

# NamesBeyond to launch dot-mobi domains

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NamesBeyond will launch registrations for dot-mobi domains starting May 22, the company said Monday.

Mobile domains will be reserved for Web sites specifically designed to work with mobile handsets.

"Registrations are now open for Phase 1 of the .mobi Sunrise, with exclusive registrations to members of mobile industry trade associations GSMA, CTIA, MMA, CWTA and MEF," said NamesBeyond Chief Executive Officer Uma Murali. "Registrations are also open to any trademark holder or applicant for Phase 2 of the .mobi Sunrise, which commences on June 12."

"We are pleased to have NamesBeyond work closely with us to ensure members of participating mobile industry associations and trademark holders can register their names in the .mobi domain," said Neil Edwards, CEO of the Mobile Top Level registry. "That's because .mobi ensures that the user experience of the Web on a mobile device anywhere in the world is as good as it is on a standard PC. And with four phones being purchased to every one PC, there are a lot of mobile users who are ready for a positive mobile Internet experience."

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