

## AusRegistry International Celebrates the First .emarat Domain Name

**Melbourne Australia – 6 May 2010:** AusRegistry International is pleased to announce the entry of the .emarat IDN ccTLD into the DNS Root Zone and the achievement of a major project milestone for the organisation.

The milestone represents the introduction of the first Arabic script domain names, which will significantly increase internet accessibility for the hundreds of millions of people that comprise the Arabic-speaking community. It is a truly historic moment in the development of the internet in the United Arab Emirates (UAE), as it removes the final hurdle preventing people without English-language skills from enjoying the full benefits that the Internet has to offer.

The introduction highlights AusRegistry International's commitment to provide full support for the IDNA2008 standard into their Domain Name Registry Software, which has been implemented to enable the .emarat Registry System.

The first Arabic script domain name is: **عربي.امارات** which is transliterated as **arabi.emarat**.

AusRegistry International's CEO, Adrian Kinderis said "We are honoured to be supporting the launch of **امارات** (.emarat), through our partnership with the .ae Domain Administration (aeDA) and the Telecommunications Regulatory Authority (TRA) of the UAE. We have been working closely with the TRA since 2006, and are extremely proud of our achievements and the relationship we have developed. It is indeed an exciting time for our business as we continue to develop our Domain Name Registry Software and Consulting Services to address the growing demands and expectations of the global market. This is a milestone that we have all been working towards for some time and we couldn't be happier to see **امارات** (.emarat) become a reality. We congratulate our friends and colleagues in the United Arab Emirates and look forward to progressing with the launch of .emarat in the coming months".

The deployment of **امارات** (.emarat) to the Root Zone represents the culmination of a process that has been ongoing for over a decade, involving tireless work by hundreds of individuals and organisations around the world to extend the support of Domain Name System from the 37 characters previously allowed (the 26 characters of the English alphabet, the digits 0-9 and the hyphen '-') to the thousands of characters from every language around the world.

The launch of **امارات** (.emarat) will consist of a Sunrise Period, to provide trademark holders with an opportunity to protect their rights in this new Top Level Domain. Following this, a Landrush Period will be conducted to allow for the registration of high-demand generic domain names. AusRegistry International has been appointed to consult in the development and management of the **امارات** (.emarat launch).

AusRegistry International also extends its congratulations to the two other Arabic script IDN ccTLDs which have also been added to the Root Zone:

السعودية (.alsaudiah) representing Saudi Arabia

مصر (.misr) representing Egypt

A fourth IDN ccTLD, .рф (Cyrillic for 'rf') representing the Russian Federation is expected to be added to the Root Zone very shortly.

### **About AusRegistry International**

AusRegistry International is a wholly owned subsidiary of AusRegistry Pty Ltd, the current Registry Operator for the .au ccTLD. The organisation was formed to leverage AusRegistry's DNS expertise and infrastructure and to provide the platform for the innovative usage of this technology in the provision of 'World's Best Practice' Domain Name Registry Services on a global basis.

AusRegistry International are heavily involved in the Domain Name Industry in a consultative, advisory and technical capacity and are focused on providing superior Registry Services for new gTLD applicants and ccTLD Registry Operators.

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