



.telegraph

The new way to communicate

Welcome to *.telegraph*, the monthly .tel community newsletter covering the latest news on .tel features, software and services, as well as useful tips and advice from .tel owners. Why not share this with someone you think may also be interested? For more resources, please visit <http://telnic.org/community-landing.html>.

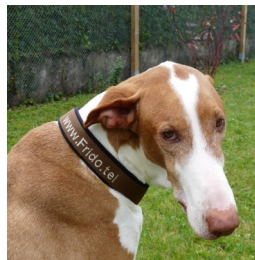
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A digital identity for your pet—Enter now!

Telnic is offering you the opportunity to win one of Hundeladen's .tel embroidered collars for your dog, along with a 1 year registration of a .tel. To enter you just need to complete the sentence:

"My dog needs a .tel because..."



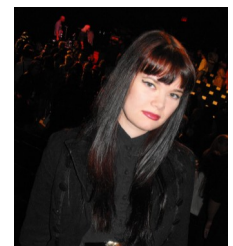
Email your submission to community@telnic.org before the 30th November. Please include your name, .tel, dog's name (this will be the .tel registered, or the closest match available), colour (black, royal blue, burgundy, blue, red or brown), Band Width (S = 2cm, M = 3cm, L = 4cm), measurement of the dog's neck in cm and address. We'll announce the winners in the December edition of the *.telegraph*.

FEATURED .TEL DOMAINS

- ecosway.tel
- ecsa.tel
- Fantasyleague.tel
- Birkbeck.tel

QUOTE

"Having a .tel is like an online business card with added features and options. You can always update it when you need to, and it's an easy link that people can remember."



Read the full story on Brit on page 2...

Brit Frady Williams

The internet of things? Discoverability first!

One of [the hot buzzwords](#) (or buzz phrases, to be more precise) today is "The Internet of things"; the interconnection of all sorts of everyday objects. The idea is that, in the near future, one can envision that a proliferation of sensors and outputs will make even the most mundane object a useful node on the Internet.

For example, your fridge notifying you via your communications channel of choice that the amount of liquids stored in it has dropped below minimum levels (or, spoken more plainly: "you're running out of beer!"). Or being able to tell the temperature in a specific locality by visualizing a map of all the locally available networked temperature sensors: those in your neighbours' cars, by windows, and so on. Or, in the most recent case highlighted by Google's announcement of its self-driving cars, traffic flow and incident, moving objects (people, bicycles or parcels) tracked in real time.

To read more turn to page 3

THIS WEEKS .TEL WINNER



avtovokzal.tel

.tel the latest accessory/must have

BRIT FRADY-WILLIAMS IS A FASHION DESIGNER AND OWNER OF [BERIT NEW YORK](#).

Tell us a bit about yourself and what you do?



My name is Brit Frady-Williams and I have a degree in Fashion Design from the Fashion Institute of Technology. I started an alternative fashion company three years ago called Berit New York, and that's what I'm doing to this day!

How did you start getting into designing?

I started modelling when I was thirteen in Atlanta, and I'd started sewing at age ten. The contacts I made in Atlanta got me my first fashion show at age seventeen. I used a lot of that early success to get into FIT in New York, and the crazy ride's been going on ever since.

What's a typical day like, especially in the run up to a show?

Chaos! And it is nearly impossible to stay organized in the months leading up to a show. I have to multi-task like an expert, which is hard for me to do since I tend to focus on one thing at a time. I am also usually taking care of last minute problems and details leading up to a show, as they always say anything and everything can go wrong last minute so you always have to have plans A, B, C, D and E.

How important is the internet in helping you promote yourself and your business?

Extremely important, and in today's world I think it's nearly impossible to conduct any form of business without it. There are lots of advantages with the internet including free promotion and finding good resources and contacts.

How have you found your communications changing in the past few years?

I find it interesting that the advent of smartphones and other portable electronics have made it easier to text and send email, so now people spend less and less time talking to each other, face to face or not.

This isn't necessarily a bad thing, as I think it's best to have things in writing, so I actually prefer communicating through text rather than sitting talking to people on the phone.

I think it's important to be available for all forms of communication whether by Skype, email, phone, text or meeting in person, but again, it is just nice to know that we have options.

Tell us a bit about your line for London Fashion Week?

The collection is titled Retro-Futurism, and it takes its inspiration from 1950's sci-fi and comic books. I wanted it to be fun and quirky, with light colours for spring.

What inspires you in your design?

Many things, really, but the two main inspirations are colours and history. I think that's a good formula!

I can design a line just off colour combos alone or off a crazy theme I have in my mind, but either way I always strive to make fantastical, wearable creations that are fun and go beyond the scope of mainstream fashion trends.



JH Hwang photography (Photographer)
ProBeautyNyc (Makeup Artist) Eleanor Black
(Model)

How would you explain it to your friends and associates?

I'd say it's like an online business card with added features and options. You can always update it when you need to, and it's an easy link that people can remember - beritnewyork.tel.

"I like that I can use it when I travel internationally, that to me is the most important aspect since communication changes when you travel.

It is always good to have a page with all your contact info so you can give it out to your contacts overseas."

If you've got a .tel story that you wish to share, or know someone that you think should be featured, why not get in touch with us: Community@telnic.org

To read up on more of our .tel stories visit: <http://telnic.org/community-stories.html>.

The internet of things? Discoverability first!

The technology to build the Internet of things is available today. Beyond the obvious cost overhead to build a network component to all those objects, the main issue is how to network them. In order to network them, you of course need to give them a location address.



Henri.tel

Using good old IPv4 addresses is out of the question, as we've essentially all but run out of them. This isn't a problem for .tel domains as of course they're not needed to host websites, but it could well be a challenge for the rest of the domain industry in 2011 unless there's a wholesale migration to IPv6, which has been around for a long time. However, regardless of IPv6 address adoption at present, we have plenty!

Imagine every single device having an IP address, and from there an actual name. Take for example `thermometer.floor1.house.john.smith.com`. That's a good start, but how will we know what that device can do? How will other devices be told how to communicate with it? What can `thermometer.floor1` offer to the Internet at large? In more technical terms, the problem is that of discovering the device and its API (an application programming interface, which is an interface implemented by a software program to enable interaction with other software).

Using IP addresses and the DNS can solve this problem very elegantly, using the techniques .tel has perfected; leveraging the DNS infrastructure to expose communication channels and entry points.

Here's a concrete example: Assume I own a Ford GT and a fridge. Both are fully networked and both are full of really neat sensors. I could set up my .tel domain to not only let someone (securely) discover the existence of these machines, but also what they can do. Here's how I'd set up my .tel domain:

```
fridge.devices.henri.tel would have records like:
x-temp:http+x-inside => http://
fe80::222:41ff:fe80:e3ba/temp/
x-pwr:http => http://fe80::222:41ff:fe80:e3ba/power/
and fordgt.devices.henri.tel could have records
similar to the below:
x-temp:http+x-outside => http://
fe80::222:41ff:fe80:e3be/deg/
x-vol:http => http://fe80::222:41ff:fe80:e3be/
gastank/
```

where both fridge and fordgt would update their location (LOC) records in real time (obviously the fridge wouldn't move too much, but hopefully the Ford would).

Of course these are just hypothetical records, but anyone defining an x-temp service type could specify how that would work over http. For example, appending "get_temp" to the url could return the temperature of the sensor.

Imagine two scenarios. I have a service contract with the supplier of my fridge and I have given that service provider the rights to access `fridge.devices.henri.tel` and the information stored under it. Their servicing software can access the fridge on a regular basis to make sure that it is performing appropriately and, if a temperature fluctuation occurs, alert me to that (I may have left the fridge door open) so that I can take action or, if there's a prolonged issue, fix a service appointment to find out what the problem is and fix it, all automatically and proactively.

The second scenario is a public service one. The records in `fordgt.devices.henri.tel` I've set to public. As Google crawls my .tel domain, it finds these devices and takes the opportunity to read the temperature from these sensors, and inserts those data points in its map using their respective LOC records. Instant real-time, on-the-ground temperature monitoring, enabling open data to be accessed and manipulated to provide better information services to all.

Obviously, in these two cases, the access is set by the owner of both the fridge and the car. With .tel, the individual is in control of the information being shared and is able to set access levels dependent on their relationship with vendors or other service providers and revoke that access at any time. Thus, concerns regarding privacy and data protection can be managed at a personal level, rather than with systems thrust upon them.

Whilst sounding like science fiction, these scenarios are not far off. There are already developed initiatives for home systems management that are being rolled out today in order to better manage energy efficiency and automated home management. Devices are already becoming internet aware at an increasing rate. As any type of record can be stored in the DNS and it's of course possible to write to .tel domains via APIs today and monitor, if not manage, these devices. So a personal or home .tel domain can be the data store and interface between multiple devices and sensors in the future, enabling tight control of information being shared privately or publicly at the choice of the individual.



.tel & gymnastics - flexibility is key!



SHREWSBURY GYMNASTICS IS AN OFF SHOOT OF GYMNASTICS OF YORK, ONE OF THE MOST RESPECTED GYMASTICS IN THE AREA. JUSTIN SCHRADING, THE DIRECTOR OF SHREWSBURY GYMNASTICS, TALKS ABOUT THE IMPORTANCE OF HAVING A STRONG WEB PRESENCE.

Who are you, where are you based and what do you do?

Gymnastics of York is based in York, PA and our satellite facility will soon be in Shrewsbury, PA.



Our Shrewsbury location is going to be the best facility in the area for gymnastics training, we will be working mainly with children aged 2-14. We have a proven coaching model based on our more than 30 years of gymnastics experience that builds incredible athletes.

How important is being discoverable on the internet or contactable by your clients to you?

The internet is the new phone book. The first place that most prospective clients look for something today is on the internet. We know that having a large web presence is one of the most important factors in gaining new business.

How do you enable your clients to reach you?

Our clients can reach us through email, phone, or in person. Our website is also very informative and answers many questions people might have.

When did you hear about .tel domains and what were your thoughts?

In addition to being Director for Gymnastics of York - Shrewsbury, I also own a web and graphic design company (J. Marc Designs). Being on the cutting edge of any new internet developments is essential to my business, so I have known about .tel since it was first released. Though it was only about 6 months ago that I first acquired some .tels, I now have 7 of them. One of them being shrewsburygymnastics.tel.

Who might benefit from a .tel?

Anyone, it is an easy way to have some additional backlinks to your main website and provides a quick loading place for people to see contact information;

this is especially nice for the increase in people searching the internet on their phones.

What's your experience been having used it for a while?

They were easy to set up and I like that it is at least somewhat customizable. I also really like that it doesn't require a hosting account.

How does having a .tel help your business specifically?

What are the major benefits of having a .tel for your company? I believe having some .tels has helped my SEO, as well as being a useful tool to offer prospective clients.

"I mainly try to focus on getting organic search engine results, which I think the .tel has helped with. The main reason I was interested in having a .tel is it is another way for people to find me online. The bigger my web presence, the better."

What other online marketing tools/campaigns do you employ? How does having a .tel fit into your marketing strategy?

I use some paid advertising online, though not too much.

How would you explain to a layperson what a .tel is and what the benefit would be to them?

I would explain it as being an embellished contact page for your business. The benefits are increased visibility online, quick loading on mobile devices, and no hosting account requirements.

"I think .tel will continue to flourish as long as it remains beneficial for SEO and online visibility. It will also continue to grow if everyday users adopt it as the modern day phone book."

If you've got a .tel story that you wish to share, or know someone that you think should be featured, why not get in touch with us: Community@telnic.org

Telnic spreads the word at local events

In the past couple of months, Telnic representatives have been out and about talking to different communities from Istanbul through to Copenhagen about .tel and raising awareness with key stakeholders ranging from technologists through to marketing specialists.

Internet yellow page companies are increasingly becoming the go-to marketing organizations for small business customers, moving away from the 'walled garden' nature of listings instead to promote these companies online in as many places as possible in order to drive business.

The .tel is a natural fit for yellow page companies in this new era where the 'scarcity value' of information is no longer controlled by few organizations but where seeding and maintaining up-to-date and increasingly diverse contact information is a headache.



Telnic has therefore been presenting to yellow page companies at key meetings from the EIDQ (the European association for the directory services and search industry) in Istanbul through to the Asian Directory Publishers Association (ADPAI) annual conference in

Macau, China, explaining the benefits .tel can bring to both the industry at large and their customers. Further presentations will also be happening in Copenhagen and London in November, focusing also on the benefits for telephone-based information services and the ability to send low-cost but rich information to customers seeking non-traditional ways of connecting with people and businesses.



Additionally, Telnic has also been active in presenting the opportunities from a technology perspective to the technology community at large.

With presentations to mobile marketing professionals at the London chapter of the Mobile Monday community, showing off the new smart phone template, through to demonstrations at IP Convergence in Paris in conjunction with Telnic partner voipGATE, explaining the opportunities for integration with the growing voice over the internet (VoIP) technologies and on to more advanced discussions surrounding intelligent networked devices, known as the 'Internet of Things' at the first all-day conference on the topic in the United Kingdom.



Does your email signature have a sell-by date?

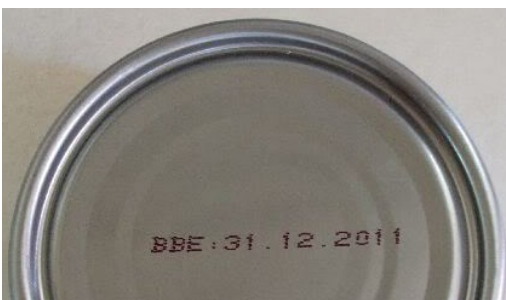
What's the oldest email that you have stored in your folders? 6 months, 12 months, older? Are all the contact details still correct in the signature of that email? Is even the email address still valid and active? Just like your business card, your email signature has a limited life-span, which could be shorter than the milk in your fridge.

To many of your customers and colleagues, a stored email with your email signature is the only contact details they have for you. Once any of these details change it becomes a lot more difficult for them to get in touch if they need to. Placing your .tel in your signature is the best way to make sure that your details are always valid, no matter how long that email is stored.

Using your .tel in your email signature also means that you don't need to include anything else. No more enormous footers with multiple phone numbers, fax numbers and web links. It's all there in your .tel. Not only

that, using profiles and updating your .tel regularly means that it's only the most current and relevant details that are shown. A reduced email signature even means a greener mail, with less paper used should a hard copy be produced.

Go ahead, update your email footer today and it can live forever.



Sheena Khanna, living the .tel life



HELLO EVERYONE I'M SHEENA KHANNA, I'VE BEEN WORKING FOR TELNIC IN LONDON SINCE FEBRUARY. YOU CAN FIND ME AT SHEENAK.TEL. OVER THE COMING MONTHS, I'M GOING TO BE USING TELPAGES.COM TO SEE WHETHER I CAN FIND GOODS, SERVICES AND ACTIVITIES THAT MY FAMILY AND I CAN USE, ONLY BY USING THE TELPAGES SEARCH DIRECTORY.

Today I'll be basing my search in Canada. It's always been on my wish list to visit Vancouver, Canada. Hopefully it will be one of my holiday destinations next year. I enjoy skiing, so I'd really love to visit the town Whistler.

I visit TelPages.com and there are 3 search boxes available to me: **Who, what** and **where**. To start my search off I type in Whistler in the 'where' field. This search brings back around 3000 results.

I decide to click on the 4th link which is mywhistler.tel, I figure this will be a useful directory for not only skiing but other generic activities such as sightseeing, shopping etc. I'm not wrong as the directory includes everything; for example shopping, tourist information, sports etc. So I click on sports and then skiing:

mywhistler.tel » [sports](#) » skiing

I then click on Whistler Blackcomb which is a ski resort. I look up the location under view map and also visit the website address provided which is www.whistlerblackcomb.com. This site is great and provides me with all the information I need to get to Whistler Blackcomb as well as other useful information such as skiing lessons, the mountains, accommodation, etc.

The second thing on my list is to visit a nice coffee house in Whistler, as I'm a obsessive coffee drinker I need a nice coffee to help me function in the day.

I've heard my friend mention a place called Blenz coffee as she's visited Vancouver a couple of times.



I type in Blenz coffee under the 'what' field and Whistler in the 'where' field. The first result is Blenzcoffee.tel—and all the various locations are listed so I click on Vancouver which brings back several results as Blenz coffee is a chain in Canada. So I choose one located conveniently on main street.

Thirdly as it will be my first time in Vancouver, I'd really love to do some shopping. I type in shopping malls in the 'what' field and Vancouver in the 'where' field. I click on the below link which then gives me a breakdown of all the major shopping malls in the area. Great for all my clothes and shoe shopping!

[MAJOR SHOPPING MALLS](#)

shopping-centres.shopping.myvancouver.tel

Tune in to next month's .telegraph when I'll be visiting Paris!

DID YOU KNOW...

Your .tel can automatically show the logo of many social media and other websites next to its link. All you need to do is to add the link to your .tel page - there's no need for the www to be included.

Provided that the site is recognized as one of the ones which are currently included for this service, the image will automatically appear both on the web and smartphone versions of your .tel.

You can see the full list of logos currently used at <http://icons.yourname.tel/>. These will be added to on a periodic basis.

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