

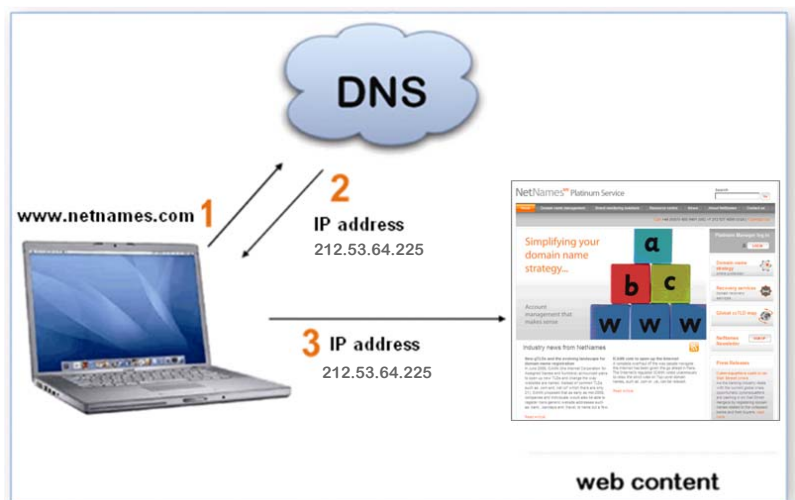
How is .tel different from other TLDs?



All existing Top-Level Domains (e.g. .com, .net, .org, .fr, .mobi) serve the same purpose; they map domain names to IP addresses and web sites, as shown below.

1. When you input a traditional domain name such as www.ibm.com into your browser, it sends a query to the Domain Name System (DNS) asking for the IP address.
2. The DNS replies with an IP address, for example 129.42.18.103.
3. Your browser uses the IP address to locate the website you are looking for.

.tel is not about web content and does not use the DNS in the traditional way. .tel has a very different purpose.



.tel maps domain names to contact information and keywords stored directly in the DNS, enabling companies to use the DNS as a data store.

1. When you input a .tel domain, such as hertz.tel, into your web browser, it queries the DNS.
2. The DNS does not return an IP address as with other domains. Instead, it returns the contact information and keywords that Hertz chose to store directly in the DNS.
3. You can then click on one of the contact details provided by Hertz (tel, email, skype, etc) and be immediately connected.



What are the advantages of storing data directly in the DNS?

The .tel domain is the first TLD to use the DNS in an entirely new way, as a 'global data store'. By storing data directly in the DNS, .tel provides the following benefits:

1. No website necessary

The contact information stored in the DNS is readily available and efficiently delivered to any device without the need for a website or a webmaster.



2. Speed

The Domain Name System is optimised for speed. Because it is DNS-based, a .tel lookup takes just a fraction of a second and is much quicker than loading a typical web page.



3. Real-time

Whenever you update your data in the DNS, the change "goes live" immediately.



4. Improved control

Traditionally, search engines are forced to "read" entire web pages and guess the keywords. .tel uses the data you supply to the DNS to tell search engines exactly where the keywords are, thereby improving your control over your search results.

5. Optimised for mobile devices

The traffic generated by a .tel lookup is so small that it remains inexpensive for consumers. The data is also presented in such a simple way that .tel easily integrates into address books and allows for advanced navigation on all mobile devices.



6. Scalable

The DNS is a fully scalable and decentralised system that already handles billions of queries each day. It is perfectly suited to become the most reliable global directory of contact information and keywords.



7. Global

The DNS is ubiquitous. Everything on the Internet uses the DNS all the time and all information stored within the DNS is globally accessible from any device connected to the Internet.



8. Encryptable

Data stored in the DNS may be encrypted so that only authorised users may access it, ensuring total privacy.