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News from
.aero
the domain of aviation

www.information.aero

In this issue...

Welcome

Can you imagine an airfield with 10,000 private and other aircraft converging for a seven-day convention – ranging from home-made gems to historic military aircraft and the latest business jets? And then imagine three quarters of a million enthusiasts also converging on the same airfield, complete with camping equipment? Welcome to the EAA AirVenture annual convention at Oshkosh in Wisconsin – surely the biggest festival of its kind anywhere!

The scale of Oshkosh underlines the health of the general aviation and business aviation markets worldwide – a theme that underpins this issue of the .aero newsletter. From general aviation exhibitions in Europe and Asia to one of the biggest companies in the world providing ground handling services for the corporate and GA market, we offer an insight into some of the top businesses in the sectors who have registered with the .aero domain.

We also meet one of the newest .aero registrars – Regtime, offering some perspectives on one of the most interesting growth markets. And we offer a reminder of the approaching deadline for the registration of pre-reserved airport codes, alongside the story of how one registrar has sought to drive the message home in its home country.

As ever, we hope you enjoy this issue – and please do get in touch with any comments. We'd be delighted to hear from you.

.aero team, SITA

Spreading the message

NamesBeyond – the US-based ICANN-accredited .aero registrar – has been successfully using the media to spread the message that airlines only have until 30 November this year to register their pre-reserved IATA-location identifiers within the .aero domain.

After 1 December, those airport codes will be available for registration to any qualifying organization or individual, on a first-come-first-served basis and through accredited registrars. Codes which have already been registered, or which cannot be registered, for example due to contractual obligations between SITA and ICANN, will not be released as part of this process.

In an interview with the founder, President and CEO of NamesBeyond in our last issue, Uma Murali noted that her company was "investing substantially in marketing the value of .aero, and convincing users to switch to the domain. We are ramping up our campaigns, and have committed significant resources to build a strong and sustained presence in the .aero marketplace."

NamesBeyond obtained widespread media coverage of their release in more than 40 publications across the US, from the highly technical XML Journal to the more broadly-based Philadelphia Business Journal and the Los Angeles Times.

Still time to act

In last issue's interview, Ms Murali also noted the need to educate users about .aero: "Once potential clients understand the reliability and the power of branding their company with a .aero identity, we find customers are happy with their experience. A bit more education, a lot more branding and .aero will grow to its full potential."

To date, more than 170 airports have registered their 3-letter airport codes (location identifiers, reserved exclusively for airport use since 2002) as .aero domains.

If you are representing an airport and have not yet registered the relevant 3-letter airport code, you can submit a .aero ID request by contacting NamesBeyond (www.namesbeyond.com). Alternatively go to www.information.aero/registration/register_reserved and type the 3-letter airport code in the 'Requested Reserved Names' field.

Oshkosh is the place to be

From 28 July to 3 August, the town of Oshkosh, in the US state of Wisconsin, becomes the place of choice for up to 750,000 people with one interest in mind – a passion for flying.

Some 10,000 aircraft will be flown into EAA AirVenture by enthusiasts from around the world. This is the annual convention of the Experimental Aircraft Association – known universally as EAA – a body formed in 1953 as a local club for those who restored and built their own aircraft.

Today, the EAA has 170,000 members – mostly from the US, but including 20,000 from over 100 countries in Europe, South America and Africa. Aside from the festivities in Oshkosh (not surprisingly, it's the world's largest general aviation gathering), the EAA is involved in a wide number of other activities. They include:

- a programme known as Young Eagles, designed to introduce young people aged 8-17 to general aviation, and to inspire them to discover more (www.youngeagles.org)
- a wide range of aviation safety programmes, particularly aimed at homebuilt aircraft and praised for their effectiveness by the US Federal Aviation Administration

- a tour of the US by members with their own historic aircraft, including a Boeing B-17 bomber, a 1929 Ford Tri-Motor airliner and a replica of Charles Lindbergh's 'Spirit of St Louis'
- other youth education programmes, including an annual Air Academy residence camps held at Oshkosh.

The EAA also lobbies the US Government 'to protect the right of all qualified individuals to fly', with staff continually monitoring legislative and regulatory activity. And it offers members the benefits of a US national network of technical counsellors to provide help and advice to those building or restoring their own aircraft.

Joining in the fun

The Oshkosh convention is an annual rite for many visitors – and is not reflecting only with the general aviation market. Also present are people from NASA and the US military, business jet manufacturers, pilot-training companies and the inevitable gadget manufacturers.

As part of its strategy of raising awareness of the .aero domain with business aircraft operators, pilots and aviation professionals – as well as air sports participants – the .aero team will be exhibiting at this year's event. US-based .aero registrar NamesBeyond and .aero's registry operator Afilias will represent .aero and sponsor the stand, while SITA will sponsor shipping and the collateral.

If you happen to be present at Oshkosh, do come by and see us. We'll report back on our experience in the next newsletter. Meanwhile, to find out more, go to www.eaa.org for the EAA's website, or www.airventure.org for the Oshkosh convention.

The exhibition domain

When you're running a trade exhibition, you need to get the message across to potential exhibitors and visitors quickly, efficiently and clearly. Air transport industry exhibitions command an increasingly global audience – so precision in marketing is vital.

Relevance is also critical, so 'hats off' to a growing number of exhibitors in the business aviation sector who are using the .aero domain to emphasize their community credentials. Three examples of this trend recently came to our attention.

EBACE is the only major European exhibition and conference dealing solely with business aviation. The event is jointly hosted by the European Business Aviation Association (EBAA), founded in 1975, and the National Business Aviation Association (NBAA), the leading body for business aviation in the US, founded in 1947.

This year's EBACE (held from 19-22 May) attracted more than 440 exhibitors over 36,000 square metres of covered exhibition space at the PALEXPO centre in Geneva. A further 18,000 square metres of static display area featured 60 aircraft. There was record attendance, with some 15,000 visitors from Africa, Asia, the Middle East and North America, as well as Europe. Subjects covered in the conference varied from a session on business aviation and the environment to the vexed question of business aviation landing rights at commercial airports.

Presentations from the conference, podcasts, photos and other news stories are available for this event, and for previous years, at www.ebace.aero.

"We wanted to create a venue that would attract and benefit all the region's key players. With business aviation burgeoning in the region and light sport aircraft becoming a reality, it was the logical next step."

Paddy Casey – AeroExpo Prague, Show Director

London and Prague

AeroExpo is now running two general aviation exhibitions in Europe. Between 13-15 June, some 20,000 visitors were drawn to Wycombe Air Park to the west of London for Europe's largest event of its kind this year. Scores of exhibitors covered every element of the general aviation market, including: very light and entry level jets, turboprops, single and twin piston aircraft, light sport aircraft, very light aircraft, microlights and kits. Visitors could even pick up tips on home build!

This year also saw the first **AeroExpo Prague**, which took place from 25-27 April. The organizers explained that Prague was the natural venue for a mainland European-focused event, since 70% of all European general aviation is based within a 500-mile radius of the capital. "We wanted to create a venue that would attract and benefit all the region's key players. With business aviation burgeoning in the region and light sport aircraft becoming a reality, it was the logical next step," commented show director Paddy Casey. The show took place at Pribram airfield, near Prague, which offers brand new

covered exhibition space with adjacent apron, plenty of hard-static display area and almost unlimited open air ground suitable for general aviation aircraft. More details of both events at www.expo.aero.

Meanwhile, in February, this year's ABACE Forum took place in Hong Kong, attracting vendors, industry leaders and experts to the Hong Kong Business Aviation Centre to discuss a broad range of topics, including the emerging Asian market. Presentations from the event, together with other details are available at www.abace.aero.

Registry does not support 'front running'
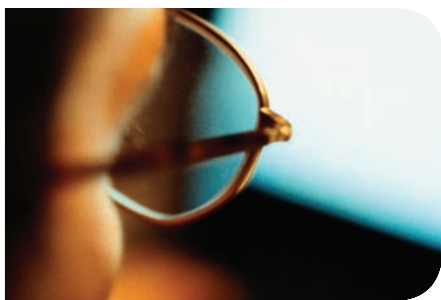
Concerns have been raised in recent months over a new phenomenon known as 'domain name front running'. This occurs when someone conducts a search for a domain name and, shortly thereafter, someone else (a 'front runner'), using information obtained

during the search, pre-emptively registers the name. This action prevents domain names from being registered by those who were originally interested.

Suggestions have been made that front runners buy search data from Internet service providers and/or registries in order to find names being searched. We are pleased to confirm that the .aero registry has NEVER sold and will not sell search data to any party. We absolutely oppose the practice of front running.

Anyone suspecting an instance of front running on .aero names should contact .aero technical support at techsupport@registry.aero. Or you can call +1.416.619.3031

Meet the registrars: Regtime

Regtime Ltd was the first Russian ICANN-accredited registrar to offer a full service of cyrillic domains to Russian companies and individuals.

Russian is the native or second language for more than 230 million people, so the decision to launch cyrillic language domains in 2001 was an important stage in the ability of Russian-speakers to access the Internet and the World Wide Web. Regtime continues to play a key role in the development of the Internet in Russia, including its work with the Cyrillic Languages Internet Names Consortium (CLINC).

CEO of Regtime is Sergey Sharikov, a former aerospace engineer and designer at the prestigious Samara State Aerospace University. He was the founder and chair of the Russian Language Working Group of the Multilingual Internet Names Consortium (MINC) – a non-governmental, international organization focused on the development of truly multilingual Internet domain names and keywords, the internationalization of Internet names, standards and protocols, technical coordination and liaison with other international bodies.

"In March, 2007 we became an official ICANN accredited registrar. We immediately began the process of accreditation with SITA in order to become registrars of the .aero domain. It was natural to us to make our position as a .aero registrant one of 'highlights' of our company and of our website webnames.ru."

Sergey Sharikov – CEO, Regtime

Q: You were registering .aero domains as a reseller long before you became an authorized registrar. You also translated the registration part of the .aero website into Russian on your own initiative and were the first registrar to offer .aero domains in your own language. Why did you take these initiatives?

A: Regtime Ltd started in 2001 as a full Cyrillic domain names registrar. That was long before IDN standards* came on the scene. We created the domains portal webnames.ru in January 2002 and launched registration of second level domains of gTLD and ccTLD for Russian customers.

When we heard about the .aero domain, we decided to become the first in Russia to register aviation domains for two reasons:

- Russia has been an aviation pioneer since the earliest days of flight. We have a mature aviation industry and science base, which has been responsible for developing a wide range of highly successful aircraft, engines and other aviation and space technologies.
- My first career was as an aviation engineer-designer. I worked for 16 years in an aviation design office, designing fuel units and pneumatic systems for all of the leading Russian aviation companies.

Q: You decided to become an authorized registrar only in December 2007. What led you to this decision?

A: In March, 2007 we became an official ICANN accredited registrar. We immediately began the process of accreditation with SITA in order to become registrars of the .aero domain. It was natural to us to make our position as a .aero registrant one of 'highlights' of our company and of our website webnames.ru.

Q: We noticed that you offer .aero registrations through a dedicated banner link, separately from the list of other TLDs. Have you found that dealing with the .aero domain has involved complexities that you have not faced with other domains?

A: The .aero domain – is inherently unique. It is the only professional domain focused on the aviation industry and is completely protected from the negative risks found in the secondary market, including cybersquatting. Quite the opposite. The .aero domain is a highly reliable domain – reflecting the aviation industry itself, where reliability is always the key requirement. For this reason, we put .aero registration in its own block, separated from casual buyers.

Q: Based on your experience, what do you consider the most important issues concerning the development and the future of the .aero domain? How do you see the role of Regtime within that?

A: We want to see more .aero domain registrants and we welcome the work SITA is doing to promote the .aero domain. For us it would be very helpful for Russian aviation enterprises to receive information on our company directly from SITA. Everything that we must do, we are already doing!

Q: You are the only Russian registrar for .aero and as such you represent a huge market with great potential. As you have told us, you are an experienced aerospace engineer so you will have a clear understanding of the aviation community. What are your thoughts on this, as well as your plans and vision for introducing .aero to the Russian market?

A: During my work in the aviation industry, I have had contact with a great many aviation professionals at all levels, from government ministers to recreational parachutists. Despite huge progress in many areas of the industry, the aviation community in Russia has still not realized the value and side-benefits that can be enjoyed not just from a website, but a website in the .aero domain. That's why our immediate plans for the future include establishing direct contacts with representatives of the Russian aviation industry, with participation in air shows and other actions.

* An IDN (internationalized domain name) is an Internet domain name that (potentially) contains non-ASCII characters. However, the standard for domain names does not allow such characters, and much work has gone into finding a way to internationalize domain names into a standard ASCII format, thereby preserving the stability of the domain name system (www.wikipedia.org).

The .aero domain – is inherently unique. It is the only professional domain focused on the aviation industry and is completely protected from the negative risks found in the secondary market, including cybersquatting.

Sergey Sharikov – CEO, Regtime

Who owns and runs the Internet: the role of W3C

It's easy to forget that, when Tim Berners-Lee first thought up what he called the World Wide Web in 1990, it was intended simply as a tool for the use of fellow scientists associated with CERN, the particle physics research centre that straddles the French/Swiss border near Geneva.

The TCP/IP protocol was already offering the infrastructure. Berners-Lee's genius was to find a way of connecting hypertext with the Internet and personal computers. This would provide a single information network to help CERN physicists share computer-stored information at the laboratory.

Info.cern.ch was the address of the world's first-ever website and web server, running on a NeXT computer at CERN. During 1991 servers appeared in other institutions in Europe.

By November 1992, there were 26 servers in the world, and by October 1993 the figure had increased to over 200 known web servers. In February 1993, the National Center for Supercomputing Applications (NCSA) at the University of Illinois released the first version of Mosaic, which was to make the Web available to people using PCs and Apple Macintoshes. Mosaic became Netscape – and the magic of the Web was fully unleashed.

Launch of W3C

However, Berners-Lee and his colleague Robert Cailliau at CERN were concerned that fundamental Web standards should remain free to all. At the end of April 1993, they were given a declaration by CERN that the Web protocol and code could be used free of charge without any constraints. The challenge was to create a body to oversee the Web's development – one that could help those involved in developing servers and browsers agree on how the Web should operate.

The result was the World Wide Web Consortium (known universally as W3C), started in 1994 by agreement between CERN and the Massachusetts Institute of Technology (MIT), under the enthusiastic patronage of the late Michael Dertouzos, head of MIT's Laboratory for Computer Science.

Today, Sir Tim Berners-Lee (he was given a UK knighthood in 2004) remains as Director of W3C, whose mission remains simply: "to lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web."

Global membership

Members ot W3C today include vendors of technology products and services, content providers, corporate users, research laboratories, standards bodies and governments. They share a commitment to work and exchange ideas with more than 350 members in a vendor-neutral forum.

Since it was founded W3C has published more than 110 Web standards and guidelines, known as W3C recommendations. These include, for example, Extensible Markup Language (XML) – a simple, very flexible text originally designed to meet the challenges of large-scale electronic publishing, but increasingly playing an important role in the exchange of a wide variety of data on the Web and elsewhere.

Central to everything is the determination to avoid market fragmentation, which could lead to Web fragmentation. A dedicated full-time staff of technical and invited experts work together at W3C offices at MIT, as well as through offices around the world, in order to ensure the Web continues to thrive, accommodating the growing diversity of people, hardware and software.

Berners-Lee has been working in recent years on his vision of the next stage of the World Wide Web, the semantic Web. The vision is to define the semantics of information and services, allowing the Web to understand and satisfy the requests of people and machines to use the web content. At its core, the semantic Web has a set of design principles, collaborative working groups, and a range of enabling technologies. More information can be found at www.w3.org/2001/sw.

Always looking forward, in May this year W3C invited participation in its new Mobile Web for Development (MW4D) interest Group, set up to explore the potential of mobile technology to help bridge the digital divide. The Group is part of W3C's Mobile Web Initiative (MWI), which aims to identify and resolve challenges and issues of accessing the Web when on the move, and is part of the Digital World Forum project (www.digitalworldforum.eu).

NOTE: W3C conducts most of its work through its Web site, maintaining more than one million Web pages at www.w3.org plus more than another million pages of mailing list archives at http://lists.w3.org.

NOTE: People have often wondered why Tim Berners-Lee did not follow others in seeking to make a fortune out of his invention. In his book 'Weaving the Web' (Harper 1999), he reasoned that starting a company would have risked turning the Web into competing proprietary products. He goes on: "Starting a consortium represented the best way for me to see the full span of the Web community as it spread into more and more areas. My decision not to turn the Web into my commercial venture was not any great act of altruism." That may be the case, but there can be no doubt that his decision has been of immeasurable benefit to the global community.

"W3C is where the future of the Web is made. Our members work together to design and standardize technologies that build on the Web's universality. W3C creates the power to communicate, to exchange information and to write dynamic applications for anyone, anywhere, anytime, using any device."

Sir Tim Berners-Lee – Director, W3C

Universal aviation

Active in more than 50 countries, Universal Aviation is the ground support division of Universal Weather and Aviation Inc., which began operations almost 50 years ago providing weather briefings for Corporate aviation.

Universal Aviation covers Europe, the Middle East, Asia and Latin America, as well as the US. It offers services through independent ground handling providers, dealing with the administrative and other details needed for international travel.

These include processing of passengers through customs and immigration, arranging aircraft parking and security, organizing ground transportation needs – and a host of above the wing services, flight support (including plan filings), below the wing services (including ground power and baggage handling), and crew and aircraft support (including cleaning, local maintenance and refuelling).

Universal describes itself as "an extension of the flight operations team, a provider of vital resources – human, technological, global, and scientific – that flight departments can't always provide for themselves."

A strong online presence is essential to the division, as it makes more and more data and resources available online. For example, online trip services enable clients to tap into Universal's flight and weather data, and create entire trips themselves.

For more information, go to www.universalaviation.aero.

Industry events

EAA AirVenture Oshkosh
July 28 - August 3, 2008 – Oshkosh, Wisconsin

From 28 July to 3 August, the town of Oshkosh becomes the place of choice for up to 750,000 people with one interest in mind – a passion for flying. Some 10,000 aircraft will be flown into EAA AirVenture by enthusiasts from around the world. This is the annual convention of the Experimental Aircraft Association – known universally as EAA – a body formed in 1953 as a local club for those who restored and built their own aircraft.

For more information, please visit
www.airventure.org

ACI World General Assembly Conference & Exhibition
September 21 - 24, 2008 – Boston, Massachusetts

This year's conference promises to be memorable and exciting as thousands of delegates from around the globe gather in one of America's oldest and most historic cities. During this important conference, critical industry issues such as growth, capacity, airport financing, air space management, changes in airline economics and many other challenges that confront airports each and every day will be discussed.

For more information, please visit
www.aciboston2008.com

NBAA 61st Annual Meeting and Convention
October 6 - 8, 2008 – Orlando, Florida

This is the premier event for business aviation. It is where business aviation business gets transacted. It is where business aviation news gets announced – and made. It is where business aviation history gets started.

Don't miss your chance to come together with the business aviation world at NBAA2008. Set your goal to Exhibit and join nearly 33,000 Attendees, over 1,200 Exhibitors, 120 Aircraft on Static Display, over 100 Information Sessions and Maintenance and Operations Sessions.

For more information, please visit
www.web.nbaa.org/public/cs/amc/2008

ATA e-Business Forum
October 21 - 23, 2008 – Budapest, Hungary

This educational forum provides a high level overview of the ATA e-Business Program and the many specifications and industry initiatives underway to facilitate effective and efficient information sharing between airlines and suppliers.

In addition to learning about the industry's most widely accepted e-business specifications (iSpec 2200, Spec 2000 and S1000D), learn how the industry has attributed significant savings and operational efficiencies to the use of these global specifications.

For more information, please visit
www.ataebiz.org/forum

Online information and late breaking news are available at www.information.aero

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