



DATA SHEET



KEY BENEFITS FOR COMPANIES

- Reach your target audience more effectively with meaningful domain names in your customers' own language.
- Increase user satisfaction by enabling site visitors to navigate the Internet in their own language.
- Protect your brand investment by ensuring a consistent brand experience.
- Register and use your corporate identities exactly as they are written, in whatever language you desire—without translating or transliterating brands into English-based characters for the Web.
- Strengthen brand awareness with local language IDNs that are easy-to-recall, relevant, and meaningful to customers.

KEY BENEFITS FOR REGISTRARS

- Increase your domain name registration revenue with a natural product extension.
- Meet the needs of customers and reseller networks.
- Leverage your core competencies and existing customer base to create a new revenue stream.

VeriSign® Internationalized Domain Names

To build a customer base and maximize revenue potential, companies must establish a presence on the Internet that is relevant and meaningful to their local market. VeriSign® Internationalized Domain Names (IDNs) allow companies to effectively reach their markets in their customers' local language. IDNs help companies to protect and extend their online brand identity, strengthen brand recognition, increase use of their Web site, and increase user satisfaction.

+ Local Language Domain Names

IDNs are domain names, or Web addresses, represented by local language characters. The local language domain name is followed by *.com* or *.net* (for example, *주류소아파.com*). IDNs utilize non-ASCII characters and are for use in markets where English is not the primary language. They give users a convenient mechanism for accessing Web sites in more than 350 languages. VeriSign IDNs follow the global IDN standard published by the Internet Engineering Task Force (IETF). Globally, companies and individuals can register for an IDN through registrars who are accredited by Internet Corporation for Assigned Names and Numbers (ICANN) and are IDN certified, or their resellers.

+ Local Presence, Worldwide Reach

According to Global Reach, 64 percent of Internet users in 2004 were non-English speakers. To reach this growing market, companies must provide both content and domain names in the local language of their target audience. IDNs allow companies to create domain names that are not only meaningful and effective in the local language, but also function globally. IDNs are easy to remember and make the Web more flexible to better fit the needs of companies and their customers.

+ Global Resolution

Internet users around the world can use IDNs to navigate to Web sites. With the global IDN standard in place, several application providers have added or are in the process of adding IDN technology into their applications. In addition, VeriSign has developed a hybrid solution that enables the resolution of IDNs through the VeriSign® i-Nav™ plug-in, augmented by a Web-based navigation system.

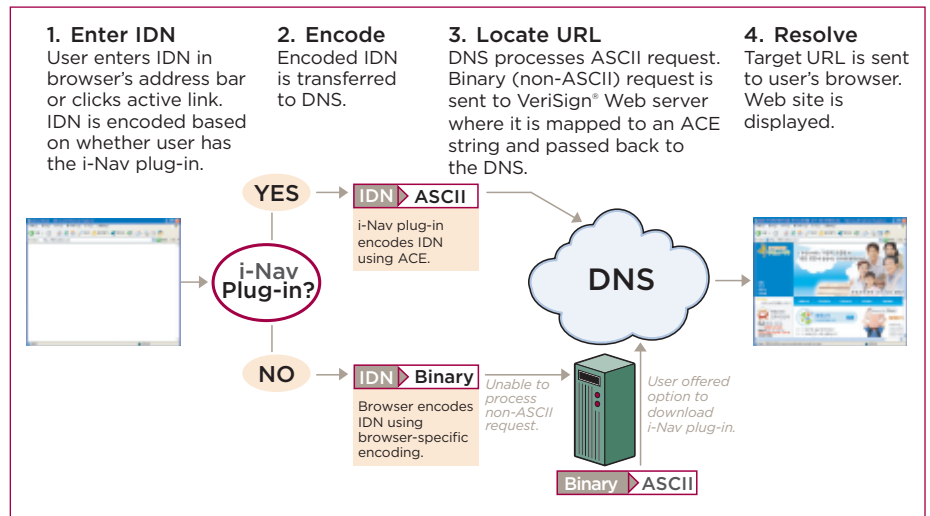


Where it all comes together.™

IDNs are currently available in the following character sets:

- Arabic
- Armenian
- Bengali
- Bopomofo
- Cherokee
- Cyrillic
- Devanagari
- Ethiopic
- Georgian
- Greek
- Gurmukhi
- Han (Chinese, Japanese, and Korean ideographs)
- Hangul
- Hebrew
- Hiragana
- Kannada
- Katakana
- Khmer
- Lao
- Latin
- Malayalam
- Mongolian
- Myanmar
- Oriya
- Sinhala
- Syriac
- Tamil
- Telugu
- Thaana
- Thai
- Tibetan
- Yi

IDN Resolution



Using name preparation and an ASCII-compatible encoding (ACE) known as punycode, the standards-compliant i-Nav plug-in transforms the local language character string into ASCII characters that the Domain Name System (DNS) understands. It then passes the query to the DNS for resolution. In addition to enabling Web navigation, the i-Nav plug-in accurately renders the IDN anywhere it is displayed within the supported applications, including the browser's address bar, favorites, and history tools. The i-Nav plug-in is available free of charge through various distributors or directly through www.idnnow.com. Users install the plug-in by performing an easy, one-time download. The VeriSign Web-based navigation system facilitates the distribution of the i-Nav plug-in and enables the resolution of IDNs for users who are unable to take advantage of the plug-in or choose not to do so. The system detects IDN queries and offers users the option to download the i-Nav plug-in prior to reaching their desired Web site.

+ Global Email

The i-Nav plug-in also enables users to send and receive email using local language characters in the "to" and "from" address lines. With the plug-in installed, email addresses are displayed in local language characters (for example: name@푸른소아파.com). VeriSign has developed email functionality for a variety of email programs. By providing a positive user experience, the VeriSign IDN solution encourages users to adopt and readily use IDNs, resulting in increased registration and renewal rates.

To download the free i-Nav plug-in, visit www.idnnow.com

Visit us at www.Verisign.com/nds for more information.

i-Nav System Requirements: Windows® 98, NT, ME, 2000, XP; Internet Explorer 5.0, 5.5, 6.0

Accredited IDN Registrars: For a list of ICANN accredited registrars who register IDNs, visit www.verisign.com/IDN_Registrars.

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