



Overview of VeriSign & IDN Program -- Internet Week 2002

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Agenda

- ▶ **About VeriSign**
- ▶ **Overview of Internationalized Domain Name (IDN) Program**



I. About VeriSign



Mission

To enable everyone, everywhere to engage in digital commerce and communications with confidence.

***Provide The Critical
Infrastructure Services That Make
Digital Commerce and Communications Possible***

Corporate Overview

▶ VeriSign Global Registry Services

- **Through VeriSign® Global Registry Services, VeriSign maintains the definitive directory of over 27.5 million Web addresses and is responsible for the infrastructure that propagates this information throughout the Internet. VeriSign Global Registry Services responds to more than seven billion DNS lookups daily.**

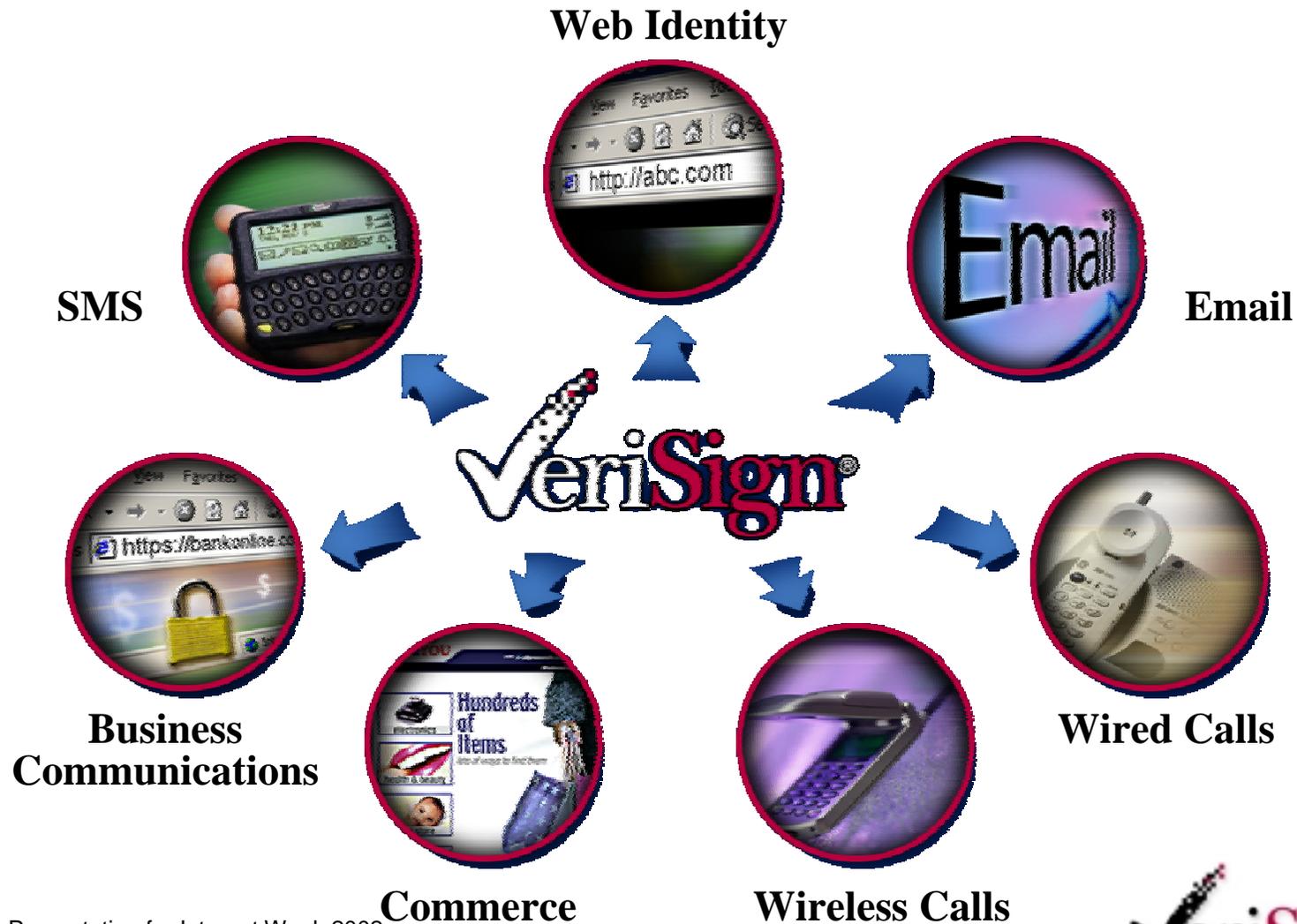
▶ Corporate Metrics

- **NASDAQ traded company with \$1 billion 2001 revenue**
- **Employment: Over 3,100 employees worldwide**
- **VeriSign opened HQ in Mountain View, USA: April 1995**
- **Stratton Sclavos joined VeriSign as president and CEO in July 1995**

▶ Major Products & Services

- **Authentication Services**
- **Payment Services**
- **VeriSign® Global Registry Services**
- **Web Identity Services (Registrar)**

Enabling All Types of Interactions

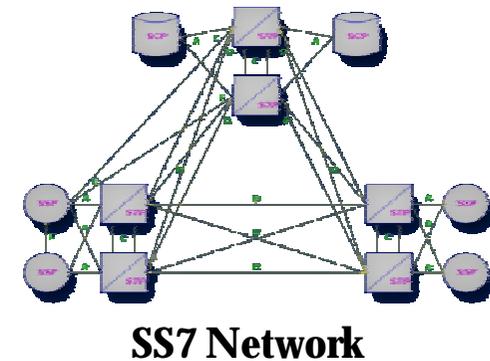


VeriSign Presentation for Internet Week 2002
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Unmatched Technology and Infrastructure

- ▶ **\$400+ million investment in deployed infrastructure**
- ▶ **Proprietary engine technologies**
- ▶ **Unmatched network connectivity**
- ▶ **Authoritative database services**
- ▶ **Highly secure and available data centers**
- ▶ **Proven scalability to the billions**



Authoritative Databases



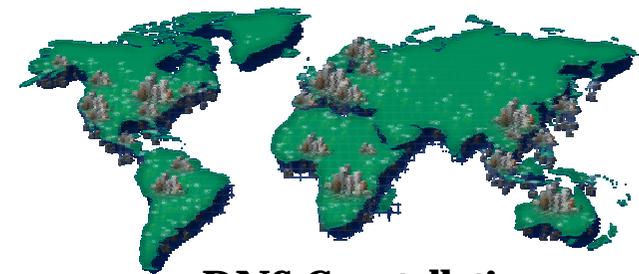
Payments



Authentication



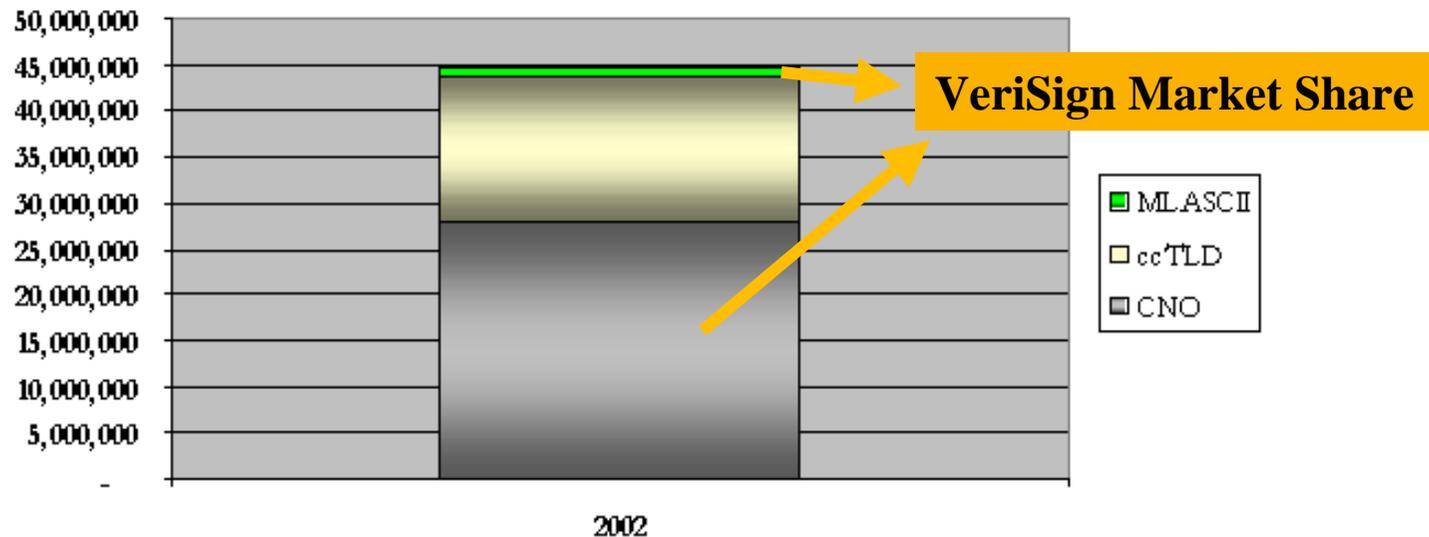
DNS Constellation





II. Overview of VeriSign's Internationalized Domain Name

Worldwide Domain Name Market Today



- ▶ **Over 45 million domain names exist in the worldwide market today.**
- ▶ **Domain names today can only be represented in the English characters**
 - A-Z, 0-9, & -
 - www.myname-1234.com
- ▶ **Maturing markets such as the UK, US and Germany have .20, .10, and .23 domain names per Internet user, respectively**
- ▶ **Less mature markets such as China, Japan, and Korea have .01, .01, and .04 domain names per Internet user, respectively.**
- ▶ **So... providing local language choice for domain names represents a new growth segment in domain name market**

What are Internationalized Domain Names (IDNs)?

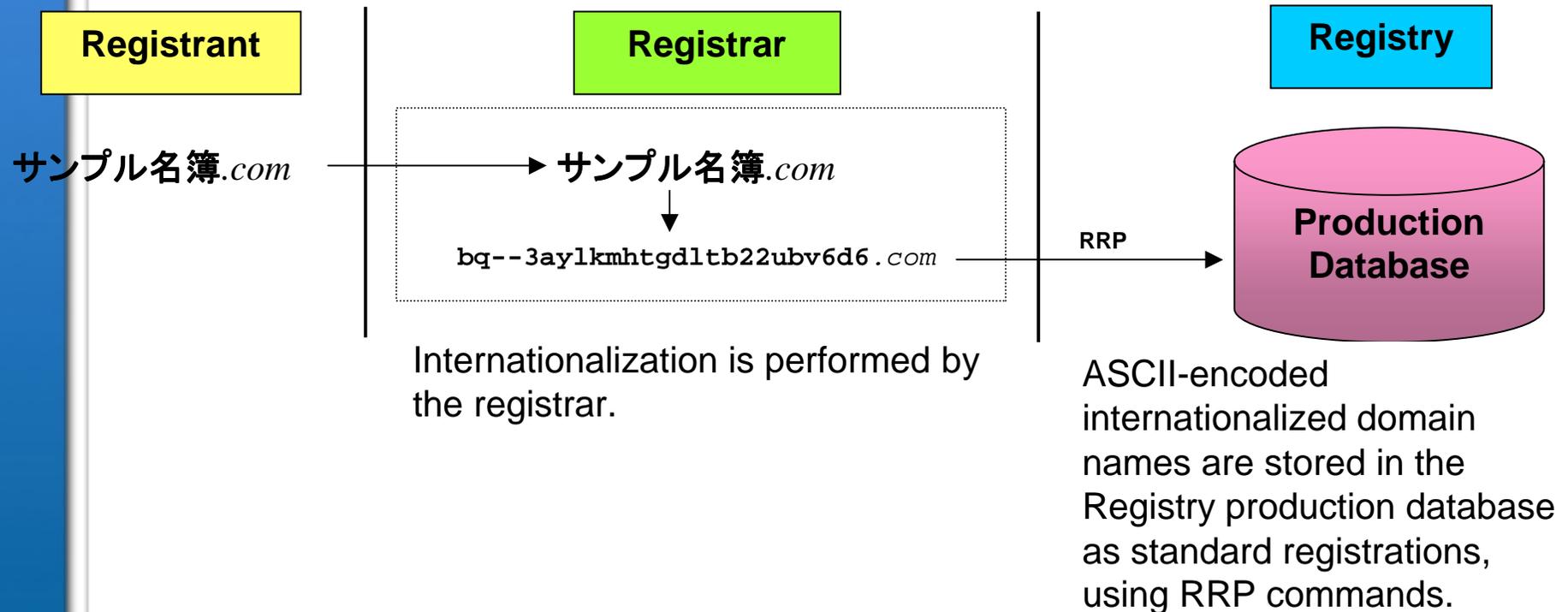
Internationalized Domain Names (IDN) are domain names represented by native language characters. The native language domain name will be followed by .com or .net (for example: サンプル名簿.com).

Why IDNs are important

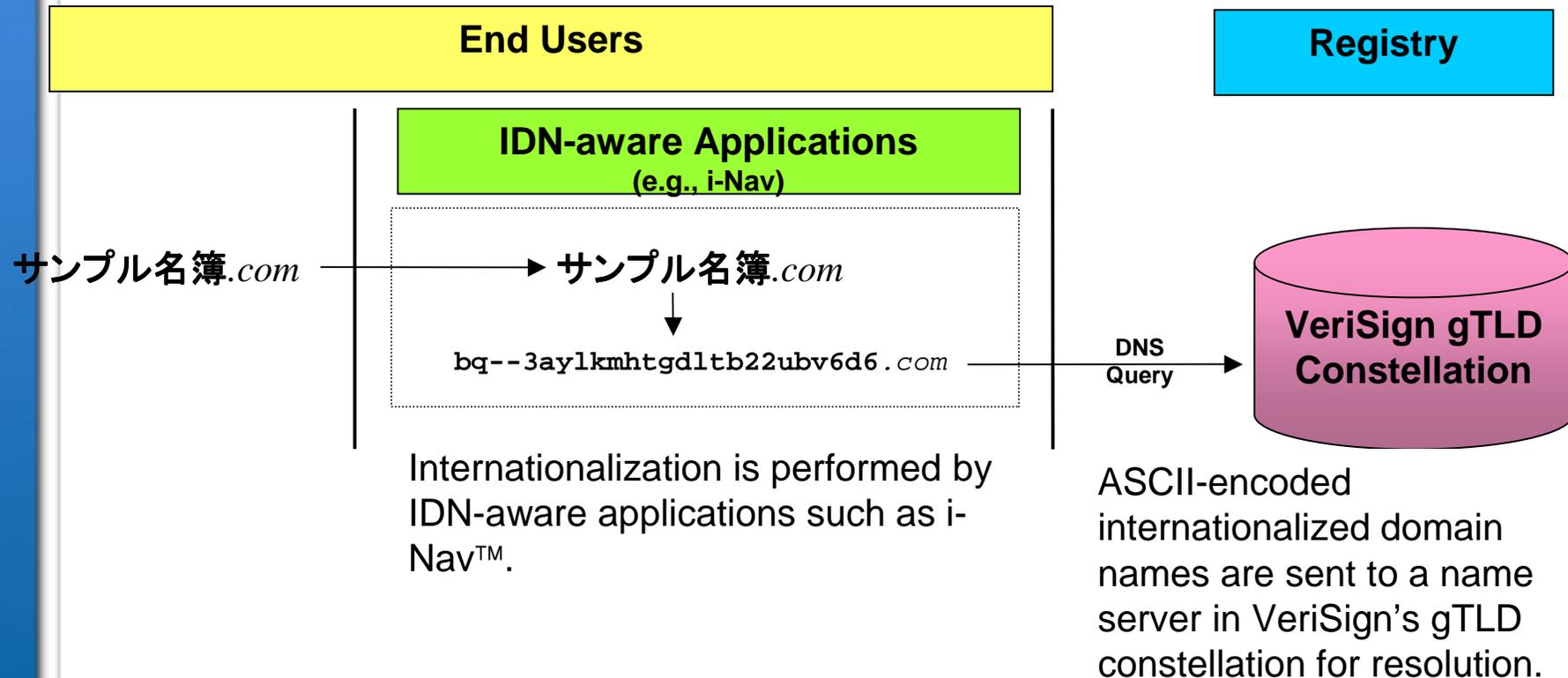
IDNs make the Internet accessible in all languages:

- ▶ **Web-based navigation and i-Nav Plug-in solutions allow Internet users to navigate the Internet and send email in their language of choice.**
- ▶ **Companies can register and protect their brand names as .com or .net web addresses in any language – not just A-Z and 0-9.**
- ▶ **Internet users and companies have more choice through a global partner network deploying VeriSign's IDN solution.**

How IDNs Work: Registration



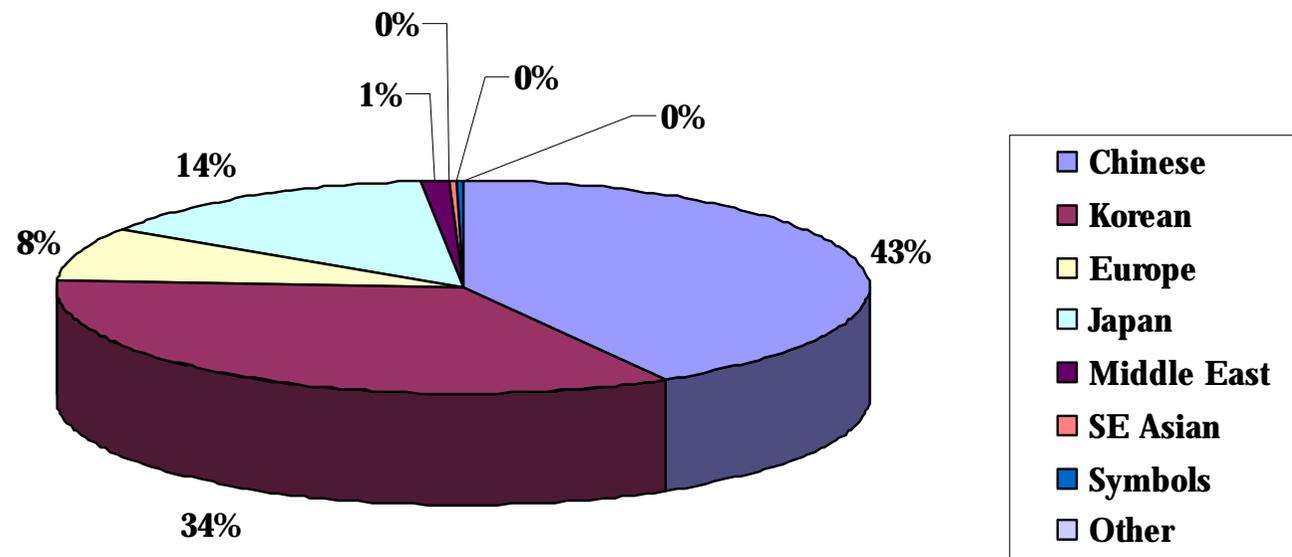
How IDNs Work: Resolution



IDN Program Update

- ▶ **39 ICANN-accredited Registrars certified to offer IDNs.**
 - **Global Media Online, Inc. (<http://www.gmo.jp>)**
 - **PSI-Japan, Inc. (<http://www.psi-domains.com>)**
- ▶ **Over 1 million names pre-registered**
- ▶ **i-Nav™ Plug-in completed and released to partners**

IDN Market Today by Script



VeriSign's Commitments to IDNs

- ▶ **Improving the Internet end user experience by making applications IDN aware.**

(Current DNS can handle only [a-z], [0-9] and hyphen requiring IDN-aware applications in order use IDN.)

- ▶ **Implementing one global IDN standard for the entire Internet community.**
- ▶ **Results-oriented collaboration among the leading IDN stakeholders.**

Improving the Internet End User Experience

<i>Sample Companies</i>	IDN Aware Applications		
<u>Browser</u> Microsoft Netscape / Mozilla Opera	<u>Email</u> Microsoft Outlook / Outlook Express Foxmail	<u>Web-based Email</u> Microsoft Hotmail Yahoo Sohu Netease	<u>FTP Security</u> <u>Other Applications</u>

i-Nav™ Plug-in
4Q02

**Freeware IDN
Transcoding Libraries**
1H03

Global DNS Constellation and Registration Systems*

RACE
Today



Final IETF IDN RFC
When Available

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*The end migration could happen today within VeriSign, but would require two migrations Punycode and IDN Final RFC.
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Improving the Internet End User Experience

▶ **i-Nav Plug-in (4Q02)**

- Browser Applications: IE 5.0-6.1 (now), Netscape (future)
- E-mail Applications: Outlook and Outlook Express (test), Web-based e-mail (test)
- Fully Unicode compliant: 38 scripts and over 300 languages
- Operating Systems: WinNT, Win98, WinME, Win 2000, WinXP
- Domain Name TLD's: COM, NET, JP & KR
- Building the Adoption Footprint: Plug-in Distribution Partnerships & Web-based Navigation Distribution

▶ **Freeware IDN Transcoding Libraries (1H03)**

- RACE and Punycode
- Lesser GNU Public Licensing (LGPL)

Results-Driven Collaboration

- ▶ **VeriSign shares a common interest with other IDN stakeholders**
 - Internet End User
 - Registrants
 - Registrars

- ▶ **Verisign is forming win-win working partnerships with IDN stakeholders**
 - Registries with an IDN program
 - Participation in IDN groups
 - Briefing governments and interested parties where appropriate

Collaboration with JPRS

- ▶ **Japan Registry Service Co., Ltd. (JPRS), which manages the .jp country code top level domain (ccTLD) has agreed to distribute VeriSign's i-Nav™ plug-in to support Japanese and character domain names ending in .jp and .kr, as well as .com and .net.**
- ▶ **JPRS now distributes the i-Nav plug-in to Japanese Internet users.**

Roadmap Ahead

- ▶ **Publish the final IETF IDN RFC soon.**
- ▶ **Move toward the adoption of one global IDN standard throughout the gTLD and ccTLD Registries.**
- ▶ **Secure commitments from major application providers to incorporate the IETF IDN standard in their product release schedules.**

Questions and Key Contact

- ▶ **Follow Up VeriSign IDN Contact**
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 - **i-Nav™ Plug-in, i-nav@verisign-grs.com**

ありがとうございます!

Thank You!