



## **Australian Registry Services Provider part of new Internet era in the UAE**

*It's 'Go Live' for AusRegistry International as they celebrate the successful launch of a New Registry System in the United Arab Emirates*

**Dubai, United Arab Emirates - August 3, 2008** AusRegistry International, a wholly owned subsidiary of AusRegistry (the Registry Operator for all commercial and non-commercial .au domain names including .com.au and .gov.au), today went live in the United Arab Emirates, providing the Registry Software Services for the .ae Domain Name.

AusRegistry International (ARI) was selected by the Telecommunications Regulatory Authority (TRA) in the UAE, to provide a complete Registry solution to assist the TRA develop a new administrative, policy and technical framework in order to place the .ae ccTLD (Country Code Top Level Domain) in line with international best practice.

ARI has also provided customisation of the Registry software to meet the TRA requirements and training for TRA staff in order to manage the Registry Systems.

With the assistance of ARI, the TRA have also formed the .ae Domain Administration (.aeDA) to manage and administer all policies in relation to the .ae domain name.

ARI's CEO, Adrian Kinderis, currently in Dubai assisting with the implementation and deployment of the new Registry System, announced "I am incredibly proud of the efforts of the AusRegistry International staff working here in the UAE. They have devoted many months to ensuring this project's success. We believe the Registry System deployed is best of breed and will ensure a robust and stable .ae namespace and previously unrealised levels of service"

ARI's Registry Software is able to handle the various policy requirements and business requirements that are specific to the region. Adrian Kinderis stated "ARI has benefited greatly from the experience of the UAE. We are currently in talks with other countries in the Middle East and hope to announce some further strategic partnerships soon and more ccTLDs utilising our software"

The implementation project within the UAE comes at a time when ARI is preparing to offer its Registry Services not just to other ccTLDs but to a much more diverse market. The same technology that ARI has developed for the UAE will soon be offered to potential applicants in the Internet Corporation of Assigned Names and Numbers (ICANN) new generic Top Level Domain Program.

According to current ICANN guidelines, there will soon be an opportunity in mid 2009 to apply for a gTLD such as .web, .gulf, .dvd, .sydney or a 'proprietary TLD', as termed by ARI, such as .cbs, .gucci and .microsoft. This has certainly generated enormous interest and excitement in the marketplace.

"We have received much interest from all sectors of industry wanting to apply for gTLDs and those requiring complementary Registry Services. As the TLD Specialist, ARI provides a full service offering, from consultancy, to assist with application development through to various Registry solutions to suit any business model" says Adrian Kinderis.



“We are perfectly positioned to work with organisations that want to take advantage of this unique moment in the development of the Internet. It is an exciting time for ARI, the industry and Internet users as a whole.”

Further information regarding the launch of the new Registry System in the UAE, as well as a list of participating Registrars, can be accessed via the .aeDA website at [www.aeda.ae](http://www.aeda.ae)

For further information on AusRegistry International’s gTLD Registry Services please visit [www.ausregistry.com](http://www.ausregistry.com).

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