

Domain management

Key-Systems with DNWorker at Domainfest in L.A.

Press Release

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Domain registrar Key-Systems is presenting the new domainer software DNWorker at the international conference Domainfest in Los Angeles by offering exclusive trial access tickets. The DNWorker is the first product of DevKey Domainmanagement Solutions UG (haftungsbeschränkt), a Joint Venture of Dev-Unity and Key-Systems GmbH.

Los Angeles, 10-01-27. Key-Systems surprises the domainer business at Domainfest with exclusive pre-launch tickets for the DNWorker. At the annual conference, experts of the domain business meet for networking sessions, roundtable discussions, evening events, and to present new products. The special DNWorker tickets introduce the innovative tool DNWorker. They allow access to an online trial version of the software. DNWorker will be available to everyone in approximately one month.

“The DNWorker trial access offers a preview into the comprehensive features of the multi-dimensional software to domainers at Domainfest”, announces Key-Systems CEO Alexander Siffrin. “The tool will distinguish itself with a simple, intuitive user interface. Features such as individualized content-parking and the use of different providers for domain parking are some of the DNWorker highlights”, says Siffrin. The software will be available in three variants: as dedicated software (“Dedicated Version”) to be used on the client’s own server, a “Hosted Version” on a remote server with software and



server billed at a monthly rate and an “Online Version” through the DNWorker online web portal for the use on the Internet (via the website www.dnworker.com).

A multitude of features and functions characterize DNWorker: it allows the central control of business tasks such as domain registration, monetization, sales, parking and website creation. Features for content parking and domain presentation, as well as domain administration, are especially designed to meet the needs of domain professionals.

As a sales partner of the DevKey Domainmanagement Solutions, Key-Systems – represented by CEO Alexander Siffrin, Jochen Kieler (Director Business Development) and Markus Müller (Product Manager DNWorker) – presents the DNWorker to the international domainer scene at Domainfest. The Key-Systems experts also use the conference for building new business contacts and increasing interest especially among American registrars for the ccTLD market. The portfolio of the international domain registrar includes more than 200 internet endings.

The company currently manages more than 2.6 million domains and is one of the 20 largest domain registrars worldwide according to domain info-portals like Registrarstats.com. DevUnity, founded in 2008 by Rolf Rosskopf, is specialized in the development and project planning of individualized and specialized software solutions in the area of domain management and online advertising.

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About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and web hosting completed the success story. Today with more than 2.6 million domains under its management, the company has reached a leading market position, selling domain names, web hosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to domain administration including services to get their own top-level domain (TLD) as this opportunity unfolds in the near future. As of May 2009, Key-Systems also has a US branch: Key-Systems USA, Inc. is located in Leesburg, Virginia.