

WHAT'S NEW? WHAT'S NOW?

(continued from cover)

...with a dazzling array of unique features and creative "firsts," such as:

- Only Domain to include free blogging services;
- Only Domain to offer mobile blogging services;
- Only Domain to transparently support non-English characters in Web addresses, based on Internet standards;
- First Domain to include a fast, simple pre-built personal Web site;
- First Domain to include e-mail forwarding for customers;
- First Domain to let customers "park" domain names indefinitely;
- First Domain to allow instant online registration of a domain name;
- First Domain to require online payment, to minimize cybersquatting;

Responsible Policies

".NU Domain has a history of providing innovative alternative services for Internet users," says Dr. Paul Mockapetris, the inventor of the domain name system and a technical advisor to .NU Domain Ltd. The development of its multi-lingual domain name service, he says, "represents a major breakthrough in the globalization of Internet domain names."

.NU domain has also taken its responsibility for managing the domain seriously from its first days of operation in 1997. It is still the only domain to ban outright the use of its domain for spam, denial of service attacks, and search engine flooding, for example, and to forbid specific illegal uses such as hate sites or child pornography. And it was the first ccTLD to adopt the ICANN-WIPO developed trademark dispute resolution procedure.

.NU is open to users from all over the globe; it is especially important in Sweden, where the letters "NU" spell the Swedish word for "NOW."

Its popularity continues to accelerate in Sweden, not only among the high-profile establishment companies such as Volvo.nu and Investor.nu, but with leading-edge players including politicians, sports teams, journalists, artists, avant-garde Web designers—and now, bloggers. (See chart, page S3.)

Among its many trend-setting features, free blogging and Mobile blogging are the most exciting.

.NU will supply you with a preconstructed Web or Blog template with password protection, and the ability to upload images, to blog via e-mail and mobile phone, and to turn viewer comments on and off. (For more information about blogging, see page S3.)

Multi-lingual Domain

.NU also liberates users from the restrictions of the English alphabet. .NU users can register a multi-lingual Web address that can include any European language characters such as å, ä, ö, æ, or ø.

"Non-English-speaking Internet users see the English character limit of their Web site address as unacceptable," says J. William Semich, founder and CEO of .NU Domain. The company has donated .NU Web addresses to all the local governments in Sweden so the municipalities' official names are spelled correctly using Swedish characters in their URLs.

Making blogging easily available and

.NU!

multi-lingual Web addresses easy to use were of supreme importance to .NU. Simplicity is the single greatest innovation .NU has brought to the Web.

It's easy to register, easy to use, and quick to get started.

Bridging the Digital Divide

Not only does the .NU domain benefit users in Northern Europe, but it has advantages for a small isolated group of users in the southern hemisphere as well. Every registration helps pay for free Internet services in the tiny Pacific island nation of Niue (see "Every Registration Funds Niue's Internet").

The inventions, innovations, and support tools created by .NU Domain reflect the company's commitment to its customers. "That's why we keep innovating and finding things to do for our customers," says CEO Semich.

In the long term, in fact, .NU is aiming for universal access. "I see a time when every person will have his or her own domain," says Per Darnell, manager of .NU Domain's Nordic operations.



Internet users in Niue benefit from the .NU domain name's association with the tiny island. Located 2,400 km northeast of New Zealand, Niue is the first nation in the world to have free Internet connectivity for its 1,800 citizens via satellite link. The Internet Users Society—Niue, a private charitable foundation funded by .NU registration fees, offers free dial-up services to everyone in Niue and free broadband connectivity for Niueans without PCs at its Internet Cafe.

Whats.NU@.NU



THE .NU INSTANTWEB: Fast, Easy, Cheap

.NU Domain's new InstantWeb Service makes your Web site setup decision easy! For just \$44.95 per year including domain name (two-year minimum), you get e-mail forwarding from your .NU domain name's address to any mail service, and any one of these four options:

- Create your own pre-built Web site instantly, using easy-to-customize InstantWeb pages hosted by .NU Domain. Use the InstantWeb page editor to change the color scheme, create or upload images, input or modify content, and add up to five Web pages (six with blogging).
- Automatically forward your .NU domain name to a pre-existing Web site at any other Web service. Optional frame forwarding keeps your .NU name in the browser address field.
- Use .NU Domain's own DNS system to point your domain name to the IP address of your own Web, FTP or mail server.
- Park your domain name until you are ready to use it.

FREE .NU Domain Name and Blog Site

At last, a chance to share your thoughts with the rest of the planet, or just with your friends and family—you get to choose.

To further encourage blogging, .NU is now offering a free 3-month trial registration complete with domain name and Web-based blogging service. Or you can sign up now to add a year to the trial for just \$15 — half the usual annual price for a registration alone. New customers can sign up for free blogging at www.blogga.nu.

.NU Domain is still offering free

Free Blogging Goes Mobile

The world's first completely mobile blogging service is only available through .NU Domain Ltd, and it's free for all registered .NU domain name users.

The service lets any .NU customer use a mobile phone to post to his blog-site and anyone else with an Internet-enabled mobile phone to view and to post comments to the blogsite. The blogging service automatically detects if the access is from a mobile phone and reformats the pages to fit the screen. .NU's mobile blogging also lets

users activate password protection for blogsites.

Some of the better blogging sites we've seen on a mobile phone: <http://underdog.nu>, <http://smallville.nu>, <http://www.hubbar.nu>, <http://www.bosse-sfp.nu>, and <http://jonashallen.nu>.

Mobile blogging is perfect for people on the go, who need a simple tool to put information on the Web quickly, such as business groups, geographically dispersed families, and clubs and associations.

Sign up now for blogging services at www.blogga.nu.

blogging services to all its existing customers too, using the third level domain under blogga.nu, as in "your-domain".blogga.nu (see karlavagnen.blogga.nu for an example).

A blog—short for weblog—is a personal journal on the Internet. Bloggers can share their ideas and opinions with the rest of the Web-surfing world, quickly and easily, with no technical knowledge. A blog can be a diary, an opinion page, a miscellaneous reference guide, or, using .NU Domain's password protection, a private communications tool for business or family.

"Blogs finally give people a quick, easy way to have a Web site and a chat page which they can update easily, even while traveling," says Per Darnell, .NU's manager of Nordic operations.

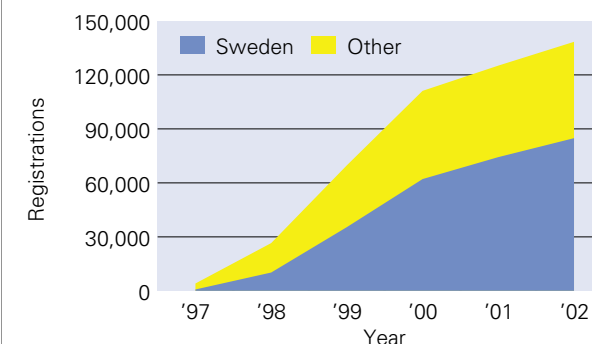
A Blog isn't a monologue. .NU Domain's blogging service lets readers post responses to the blogger, using

the "comments" function. The result is often an informative, emotional, and entertaining conversation among people who share the same interests.

Designed for European users, .NU Domain's Blog service is the first to offer software and systems in Swedish, Danish, Dutch, German, and Spanish, in addition to English. Besides its recently announced mobile blogging capabilities (see "Free Blogging Goes Mobile" story), blogga.nu lets users:

- Upload images;
- Create their own blog-site logos and HTML templates;
- Use password protection for privacy;
- Use pre-built templates for quickly building blog sites;
- Selectively edit or turn off or on blog comments; and,
- Forward blog comments directly to users' Web pages.

.NU SWEDISH MARKET SHARE STILL RISING



Swedish users are becoming increasingly committed to using .NU domain names. When .NU launched in 1997, Swedish customers represented only about 19% of customers. By 2002, Sweden represented more than 61% of roughly 140,000 total .NU domain names active during the year.

Domain names available now at nunames.nu:...bygg-hemsida.nu...bytjobb.nu...cameras.nu...headhunter.nu...