



## **AusRegistry International announces the successful implementation of an industry-leading Internationalised Domain Name (IDN) Registry System**

**Melbourne, Australia - 4<sup>th</sup> June 2009** The introduction of Internationalised Domain Names (IDNs) represents one of the most significant advancements in the history of the internet. A majority of internet users today have a first language other than English and many languages utilise characters not currently available within the Domain Name System (DNS). IDNs provide these users with the capability to navigate the internet using their native language scripts.

Adrian Kinderis, CEO of AusRegistry International said, "I'm delighted that the AusRegistry International team have successfully implemented full IDN capability into our existing systems. There is an amazing amount of complexity involved in this project and our team have come up with innovative solutions without sacrificing the excellent performance standards that our systems have achieved over many years."

With dozens of scripts and hundreds of languages in use worldwide, there has been lengthy debate amongst global subject matter experts striving to create standard protocols that cater for this global linguistic diversity. The development and management of an IDN-enabled Domain Registry System therefore poses some of the most complex technical, linguistic and policy-related challenges to Top Level Domain (TLD) Regulators and Registry operators.

AusRegistry International has overcome these challenges and recently became one of the first organisations globally to complete the implementation of an IDN-enabled Registry System, based on the IDNA2008 draft standard. This implementation enables AusRegistry International to provide an industry-leading solution that allows high levels of configurability to address linguistic complexities, while maintaining the existing functionality, ease of management and high system performance standards currently utilised by AusRegistry International and their clients around the world.

Adrian Kinderis also stated that, "we see IDNs as one of the most important additions to the internet in its short history and we are proud to be the global leaders in developing our technologically superior Registry Software for use by non-English speakers around the world. This achievement further enhances AusRegistry International's reputation as a leader within the global Domain Name Registry Services marketplace."

ICANN (the Internet Corporation for Assigned Names and Numbers) is implementing a Fast Track process to allow existing country-code Top Level Domain (ccTLD) managers to create IDN versions of their ccTLD, using local language scripts. ICANN is also expected to begin approving new IDN-based generic Top Level Domains (gTLDs) in 2010. With full IDN capability now available in its Domain Name Registry System, AusRegistry International is now well-positioned to service both emerging market segments.

### **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 globally.

AusRegistry International has most recently deployed their Registry software in the United Arab Emirates for the .ae ccTLD and has a proven and credible track record in providing a wide range of technical and advisory services for the full spectrum of TLD Regulators and Registry Operators.

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