



introducing .tel

Telnic Limited



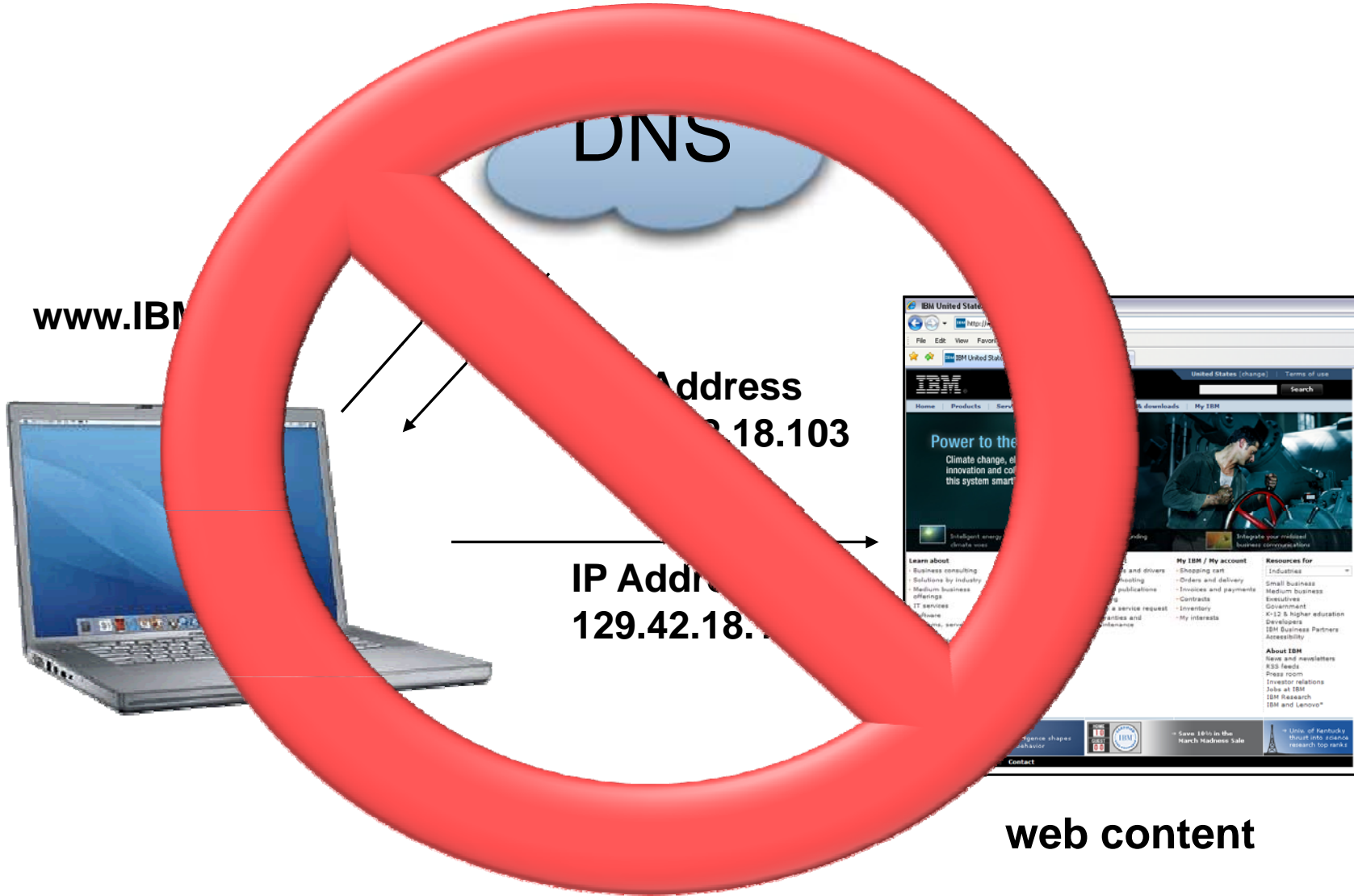
an innovation in internet
real estate

a completely new publishing
platform

an exciting new opportunity and
ecosystem



traditionally, TLDs have been
about mapping domains to
IP addresses



DNS

www.IBM

Address
18.103

IP Address
129.42.18.

web content

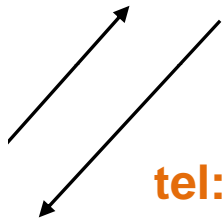


**.tel has a very different
purpose:**

mapping domains to contact information stored
directly in the DNS



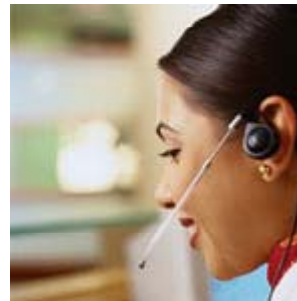
Hertz.tel



tel: +442078280000
email: info@hertz.com
www.hertz.com



click to call
tel: +442078280000





what is .tel?

The .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.

what is .tel?

The .tel is:

- simple
- fast
- accessible by any device

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



.tel delivers

- integration of all communications types
- full ownership of your data
- 'live' contact information
- protection of private data
- optimized mobile searching and surfing
- simple structured navigation
- multi-lingual keywords for SEO
- no need to build, host or manage a website
- the first, live, global directory service



Live .tel examples

(can be seen online)

henri



Henri Asseily, Chief Strategist, Telnic Limited

There may be private data available. To view please login below

Mobile (Current)
[+9613511774](tel:+9613511774)

Work (Work)
[+9611970875](tel:+9611970875)

Fax
[+9611970828](tel:+9611970828)

Email (Primary)
henri@asseily.com

Skype IM & Voice Call
[hasseily](skype:hasseily)

Web Link (Twitter)
twitter.com/rikkles

Location
[View in Google Maps](#)
34 03 00.000 N 118 28 00.000 W

Go to social

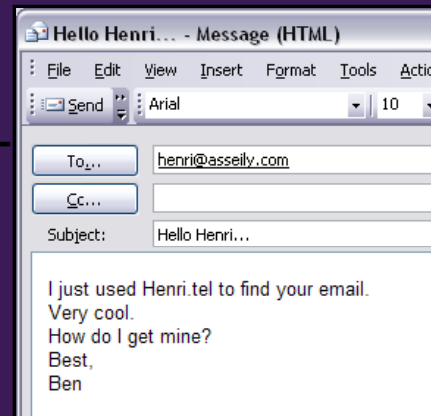
Go to gaming

Keywords
Job title: entrepreneur

Username
Password
Forgotten password? Get a login
 Remember me Login

Search
Find

henri.tel



henri

henri >> social



Web Link (Blog)
rikkles.blogspot.com/



Web Link (LinkedIn)
www.linkedin.com/pub/0/138/920



Web Link (Facebook)
upenn.facebook.com/profile.php?



Username (A-Small-World)
Henri Asseily



Location
[View in Google Maps:](#)
32 45 00.000 N 117 11 00.000 W

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Username

Password

Forgotten password? [Get a login](#)

Remember me

Search

henri.tel

LinkedIn - Windows Internet Explorer
http://www.linkedin.com/pub/0/138/920

Henri Asseily
Chief Strategist & CTO
London, United Kingdom

Recommended 1 person has recommended Henri

Connections 162 connections

Industry Internet

View Henri's full profile:

- See who you and Henri Asseily know in common
- Get introduced to Henri Asseily
- Contact Henri Asseily directly

View Full Profile

Public profile powered by LinkedIn
Create a public profile. Sign In or Join Now

Name Search
Search for people you know from over 25 million professionals already on LinkedIn.

First Name Last Name
(example: Dan Nye) Search

facebook Profile edit Friends Inbox

Search Found one match.

Name: **Henri Asseily**
Networks: UPenn Alum '96 Shopzilla Lebanon

Facebook © 2008 | English


smallco.tel


smallco



Welcome to SmallCo. Our address is 123 Broadway, NY, New York 10026 USA.

There may be private data available. To view please login below


 **Work** (Switchboard)
[+12125558888](tel:+12125558888)

 **Email**
sales@smallco1.com

 **Fax**
+12125559999

 **Web Link** (Company Website)
www.smallco1.com

 **Location**
[View in Google Maps:](#)
40 48 09.072 N 73 58 03.324 W

 **Keywords**
New York, Luxury, Exclusive, Award-winning

Username

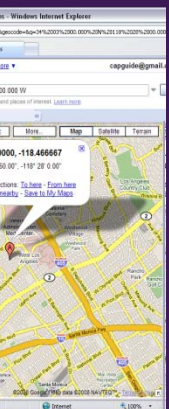
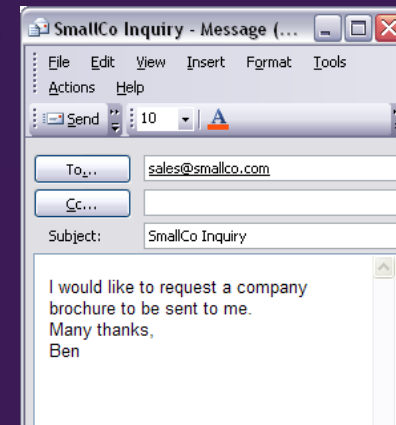
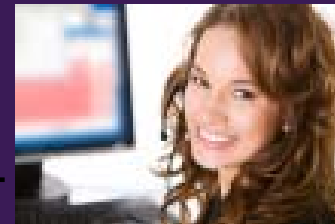
Password

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Search

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largeco.tel

largeco

[largeco](#) >> [locations](#) >> [europe](#) >> [unitedkingdom](#) >> [london](#)



Our Address: 37 Percy St, London, Greater London, W1T 2DJ, UK



Voice Call
[+442074676450](tel:+442074676450)



Email
london.sales@largeco1.com



Fax
+442074676451



Web Link
www.largeco1.com



Location
[View in Google Maps:](#)
[51.31.05.196 N 0.08.02.688 W](#)



Keywords
London, UK, Exclusive, Award-winning

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Username

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LargeCo inquiry - Message (...)

File Edit View Insert Format Tools
Actions Help

Send 10

To: info@largeco1.com

Cc:

Subject: LargeCo inquiry

I would like to have a brochure sent to me asap.
Many thanks,
Ben

hotels.tel

The screenshot shows the website interface for 'hotels.tel' with a breadcrumb trail: [hotels](#) >> [europe](#) >> [paris](#) >> [lepetitbijou](#). The main heading is 'Le Petit Bijou, Paris'. A warning box states: 'There may be private data available. To view please login below'. Below this is a login form with 'Username' and 'Password' fields, a 'Login' button, and a 'Get a login' link. A search bar with a 'Find' button is also present. A 'File Download' dialog box is open in the foreground, asking 'Do you want to open or save this file?'. The dialog shows file details: Name: vcard.vcf, Type: vCard File, From: lepetitbijou.paris.europe.hotels.tel. It has 'Open', 'Save', and 'Cancel' buttons. A checkbox 'Always ask before opening this type of file' is checked. A security warning at the bottom of the dialog reads: 'While files from the Internet can be useful, some files can potentially harm your computer. If you do not trust the source, do not open or save this file. [What's the risk?](#)'.

hotels

[hotels](#) >> [europe](#) >> [paris](#) >> [lepetitbijou](#)

Le Petit Bijou, Paris

There may be private data available. To view please login below

Voice Call
[+33.1.46.34.4111](#)

Email (Le Reception)
reception@lepetitbijou.paris.europe.hotels.tel

Web
www.lepetitbijou.paris.europe.hotels.tel

Location
View on map
48° 51' 30" N, 2° 21' 30" E

Keywords
Paris, France, Hotels, Le Petit Bijou

Username:
Password:
[Get a login](#)
Login

Find

Download vCard

File Download

Do you want to open or save this file?

Name: vcard.vcf
Type: vCard File
From: lepetitbijou.paris.europe.hotels.tel

Open Save Cancel

Always ask before opening this type of file

While files from the Internet can be useful, some files can potentially harm your computer. If you do not trust the source, do not open or save this file. [What's the risk?](#)

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celebrity.tel

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Buy 50 Cent

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mob
Web
www
Web
www

tel

Ringtones - AOL Mobile - Windows Internet Explorer
http://mobile.aol.com/ringtones?thpartist=50%20Cent

Quick Search [F3] - Type your search here... Search Web Look for Maps Services (16) Customize

AOL | MY AOL | MAIL | MAKE AOL MY HOMEPAGE | SEARCH AOL

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Music Ringtones

- Loyal To The Game**
50 Cent ft. Young Buck... **PLAY >**
- In Da Club (Birthday...)**
50 Cent **PLAY >**
- Still Will**
50 Cent **PLAY >**
- I Get Money (Billion...)**
50 Cent **PLAY >**
- I Get Money (Billion...)**
50 Cent **PLAY >**
- I Get Money (Billion...)**
50 Cent **PLAY >**
- All Of Me**
50 Cent ft. Mary J. Blige **PLAY >**

START HERE
Enter your phone number:
() -
NEXT >

1 YOUR NUMBER 2 CONFIRM

my-idol.tel

my-idol

[my-idol](#) >> [blake](#) >> [from-inside-usa](#)

If you use a wireless phone to call the my-idol.tel voting lines, airtime and applicable roaming and long distance charges will apply.

Calls from inside the USA



Premium Rate Service

[+1-866-555-5701](#)



SMS (Premium Rate Service)

[+1-896-555-5701](#)



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Remember me

Search

[Download vCard](#)



.tel is a solution for...

- fragmented communications
- fragmented identities
- fragmented brand initiatives
- fragmented directory services
- mobile information search
- device-specific media distribution
- cross-platform competition formats
- customer acquisition and retention



.tel ecosystem

- providing new clients
- seeding developer community
- open source applications
- from static to live contacts on devices



and finally...

- Sunrise starts on 3rd December 2008
- Landrush starts on 3rd February 2009
- First come, first served – no auctions
- Dispute resolution process in place



thank you



tell the world