



.aero
Enhancing and extending your Internet presence



The medium of choice

As the world's Internet population approaches one billion, the Internet has become the communication means of choice. No other medium can support such a host of diverse activities – from business transactions to Weblogging, advertising to information management.



With the increased sophistication of online technologies, industry transition to Internet-style solutions is inevitable. Business-to-business innovations based on the use of the public Internet have expanded horizons, slashed transaction costs and led to spectacular innovation.

However, in spite of this, three issues have created difficulty for those using the Internet and the Web to connect with customers and colleagues:

- **visibility:** how to create the simplest route for people to get to your site
- **brand protection and enhancement:** how to retain control over, and raise awareness of, your branding in every market in which you operate
- **cost efficiency:** how to ensure that Internet technology tools are used cost-effectively and efficiently to boost the bottom line.

For the air transport sector, the introduction of .aero has resolved these issues at a stroke – while also opening up new opportunities for open and transparent communication that will change people's relationship with the community.

Clear and present visibility

There are now more than 30 million Internet names registered with the top level domains .com and .org – and more than 60 million domain names registered worldwide. As this document went to press, the Google system was searching 8,058,044,651 individual Web pages. No wonder there is a problem of visibility.

A reliance on guesswork is one answer, but is certainly not sufficient. However, using the .aero suffix immediately identifies you as part of the aviation community and enhances your visibility. As user familiarity with the .aero suffix increases, a search for aviation sites is greatly simplified, particularly when linked with the .aero directory (see page four).

Conforming businesses that register .aero domain names will always be found in one location and will be instantly recognized as aviation companies. Companies using the directory to locate and contact other .aero domain name holders can do so with a degree of confidence based on the knowledge that names registered in .aero have already met a strict eligibility criteria.

Domain names are the essential means of establishing your company's brand identity on the Internet.

Brand protection and enhancement

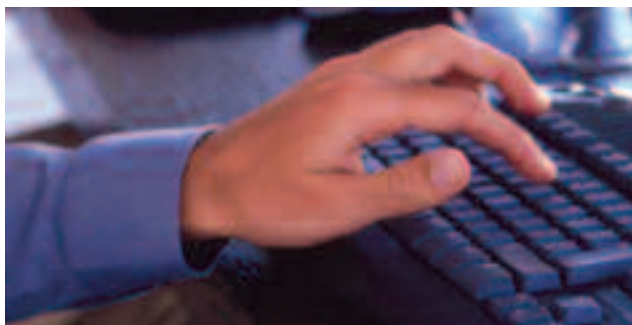
Many aviation companies and organizations register a .aero domain name simply because they want to set up a website with a clear link to the aviation community. However, the .aero domain is more than simply a convenient parking place. It offers unprecedented opportunities for any company involved in aviation, eliminating cybersquatting while offering protection for the significant investments in branding that are an essential part of any air transport business.

In all public Internet domains, names are registered on a first-come first-served basis, with no requirements that registrants meet any registration criteria. By contrast, eligibility to hold a .aero domain name requires that registrants be accepted as a valid member of the aviation community.

Not only is your brand strengthened by this registration process. It also removes a potential barrier between your company and potential global audience by offering international scope. A single registration for .aero provides guaranteed uniqueness, consistency and simplicity by eliminating the need to register numerous country-specific domain suffixes.

Country codes are not suited for businesses that deal in global markets. Nor do they apply any eligibility criteria to ensure the validity of the company or organization as a pre-condition to domain name registration.

For example, .aero offers global branding for regional airlines – such as www.srilankan.aero compared to www.srilankan.lk – as well as enabling flexibility for cross-sector corporations eager to identify their specific attention to air transport.



Simply type 'site:aero' in the Google search box or, set '.aero' in the advanced search function of the Google site and you can be sure to find aviation sites.

Unlike the public domain, a mass market solution that can be inconsistent and inflexible, .aero offer the aviation community its own personalized space on the internet.

Cost efficiency for bottom line benefit

Because .aero is so much more than the provision of a domain name or an Internet space, we have coined a tagline: innovative Internet-based services built on aviation naming and coding structures.

The emphasis is on 'innovative'. The .aero domain space was designed at the outset to create a structured, open and constantly evolving Internet naming architecture. An intrinsic part of the vision is to help the aviation community integrate systems and services, resulting in a more efficient and customer-friendly Internet environment that will allow enhanced services at less cost.

Just as important, unlike other top level domains (TLDs), management of the .aero domain – as well as the resources available from .aero now and in the future – are under the exclusive control of the community, rather than of one organization. As a community initiative, it is operated and managed on a not-for-profit basis, and any future development or standardization of naming schemes or communication mechanisms within .aero are made available simply and inexpensively for the benefit and use of the community as a whole.

Extras...extras

(1) Simple migration: moving to .aero need not be an expensive or difficult choice. Websites and e-mail services using the .aero domain can and do work in parallel with pre-existing domain names.



Technically, all that is required is for the current domain address to be pointed to the new .aero name. Customers and contacts will become familiar with the .aero name, allowing for a gradual phasing out of generic addresses.

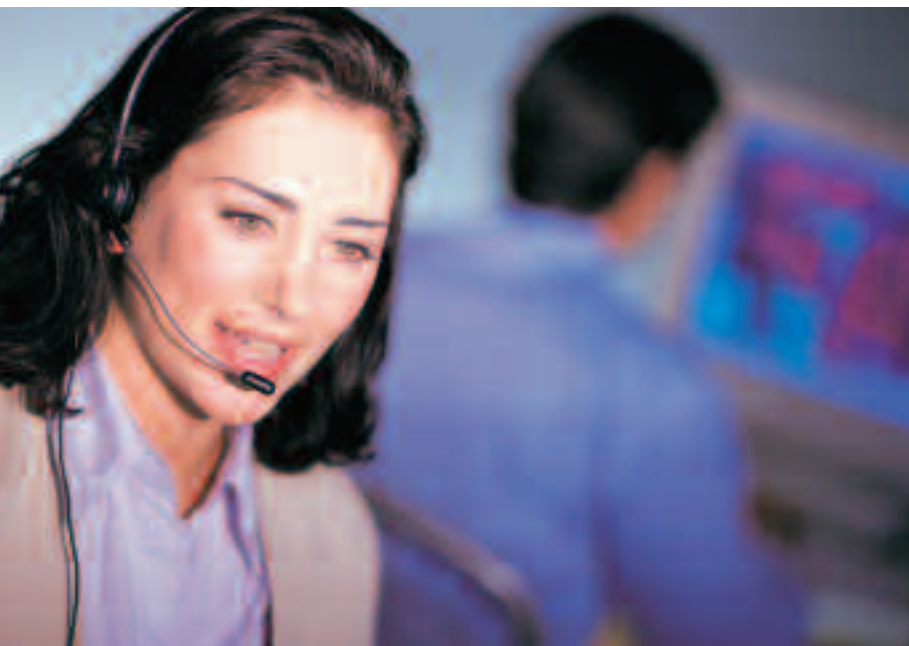
(2) Complimentary .aero directory: Every registrant with an active .aero website is offered a listing in the .aero directory. Companies and organizations that register in the directory will all be found in one location, creating a large and comprehensive network of aviation businesses. This is evolving to help companies and organizations more efficiently locate precise and detailed information about aviation services and products – and confidently contact and conduct business with other .aero domain name holders they do not know. The directory will be segmented alphabetically and by industry focus, featuring key products and services, contact details and a link to the home page.

The Internet future of aviation

The world's first industry-based top level Internet domain is helping the aviation community simplify and integrate systems, streamline communications and enhance passenger services. Not bad for a four-letter suffix in an increasingly competitive and noisy environment.

Introduced in March 2002 at the initiative of the aviation community, .aero is the top level domain reserved exclusively for the air transport industry. Creating an exclusive space across the Internet, the domain is run exclusively by and for the aviation community –sponsored, operated and maintained by SITA on a not-for-profit basis.

Not only does .aero enhance the identity and presence of the air transport sector on the Internet. It is helping increase the adoption of online technology and promote e-commerce, based on the requirements of the community as a whole. Through the building of a naming structure and the evolution of communication standards, .aero allows the community to take full advantage of new and emerging Internet technologies.



By ensuring that each registrant is a bona-fide member of the aviation community, the registration process makes brand names easier to protect and extends the branding opportunities to include services and products through registration of sub-domains.



For further information,
please contact SITA:

Global Headquarters

26 Chemin de Joinville, B.P. 31,
1216 Cointrin, Geneva, Switzerland
tel: +41 22 747 6000
fax: +41 22 747 6133
e-mail: aero.enquiries@sita.aero

Americas

3100 Cumberland Boulevard,
Suite 200, Atlanta, GA 30339, USA
tel: +1 770 850 4500
fax: +1 770 612 2265
e-mail: info.americas@sita.aero

Asia Pacific

11 Loyang Way, Singapore 508723,
Republic of Singapore
tel: +65 6545 3711
fax: +65 6548 2635
e-mail: info.asiapacific@sita.aero

Europe

Capital Place, 120 Bath Road,
Hayes, Middlesex UB3 5AN,
United Kingdom
tel: +44 (0)20 8476 4500
fax: +44 (0)20 8730 1337
e-mail: info.eumea@sita.aero

Middle East and Africa

Bachoura, Khandak El-Ghamik,
Daoud Ammoun Street, SITA
building, P.O. Box 11-6524,
Beirut, Lebanon
tel: +961 (1) 657200
fax: +961 (1) 655951
e-mail: info.meas@sita.aero

www.information.aero

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The future is up to you

While the Internet is becoming pervasive, affecting every part of our lives, the .aero domain and its functionality is marking new ground for the Internet worldwide. And future development is firmly in the hands of the air transport community.

As a sponsored domain, .aero can define and implement its own policies designed to safeguard the integrity of the domain. Members of the community are responsible for the future development of .aero and are encouraged to contribute, support and develop the domain according to the community's needs. The .aero infrastructure and conventions have been developed and are monitored in co-operation with the Dot Aero Council (DAC) which supports SITA, as sponsor, in its operation of the .aero domain.

DAC members are drawn from a number of aviation associations, with each member representing a Registrant Group within .aero. The Council includes ACI (Airport Council International), CANSO (Civil Air Navigation Services Organization), FAGSA (Federation of Airline General Sales Agents), FAI (Fédération Aéronautique Internationale), IATA (International Air Transport Association), ICAO (International Civil Aviation Organization), NBAA (National Business Aviation Association), ARINC and SITA.

The .aero website (www.information.aero) provides details of how to register a domain name, a full list of current registered names, access to the .aero directory and details on how you can play a role in the future development and governance of .aero. Alternatively, you can get in touch through aero.enquiries@sita.aero.

About SITA

SITA is the world's leading provider of integrated information and telecommunication solutions to the air transport industry. With more than 50 years' experience, SITA now has around 700 members and 1,800 customers – including airlines, airports, travel distribution and computer reservation systems, governmental organizations, aerospace and air-freight companies.

For further information, go to www.sita.aero.