

.jason - Possible but not probable

Have you ever heard of the International Corporation for Assigned Names and Numbers, or ICANN? Well, ICANN is the world's peak Internet regulatory authority and controls the Top Level Domains (TLDs), that is ".com", ".net", ".org", ".edu", ".gov" and country identities such as ".au" and ".nz".

Last month, ICANN made a decision which has been described as the biggest change to the Internet since the time it was created: Individuals and companies can now apply for rights to generic TLDs. That means TLDs can be comprised of any combination of characters (including some other languages).

What does this mean? Anything can be typed after the dot! Dr Paul Twomey, President and CEO of ICANN described the change as representing "a whole new way for people to express themselves on the Net."

There is no restriction on the way you express yourself, your company, your industry group. Web addresses could be based on brand names such as ".microsoft", ".nike" or ".toyota". They could be based around groups or sports such as ".lawyers" or ".sailing" or ".rugby". There really is no limit, I could apply for ".jason".

There is a lot of talk about the boom in the Internet domain registry business, and the potential for more cybersquatting, but there will be some deterrents. It is expected that new TLDs will cost in the hundreds of thousands of dollars.

The TLD cost alone should help prevent the regulatory problems associated with cypersquatters, and intellectual property matters. But if that is not enough, individuals and companies who get a new TLD are required to become a registry

operator (there are registry operators for existing TLDs). The cost of building and owning a registry or outsourcing this function to an existing provider will be a significant cost of its own.

There is still some work to be done before you will be using any of the new TLDs. The final version of the implementation plan is still to be approved by ICANN, and is scheduled to be published in early 2009.

This plan will provide more detail on the application process for TLDs, which will include an objection based mechanism for trademark owners and objections based on public morality and order.

More information: www.icann.org

CPR instructions on your Phone

The Australian Red Cross has launched a very innovated new tool developed by a Tasmanian company for your mobile phone - cardiopulmonary resuscitation (CPR) instructional animation.

For just \$3 you can download the animation and stay up to date with CPR skills. You activate the animation with a single key press, which then takes you through how to do CPR, both visually and with audible instructions. If you want to know if your phone can run the CPR animation, check out the frequently asked questions page on the Red Cross site.

While very cool, the animation is not a substitute for first aid training. Also, it will take a little time to download and install on your phone, so you really need to do all this ahead of time.

Visit: www.redcross.org.au



Jason Schoolmeister

Just for fun

Louis Armstrong and Danny Kaye - seriously, doesn't get much better than this.

Visit <http://www.youtube.com/v/jm6ktYq0Yxk&hl=en> or simply go to youtube.com and search for "armstrong kaye".