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MYNIC Urges Businesses To Have Global Internet Presence

Register to be eligible for shorter addressing



MYNIC Berhad (MYNIC), one of the most innovative providers of Internet Registry and Addressing Services in Asia Pacific recently urged businesses to obtain a global Internet presence while highlighting their Malaysian identity to register before the deadline on 26th October 2007. Registration of an identity by this date would have offered registrant's priority application status during the Priority Entry Period (PEP) beginning 1st November 2007- 31st December 2007.

MYNIC's Director, Shariya Haniz Zulkifli said, "Currently online identities have a website suffix like "www.mynic.net.my" while the new second level domain names (2LD) will shorten these suffixes

to a generic "www.mynic.my". Businesses especially should realize the uniqueness of the shorter addressing which diminishes the notion of categorization in the now open economic market. Furthermore, with Malaysia gaining more attention in the International scene, a "my" identity will serve as recognition for your business and its origins as well as bring your products/services to the world at large," she added.

The closing of the PEP will lead to unregistered names being released into the general system for public registration in 2008. Early registration will secure an organization's valuable business identity on the World Wide Web. These shorter "my" addresses not only helps identify and brand the company's operations but also proves the efforts taken by locally established entities to go global via the Web while retaining their national identity.