

Profiles now available in VIP.tel domains

LONDON, United Kingdom – January 30th, 2008 – Telnic Limited (www.telnic.org), the registry operator for the new .tel top level domain, today announced that all free trial VIP.tel test domains have now been updated to support Profiles and now contain all of the major elements of the personal functionality available when .tel domains go live.

This new release enables people to share ‘sets’ of contact information in their domain by grouping them under Profiles. These profiles are user defined and can reflect different information according to the situation the .tel owner is in at that time. As an example, a .tel owner may set up a profile for ‘home’, ‘work’, ‘travelling’ or ‘on vacation’, all of which reflect different contact methods or priorities of contact information when someone accesses the domain. This enables the owner to quickly change the ‘status’ of his .tel domain by switching on and off and reorganizing contact information, including private contact information, with the click of a mouse or the press of a screen or button on a mobile device.

Telnic has also developed applications for mobile devices including the iPhone and the BlackBerry that enable people to change their Profile with one quick click, changing the contact information view instantly.

“Profiles provide the ability to change the view of a .tel domain according to the time of day or activity that the domain owner undertakes,” explains Henri Asseily, CTO and Chief Strategist at Telnic. “This adds the ability for people trying to contact the owner of the domain to understand the options that are available and the preferred methods of contact that a .tel owner wants them to use at any time of the day. Now, even from my mobile device, I’ll be able to change the contact information that people see when I’m jumping on a plane or moving from home to the office, in seconds.”

VIP.tel domain names will continue to be made available for individuals wishing to register them for testing purposes from www.telnic.org/vip until February 2009 at which time the ability to apply for a VIP.tel domain name will be closed. VIP.tel domains are available purely for testing purposes.

Trademark holders can purchase .tel domains already. Everyone else can purchase them from February 3rd 2009. Further details about buying a .tel domain can be found from <http://www.telnic.org/business-buy.html>.

#####