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For Immediate Release

**HKIRC LAUNCHES “.IDV.HK” DOMAIN NAME  
FOR INDIVIDUALS IN HONG KONG**

**HONG KONG, 19<sup>th</sup> February 2003** – Hong Kong Internet Registration Corporation Limited (“HKIRC”) and its wholly owned subsidiary Hong Kong Domain Name Registration Company Limited (“HKDNR”) announced today the launch of a new domain name category, “.idv.hk”. The new category under the “.hk” domain name space is designated for all Hong Kong ID cardholders with the age of 11 or above (for registrants with the age of 11 to 18, parents / guardians shall jointly execute the application), and enables individuals to establish their exclusive domain names on the Internet. With a “.idv.hk” domain name, an individual can now have a personalized email address and website URL (address) ending with “.idv.hk” such as *mail@firstnamelastname.idv.hk* and *www.firstnamelastname.idv.hk*, which provide a distinguished identity of Hong Kong origin for that individual online.

As a reflection of the needs of the local Internet community which has experienced tremendous growth over the last few years, the “.hk” domain name registrations have increased from around 50,000 in 2000 to approximately 63,000 by the end of 2002. Mr. Joseph Yu, Chairman of the Board of HKIRC, who is also a member of the Executive Board of the Chinese General Chamber of Commerce, said ”The introduction of individual domain name signifies a new era in the history of ‘.hk’ domain name administration. Up to now, the existing second level ‘.hk’ domain names are for organisations only. This new category, ‘.idv.hk’, is exclusively for individuals to establish their cyber-identity on the Internet.”

Each individual can register one or more individual domain names with a basic annual fee of only HK\$150 per registration (\$280 for 2 years; \$380 for 3 years; \$550 for 5 years). All registered domain names are transferable provided that such transfers have obtained mutual consent of the current domain name holder and the transferee.

In anticipation of strong interest, the two-week period from 12pm noon on 21<sup>st</sup> February to 0am on 7<sup>th</sup> March 2003 has been scheduled as a special “Sunrise” Period. During the Sunrise Period, all registrations will be

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temporarily accepted even if some of them are opting for the same individual domain names. If there are more than one registrations for the same domain name, random selection will be conducted at the end of the Sunrise Period. Results of the selection will be posted on HKIRC web site at <http://www.hkirc.net.hk>. As commended by Mr. Jonathan Shea, the Acting CEO of HKIRC, “With this arrangement, there is less time pressure on those wishing to have their ideal names registered at the earliest opportunity.”

Besides being the administrator of “.hk” domain names, HKIRC is also keen on ensuring that comprehensive support services are available from Internet service providers to ensure that individual domain name holders can deploy their personal email and websites as easily and conveniently as possible. To date, some of HKIRC’s Service Partners have indicated readiness to provide Dynamic Domain Name System (“DDNS”) service in order to facilitate home users to quickly and easily establish their websites and other Internet services using their own home PCs after registering their “.idv.hk” domain names. For contact details of these Service Partners, please visit HKIRC website at [www.hkirc.net.hk](http://www.hkirc.net.hk).

Online registration for .idv.hk is available at <http://www.hkdnr.net.hk/> starting from 21<sup>st</sup> February 2003 at around 12:00 p.m. For enquiries, please refer to the FAQs posted on HKIRC’s website or contact us at +852 2319 1313 or e-mail to [enquiry@hkirc.net.hk](mailto:enquiry@hkirc.net.hk) for further information.

#### **About HKIRC**

Hong Kong Internet Registration Cooperation Limited (“**HKIRC**”) was established as a non-profit-making and non-statutory organization to oversee the administration and assignment of the country-code top level domain (ccTLD), “.hk”, for Hong Kong. In addition, HKIRC represents Hong Kong in international Internet forums and plays a key role in facilitating Hong Kong’s e-business development.

HKIRC’s Board of Directors oversees the management and operations of HKIRC and its subsidiary. The Directors on the board represent the views of different community sectors including Internet users, Internet service providers, IT industry, commercial and industry sector, the Government as well as the academic communities. This ensures that market-oriented services can be provided by HKIRC to the user community in Hong Kong. The first Board of Directors of HKIRC comprises eight members from the academia, government, information technology, Internet service providers, commercial and legal sectors.

#### **About HKDNR**

Hong Kong Domain Name Registration Company Limited (“**HKDNR**”) is a wholly owned subsidiary of HKIRC. As the operating arm of HKIRC, HKDNR assumes the responsibility of registration and assignment of Internet domain names ending with “.com.hk”, “.org.hk”, “.net.hk”, “.edu.hk”, “.gov.hk” as well as the new category “.idv.hk” and any other Domains to be introduced from time to time in Hong Kong.