



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

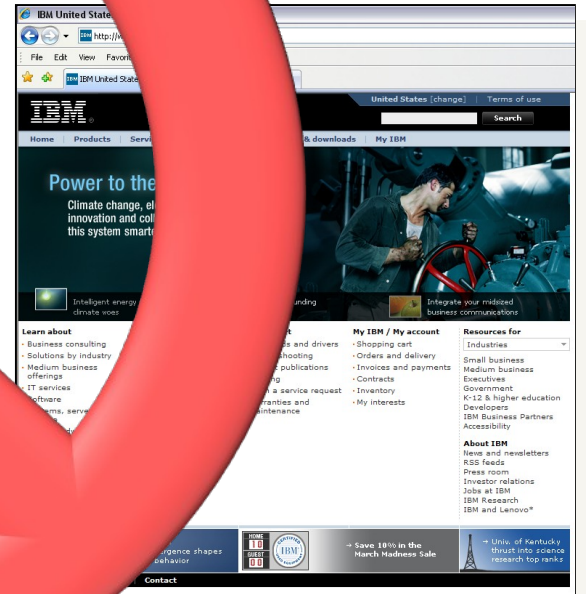
DNS

www.IBM.com



Address
129.42.18.103

IP Address
129.42.18.103



web content

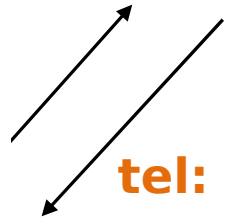


.tel has a very different
purpose:

mapping domains to contact information
stored directly in the DNS

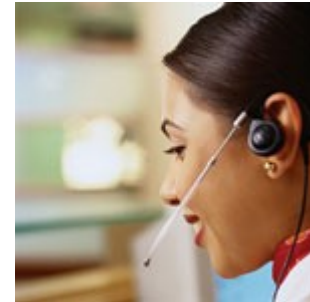


Hertz.tel



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 that enables people and businesses to store, update and publish contact information, web links 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.tel

Henri Asseily, Chief Strategist, Telnic Limited

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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](https://www.google.com/maps/place/34+03+00.000+N+118+28+00.000+W)



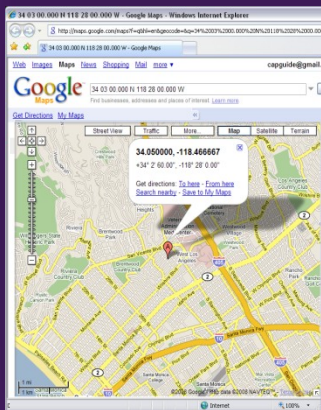
Go to [social](#)



Go to [gaming](#)



Keywords
Job title: entrepreneur
Hobbies/Interests: kitesurfing
Free text: Shopzilla founder





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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
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Henri Asseily
Chief Strategist & CTO
London, United Kingdom
1 person has recommended Henri
162 connections
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facebook
Profile edit Friends Inbox
Found one match.
Search
Applications
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Marketplace
Name: Henri Asseily
Networks: UPenn Alum '96, Shopzilla, Lebanon
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smallco.tel

smallco



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

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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

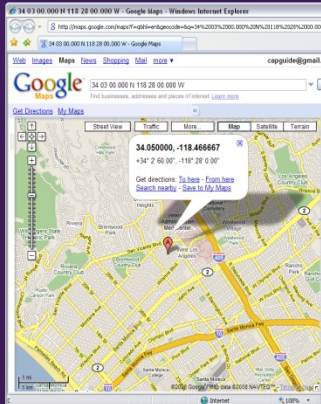
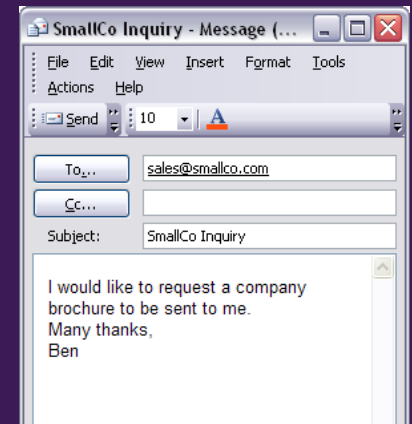
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[+442074676450](tel:+442074676450)



Email
london.sales@largeco1.com



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Keywords
London, UK, Exclusive, Award-winning

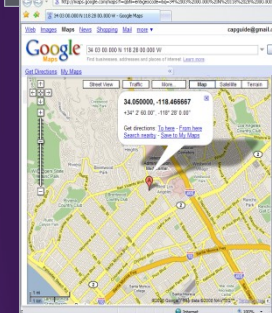
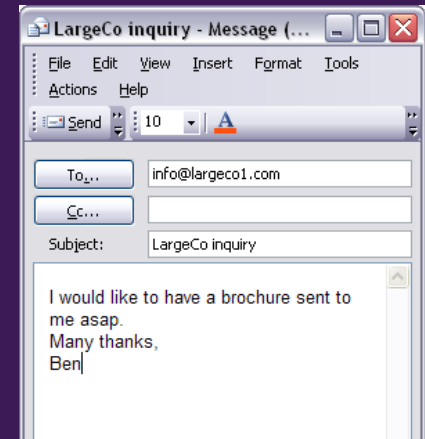
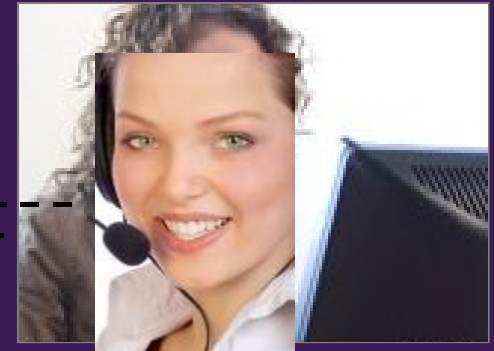
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Le Petit Bijou, Paris

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Voice Call
[+33.1.46.34.4111](tel:+33.1.46.34.4111)

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

Website
[www.lepetitbijou.paris.europe.hotels.tel](#)

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


Keywords
Paris, France, Hotels, Le Petit Bijou, Paris, France, Hotels, Le Petit Bijou, Paris, France, Hotels

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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**



my-idol.tel

my-idol

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Calls from inside the USA



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SMS (Premium Rate Service)

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.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