

Model of Excellence Profile – Telnic Limited

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| Company Name: | Telnic Limited | ICG# | 10978 |
| Address: | 37 Percy Street, London, W1T 2DJ, United Kingdom | | |
| Product Name: | .tel | | |
| URL: | www.telnic.org | CEO Name: | Khashayar Mahdavi |

Business and Product Overview

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| Business Information Framework Classification | <i>Applications Models:</i> Organize – Root Dataset | <i>Business Model:</i> Advertising & Sponsorships – Paid Participation |
| | <i>Content Models:</i> Original Compilation – Advertiser-Supplied | <i>Distribution Model</i> Third Party – Channel Sales |
| Company Overview | Telnic is the registry operator for the .tel Top Level Domain, an innovative adaptation of the existing Internet domain name system infrastructure to create a global contact directory for businesses and individuals. | |
| Product/Service Description | <p>The concept behind the .tel domain is both audacious and sublime. The company’s primary service, “.tel,” is an Internet Top Level Domain (TLD) that is technically identical to other TLD’s such as “.com” and “.net.” It is there that the similarity ends. While other TLD’s function to invisibly guide you to a destination website, the .tel domain is a destination unto itself using the DNS to store contact information as NAPTR, LOC and TXT records .</p> <p>If for example you were to go to www.infocommerce.tel via a browser you would see not the InfoCommerce Group website, but rather a single, standardized page of contact information for InfoCommerce Group, such as address, telephone, a link to the InfoCommerce Group website, email and other contact options. In addition, this standardized page is dynamically generated from data stored at a privileged level within the Internet’s DNS infrastructure, providing extremely fast response, a feature particularly important for mobile devices. However, the other fundamental difference with this method is that the information stored in the DNS can be looked up without having to go on to the web, using simple DNS query tools or via open source applications and plug-ins that Telnic has created which bring the information directly into the users phonebook and keep the contact points current. Applications are currently available for BlackBerry, Microsoft Outlook, and the iPhone with more in development.</p> <p>The .tel also provides the ability to make some or all of your contact information publicly available, or to limit some information to validated users through sophisticated privacy control options. Those wishing to view the private information do not have to own .tel domains themselves as Telnic has provided a free ‘friending’ system so people do not have to join the closed network.</p> <p>If it gains enough adoption, .tel has the potential to revolutionize online contact directories by providing simple, fast, streamlined contact information for everyone. It’s particularly valuable</p> | |

for larger and more complex organizations that can use .tel to direct visitors to appropriate offices or departments.

The .tel product is particularly important in the context of mobile devices not only because of its fast response time, but because the .tel dynamic information page is compact, uncluttered, and enables easy one-click emails and phone calls even with limited screen real estate. Where .tel gets even more interesting is that it includes geolocation information in its standardized dataset that can be used to provide maps and directions to the mobile user.

Finally, .tel also allows keywords and phrases to be added to each record, and this information is made available to search engines for indexing, providing participating companies with additional search engine exposure.

Again, if .tel gains traction, this will encourage other data providers to want to validate their own data against .tel data, or even use .tel data directly, something Telnic encourages through a developer API that it offers.

This is a fresh, exciting information product that could become a central switchboard for both business and individual contact information worldwide. Over 100,000 .tel domains were registered within the period of 36 hours of General Availability.

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| Employees: | 16 | Main Telephone: | +44 207 467 6450 |
| Profile Date: | 4/15/09 | Primary Market Served: | All |
| Ownership: | Private | Funding Source: | Venture Capital Backed |
| MofE Class: | 2009 | MofE Status: | FINALIST |

