

Telnic helps brands maximize .tel benefits at INTA

LONDON, United Kingdom – 12th May, 2009: Telnic Limited (www.telnic.org), the registry operator for the new communications-focused .tel top level domain (TLD) nominated for the [2009 World Technology Awards](#) and the InfoCommerce Group [Models of Excellence 2009](#), today announced that it will be present at the International Trademark Association (www.INTA.org) Annual Conference in Seattle later this month to showcase .tel services and related technologies.

Telnic will be on Stand 828, showing trademark owners and managers how they can:

- Present all the ways their customers in all countries can contact them from any device
- Quickly publish new contact points and links to further information in times of business growth or crisis
- Use the .tel domain as an innovative communications platform for live news updates and social media press releases, which can jump straight into people's address books
- Publish links to other content, such as software downloads or vouchers for mobile devices

Telnic's free, open source software for the [BlackBerry](#), [iPhone](#) and [Microsoft Outlook](#) which integrate .tel information directly into the address book and enables simple management of .tel domains from native applications, will also be showcased on the stand.

"A .tel domain can be set up to work for your business in just five minutes presenting a rich set of contact points that customers can use to contact you from any device connected to the internet," explains Justin Hayward, Communications Director at Telnic Limited. "Any .tel owner that would like to see how this can be done with their .tel domain can visit the stand and I'll be happy to help them get started within minutes."

Additionally, Telnic will also be demonstrating third party applications such as voipGATE's [softphone](#), which enables direct .tel domain look-up and automatic calling of one public number from inside the application.

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About Telnic Limited

Founded in 2000, Telnic Limited is the UK-based Registry Operator and Sponsoring Organization for the new .tel sponsored top level domain (sTLD). For more information, please visit <http://telnic.org> or find contact information at <http://telnic.tel>