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Japan Registry Service, Co., Ltd (JPRS)

## **JPRS Starts Distribution of i-Nav™ Plug-In Which Enables Web-Browsing with Japanese-Language .JP Domain Names**

*Japanese .JP Domain Names Become Easily Accessible with Internet Explorer*

Japan Registry Service Co., Ltd. (JPRS: Chiyoda-ku, Tokyo; President Koki Higashida), the company responsible for registration and management of .JP domain names and operation of the domain name system (DNS), has started today distribution of i-Nav™ plug-in, product of VeriSign, which enables the users of Microsoft Corporation's Internet Explorer (IE) to browse Web pages using Japanese-language .JP domain names. Users can conveniently download the software for free from JPRS's distribution Web site (URL:<http://jprs.jp/i-Nav/>)

The distribution has started today as a result of implementation and marketing coordination between JPRS and VeriSign, Inc. (Nasdaq: VRSN) for the purpose of improving the navigation of Internationalized Domain Names (IDNs).

With i-Nav™, users can type, in their own language, the address of the site they wish to visit. Upon resolution, they will see the domain name in the browser address bar in the intended language, so they can recognize it and bookmark the site for future use. Users can access Web sites using Japanese and other IDNs, through hyperlink and/or input of IDNs onto the address bar of IE version 5.0 and later.

IDN technology automatically converts a Japanese-language .JP domain name into an ASCII compatible string, accessing the intended DNS server and Web server by identifying the string as a domain name. The algorithm to convert Japanese-language .JP domain names to ASCII compatible strings is currently in the final process of standardization in the Internet Engineering Task Force (IETF). JPRS is, through various channels such as IETF and Japanese Domain Names Association (JDNA), actively involved in the standardization process and improving the user experience for Japanese domain names. In addition to these activities, JPRS has chosen to distribute the plug-in software, giving first priority to users' convenience in the early implementation of the service.

"Japanese Internet users want the ability to navigate in their own language, and now they can more easily," said Rusty Lewis, executive vice president, VeriSign Global Registry Services. "JPRS recognizes the significance of making the Internet truly global and accessible to all. We appreciate the efforts by JPRS to work with us to promote Internationalized Domain Names."

As the .JP domain name registry, JPRS aims to realize an easy-to-use, value-added environment for .JP domain names and makes extensive efforts to address the needs of the Internet community and society.

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- For specification and restriction of the software and its usage, please refer to the download website: <http://jprs.jp/i-Nav/>
  - This software and its distribution are subject to change by JPRS and/or VeriSign.
  - JPRS will abide by the results of the IETF standardization process, which may result in an algorithm other than the current one.
  - Browsing Web sites with this software is free of charge. However, registration of Japanese domain names will require prescribed registration/maintenance fee. Also, please inquire of your service provider about the fee if you are to order setting of a name server/web server.
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**Japan Registry Service Co., Ltd.**

JPRS was incorporated on December 26, 2000 to succeed responsibility of the management and administration of the .JP top-level domain and to operate the domain name system. As a company dedicated to maintaining the Internet infrastructure of Japan, Japan Registry Service (JPRS) contributes to the development of the Internet and the building of a better future for everyone.

**VeriSign, Inc.**

VeriSign, Inc. is the leading provider of digital trust services that enable everyone, everywhere to engage in commerce and communications with confidence. VeriSign's digital trust services create a trusted environment through four core offerings-Web presence services, security services, payment services, and telecommunications services-powered by a global infrastructure that manages more than seven billion network connections and transactions a day. Additional news and information is available at [www.verisign.com](http://www.verisign.com).

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