

IDN Portfolio

Key-Systems Supports Internationalized Top-Level Domain Names

Press Release

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Cyrillic Version of .RU domains now available

Key-Systems, the international domain registrar, is now offering sunrise registrations during the launch of International top-level domain (IDN TLD) .RU. The Cyrillic domain extension .RU (indicating the Russian Federation) is the first IDN TLD available for registration at Key-Systems. .RU domain names must be made up entirely of Cyrillic symbols, numbers and hyphens. There have been recent changes to the .RU registration procedure and more changes are possible: The “Sunrise” period for registering trademarks under this domain extension has just been extended to September 16, 2010. Holders of Russian or international trademarks designating Russia are entitled to submit “Sunrise” registration applications; there is no longer a date restriction on when the trademark was acquired. The domain auction phase of the .RU has been canceled. No decision has been made if or when a “Landrush” phase will take place.

Zweibrücken / Leesburg, VA. 10-04-26. IDN domain names contain non-ASCII characters – letters with accents, umlauts and characters in non-Latin scripts such as the Russian Cyrillic character set. The Internet Corporation for Assigned Names and Numbers (ICANN) recently moved towards the im-

plementation of IDN top-level domains by approving the use of non-ASCII characters in TLDs. .PΦ is one of the first IDN TLD to successfully pass through ICANN's application process for IDN TLDs, and is now open for domain registrations. Others, which will be delegated soon, are such as the IDN TLD associated with the countries of Egypt, the United Arab Emirates and Saudi Arabia. Key-Systems is a leader in the field, supporting all newly available IDN domain names as soon as they become available.

Key-Systems is dedicated to supporting clients by providing the ability to register and manage IDN TLDs. "The number of IDN country-code TLDs will rise significantly in the future," emphasized Alexander Siffrin, CEO of Key-Systems. "ICANN is currently accepting requests to fast track IDN ccTLD applications. The process enables countries and territories that use languages based on non-Latin scripts to apply for a corresponding domain extension." Applications for permission to implement an IDN ccTLDs are available only to administrations of countries and territories or their designated representatives, and must constitute a meaningful representation of the country or territory name. At this time, ICANN has 21 requests for IDN ccTLDs, representing eleven languages in the Fast Track Process.

Key-Systems will offer all new internationalized domain extensions as they become available. "It is important to support all national communities in their quest to establish local platforms on the Internet," continued Siffrin. "Internationalized domain names can provide a whole new internet experience for the users." "These new IDNs make it possible for domain names of companies and brand names that

include non-ASCII characters to be registered in their original spelling, which will also help to facilitate their branding efforts,” added Bonnie Wittenburg, EVP of Key-Systems USA. “Global companies whose products are marketed internationally are particularly interested in IDNs as a vehicle for reaching consumers in their native language.”

Key-Systems is continuously expanding its domain offerings. Clients can currently register domains, choosing from more than 200 top-level and second-level domain extensions through Key-Systems customer portals, domaindiscount24.com and RRP-proxy.net. The firm’s corporate domain portal, BrandShelter.com provides worldwide registration and administration of domains including all possible extensions. With BrandShelter.com customers can administer their international domains and control the use of their name and trademarks on the internet name space via an online portal. Key-Systems currently manages more than 2.6 million internet addresses. Registrarstats.com names Key-Systems as the second largest ICANN registrar in Europe and one of the 15 largest worldwide. The company is headquartered in Zweibrücken, Germany and has subsidiaries in the US and Mexico.

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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. Key-Systems is operating subsidiaries in the USA and Mexico.