

متاحف.امارات أبو ظبي.امارات عجمان.امارات
نادي-العين.امارات
سيلاحة.امارات
فنادق.امارات الفجيرة.امارات
مشارقة.امارات
مصرف-أبوظبي.امارات
خيول.امارات
ليوا.امارات
مدراس.امارات
مزارع.امارات
صحة.امارات
شاطئ-الراحة.امارات
منتديات.امارات
جمعية-الصحفيين.امارات
جزيرة-ياس.امارات
محاكم-دبي.امارات
تسويق.امارات
علاج.امارات
وطني.امارات
مزارع.امارات
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جمعية-الصحفيين.امارات
جزيرة-ياس.امارات

UAE IDN Experience

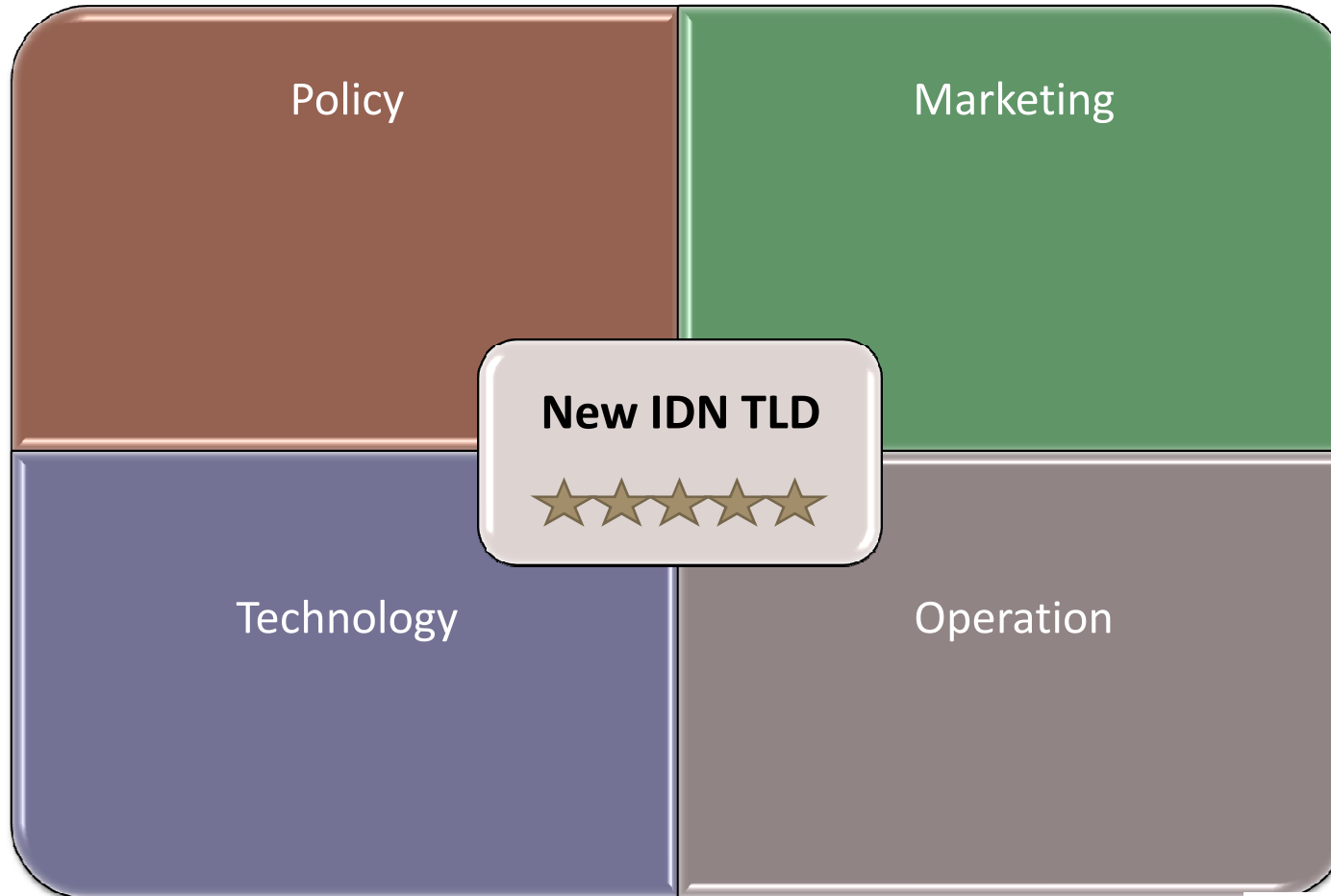
Presented By.
.ae Domain Administration (UAE)



Who we are? What is **امارات**. ?

- the .ae Domain Administration (.aeDA) an entity within the Telecommunications Regulatory Authority (TRA)
- manages UAE ccTLD (both .ae and its IDN) using Registry-Registrar Model
- امارات**. is the ccIDN of United Arab Emirates
- One of the first four IDNs that were approved to be used by ICANN on 21st Jan, 2010.
- One of the first three Arabic Domains delegated in the Root Zone.

IDN success pillars



Policy Framework

- ❑ Unified Policy framework for both ccTLD and ccIDN with some variations.
- ❑ Unified Dispute Resolution Policy (based on Generic DRP)

	.ae	IDN
Allowed Characters	ASCII only	Arabic language (subset of Arabic Script)
Variants	None	Within language variants
3rd Level registration	Yes (.co.ae, org.ae ..etc)	None
Launch Policy	None	Yes
Registrar Accreditation	Typical Process	Similar to .ae + More tests



Variants

Reduce phishing
& Typo-
squatting

Better
Accessibility

Benefits

Cross Language Variants

Variants in Different Languages

Arabic : U+064A : ي
Persian: U+06CC : ی
Urdu : U+06CC : ی

- part of the Arabic Script, Not used by Arabic Language but looks similar to those used in Arabic Language
- Supported by the system but **not** implemented yet.
- If implemented, the system will enable them in the DNS automatically.

Variants within the Language

Variants in Arabic Languages

U+0627 : ALEF ا
U+0647 : HEH ه
U+064A : YEH ي

Variants in Arabic Languages

U+0625 : ALEF with Hamza below ا
U+0629 : TEH Marbuta ه
U+0649 : ALEF MAKSURA ا

❑ Once a registrant registers a domain, variants gets blocked by default, activated as per registrant request.

Variants, the great value to community

You register :

The following are reserved for you:

هيئة-أبوظبي-للسياحة.امارات

هيئة-أبوظبي-للسياحة.امارات

✓ هيئة-أبوظبي-للسياحة.امارات

✓ هيئة-أبوظبي-للسياحة.امارات

هيئة-أبوظبي-للسياحة.امارات

✓ هيئة-أبوظبي-للسياحة.امارات

هيئة-أبوظبي-للسياحة.امارات

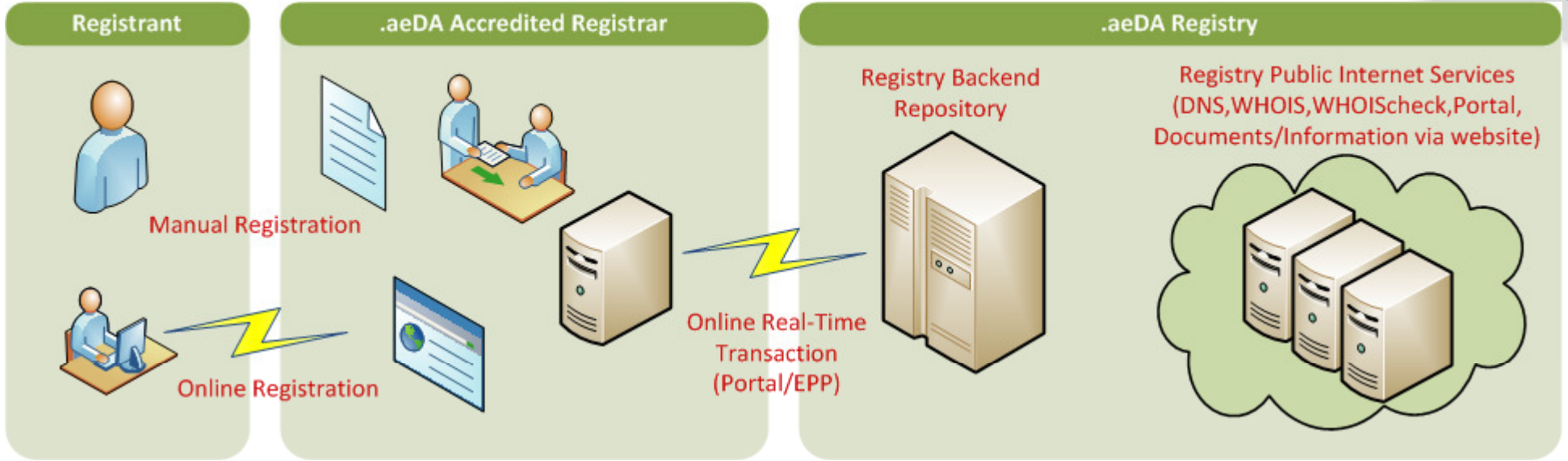
...

..

Remember to activate variants in the DNS, Webserver ..etc



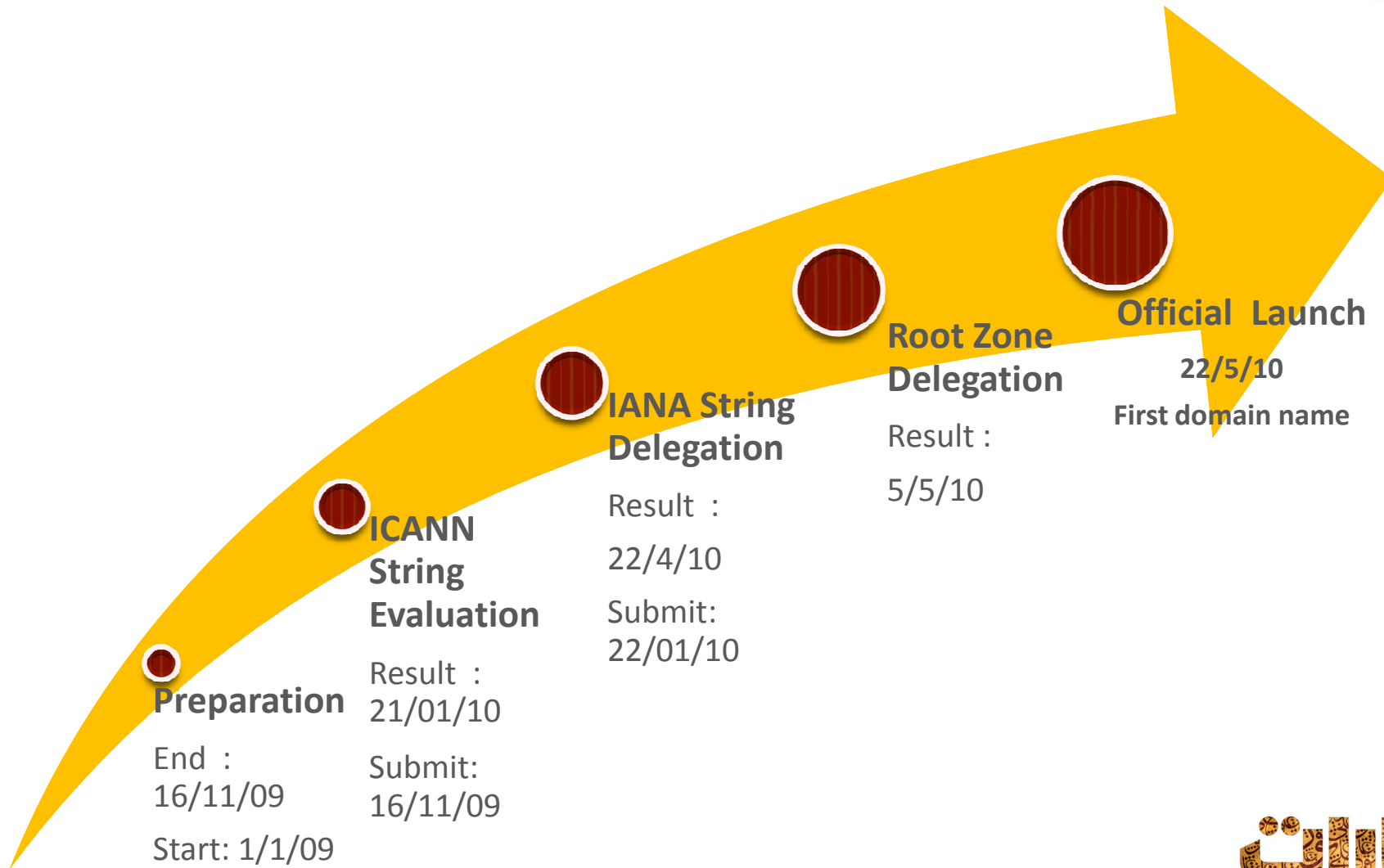
Arabic Enabled Registry System



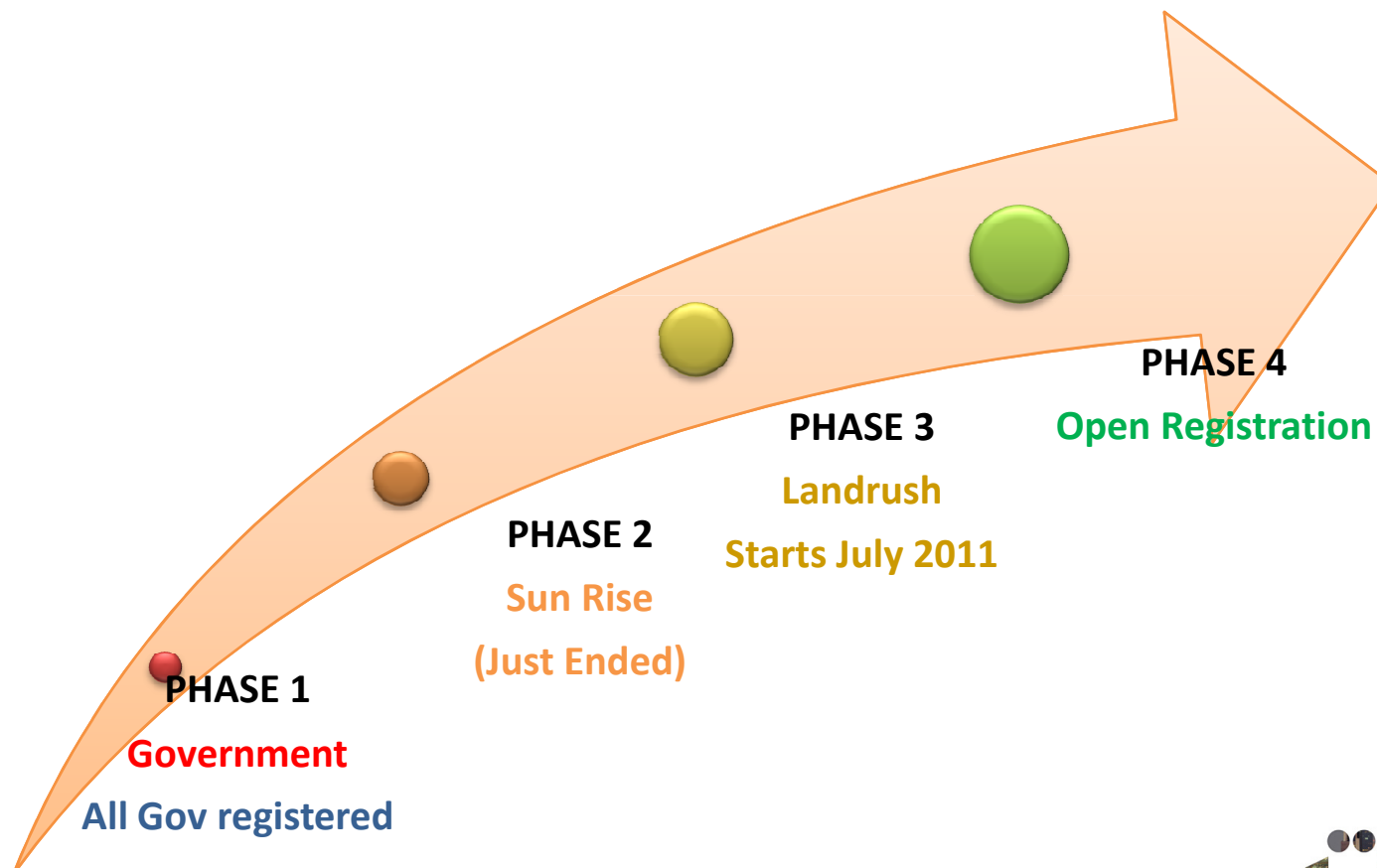
Domain Creation Transaction

Domain : علوم.امارات
Registrant : محمد سالم
Technical Contact : أحمد محمود
Host : خادم 1. نطاق.امارات
 : خادم 2. نطاق.امارات

IDN ccTLD FastTrack - Timelines



Launch phases



Launch Experience

- ❑ aeDA developed a platform to handle launch process.
- ❑ Gives access to:
 - ❑ Registrars to register names
 - ❑ Trademark Verification Agent to verify trademarks
 - ❑ Administrator to approve
- ❑ Tips:
 - ❑ Ensure that Trademark community is aware.
 - ❑ Involve Registrars as soon as possible.
 - ❑ Find appropriate Trademark Verification Agent.
 - ❑ Give sufficient time for sunrise.

Awareness..

- ❑ Many do not know that IDN is possible.
- ❑ It is not a replacement of ASCII domain name .ae but it complements it.

dubai.ae →



← دبي.امارات



Make it clear ..

- ❑ Many do not understand that space () is Not allowed
مستشفى توام.امارات
- ❑ Many do not understand that (-) is allowed characters
مستشفى توام.امارات
- ❑ Many registrants do not understand the difference between
the (.) and word separator (-)
مستشفى.توام.امارات

Challenges

- Registrants and Users awareness.
- Some Browsers do not display Arabic IDNs on the address bar correctly.
- Web Hosting Companies and Technical Staff not aware of IDN.
- IDN based email address?

Thanks

شكراً

Visit عربي.امارات

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www.aeda.ae

