .tel domains are available on a first come, first served basis.

If you have any further questions or would like us to feature your .tel domain on our website, please contact us at community@telnic.org

Kindest Regards,

Justin Hayward

Justin Hayward
Director of Communication
Telnic Limited
justin.tel

How can you use 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.



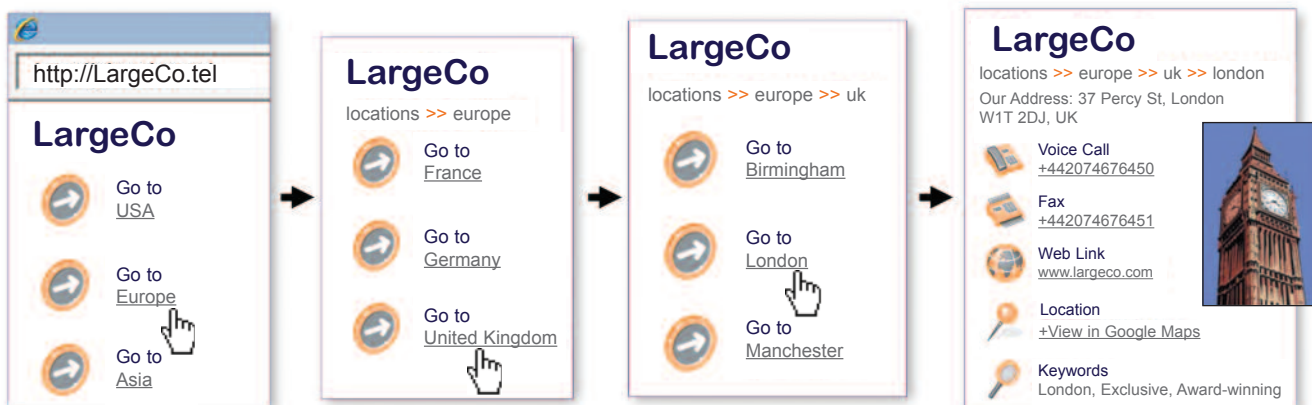
2. Join the Only, Real-Time, Global Directory

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.



How can you use 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. This, coupled with pairing a .tel with a .com domain, improves your online visibility.

5. Connect with your Customers from any Device

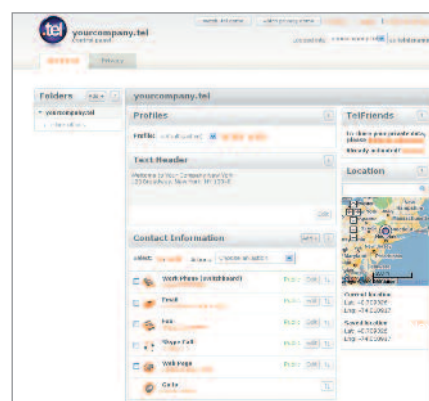
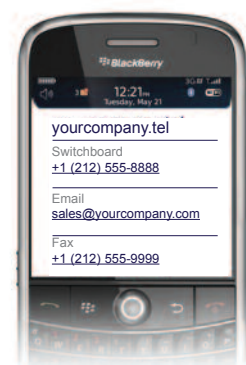
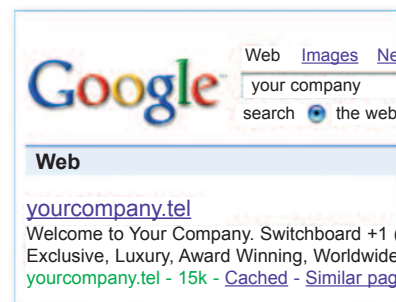
YourCompany.tel makes your business or brand instantly accessible from any device connected to the internet. Your customers simply type in YourCompany.tel into a browser or a VoIP client, select a method of contact and click to initiate communication.

6. Gain an Instant Mobile Presence

YourCompany.tel is optimized for mobile devices since it uses small and fast DNS lookups rather than traditional website and html content. It therefore enables you to be quickly and easily found from all 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.



How can you use YourCompany.tel?

8. Incorporate Premium Numbers, Surveys and Voting

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

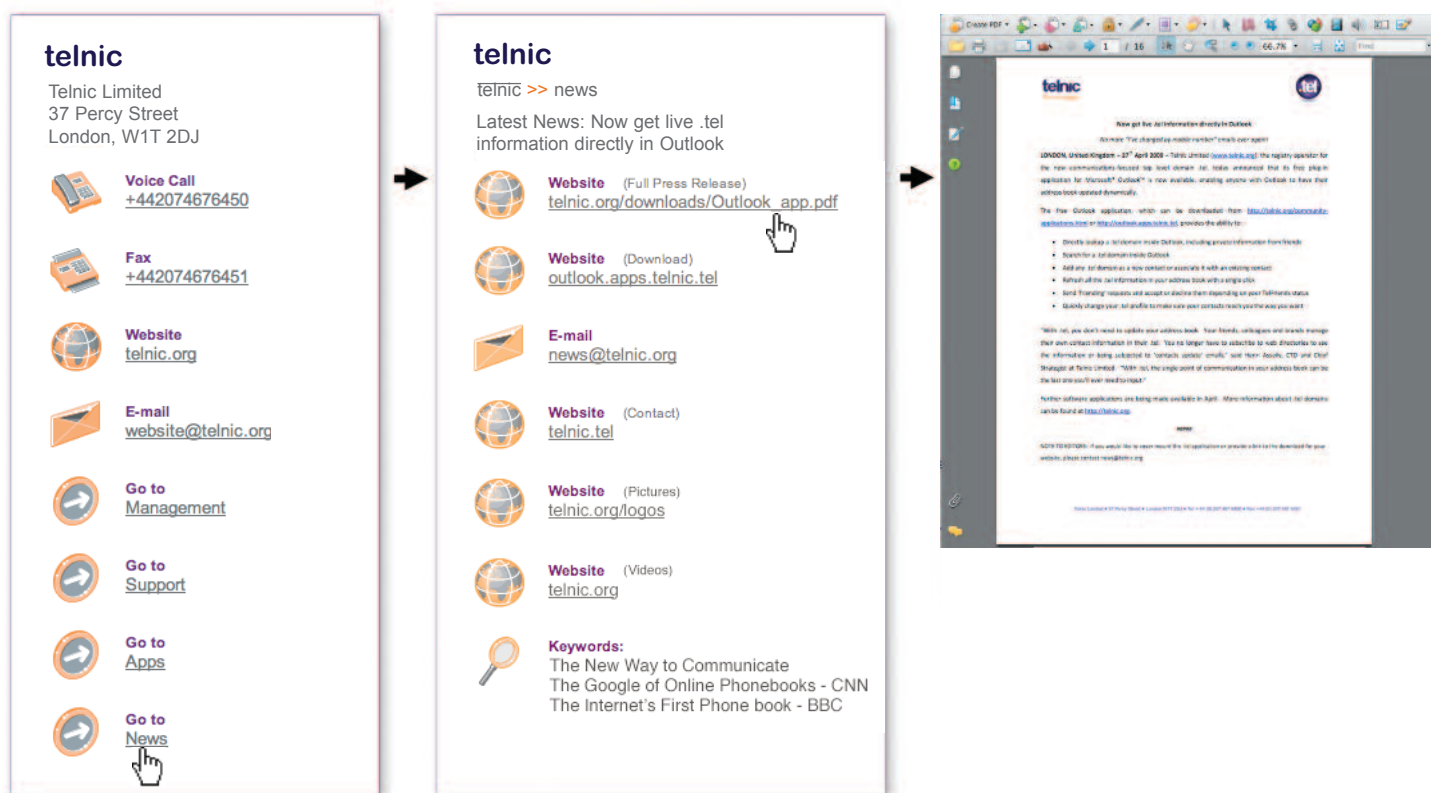


To view a live demonstration of this feature, please visit My-Idol.tel.

How can you use YourCompany.tel?

9. Organise Social Media and News Releases

A business can also use the .tel as a platform for news releases with links to videos, pictures, full press releases and related rich media content. You can store quotes and keywords that will be indexed by search engines, making the .tel domain found more easily.

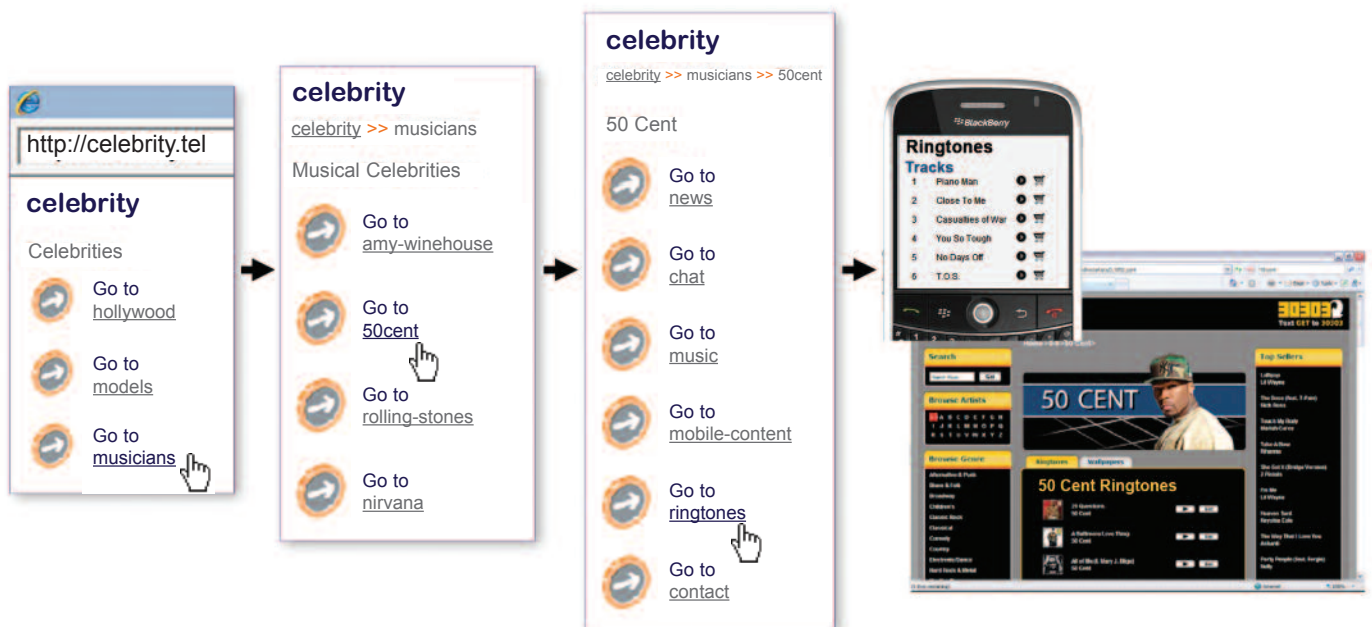


To view a live demonstration of this feature, please visit News.Telnic.tel.

How can you use YourCompany.tel?

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.



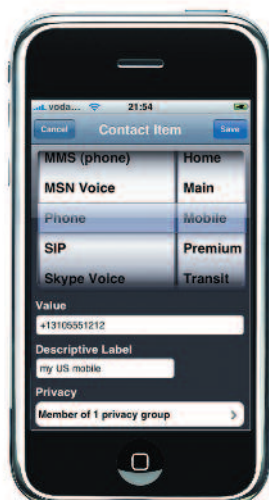
To view a live demonstration of this feature, please visit Celebrity.tel.

.tel for iPhone

For managing your .tel domain

“My.tel” allows you to manage your .tel from the palm of your hand.

- Manage your .tel contacts, profiles and folders
- Add or remove keywords
- Control your private data
- Update your location quickly on the go

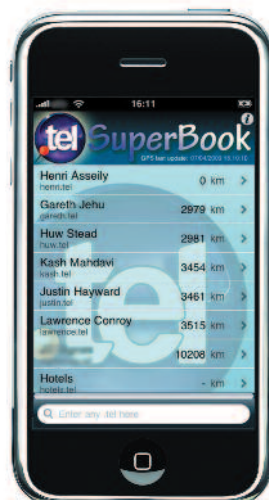


For looking up a .tel

“Superbook” extends your iPhone/iPod Touch's capabilities to understand and act upon your contacts' .tel domain. Look up any public .tel domains instantly!

Your friends' latest contact information, keywords and location maps are now at your fingertips. “Superbook” features:

- View and navigate all publicly available .tel information
- Touch to communicate: phone, SMS, and any type of communications that your iPhone supports via downloaded software applications
- View exact .tel locations via an embedded map
- Extremely low bandwidth and very fast even under slow GPRS.



.tel for BlackBerry

Telnic is releasing a number of .tel applications that allow you to search for .tel domains and easily manage your own .tel. The ".tel for BlackBerry" application easily integrates .tel information into your address book.

- Look up a .tel
- Save .tel data to your address book
- Synchronize your contacts with live .tel details
- Control who can see your private data
- Switch between your .tel profiles



.tel for Outlook

The .tel plug-in for Outlook allows you to store .tel data in your Microsoft Outlook contacts.

- Look up a .tel
- Save .tel data to Outlook contacts
- Update your Outlook contacts with live .tel details
- Control who can see your private data
- Switch between your .tel profiles



Example email to internal divisions

Dear colleagues,

We have recently purchased _____.tel. The .tel is a new top level domain focused on communications, that will easily integrate into our existing communications portfolio.

A single point for communications

The .tel domain provides us with a new, branded and easy-to-remember communications hub for our customers, and coexists with all of our current communications investments.

A directory listing

The .tel domain does not host a website, meaning that it does not operate in a traditional way similar to other domain names that we own. Instead, the .tel domain is designed to provide a listing in a global directory for businesses to manage for themselves, delivering 'live' and up-to-date contact information to any device with a browser connected to the internet.

All types of communications

This listing, which can be easily changed at any time, can contain a number of different types of record, including all types of contact methods, descriptive keywords in many languages, and even location records. It does not require a website to be built and therefore no further investment is required in order to utilize the .tel domain. This domain is accessible from any device with a browser and Telnic, the .tel registry, and other third parties have also created applications that integrate .tel domain information directly into mobile devices such as BlackBerry's and iPhones.

Flexible structure

A .tel domain has a large number of sub-folders, allowing for the creation of tree structures, so that an entire global listing can be placed underneath it, or instead, an automated call centre can be replicated, allowing customers accessing the .tel from different mobile devices to click through the options rather than waiting for them whilst on the telephone. Additionally, the .tel platform can also support competition and other formats.

Easy to manage, no additional investment

Given the wide range of uses, it is important that we discuss how and who will utilize the .tel domain. A simple management console is provided which enables the set-up of the domain by anyone with basic PC skills. As it publishes instantly and directly to the internet when information is saved, without requiring any technical updates to websites, it is not a requirement of the IT department to manage (although more complex tree structures such as directory listings can be more complex to set up and to inject into the .tel domain).

Examples

The following examples show just some of the ways in which the .tel domain can be used:

- <http://LargeCo.tel> – a directory service listing of branch offices throughout the world as well as divisional listings for quick access
- <http://My-Idol.tel> – An example of a branded competition that can be accessed from any device
- <http://News.Telnic.tel> – An example of .tel used for social and news releases
- <http://Celebrity.tel> – An example of signposting to different types of content including SMS downloads, website content and auctions

The .tel domain can be used by corporate communications, customer services and brand/marketing communications teams, so it is important to decide which or all of the teams have a responsibility for managing and updating the .tel domain.

For general information from Telnic, the registry operator responsible for this new TLD, please visit www.telnic.org.



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