



Telnic named a Cool Vendor 2011 in Context-Aware Computing report

LONDON, United Kingdom – 21st April, 2011 - Telnic Limited (<http://telnic.tel>), the Registry Operator for the .tel top level domain (TLD), today announced that it had been named as one of six vendors in the Gartner **Cool Vendor in Context-Aware Computing 2011 Report** released this month.

The report, available from Gartner, highlights the benefits of Telnic's DNS-based, real-time publishing platform.

Organisations from internet yellow pages (IYPs) to mobile operators and Communications Service Providers (CSPs) can dramatically differentiate their services by integrating .tel into their offerings and provide real-time, intelligent context-aware options for their customers.

Justin Hayward, Business Development Director at Telnic, said: "We're delighted to be included in this annual report on context-aware computing as we believe this is an incredibly exciting and emerging sector. The .tel architecture provides a key platform in making technology services more personalized and intelligent, enabling a real step-change in the communications and contact service experience for consumers and business users alike."

For more information about Telnic and .tel names, please visit <http://telnic.org>. Gartner clients wishing to see a copy of the report can visit <http://gartner.com>.

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About the Cool Vendor Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Telnic: <http://about.telnic.tel>

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