

MYNIC is now .my DOMAIN REGISTRY

Rebranding effort aims to bring domain name technologies closer to the public

KUALA LUMPUR, 20th February 2009 – MYNIC Berhad (MYNIC), the sole administrator for web addresses that end with .my in Malaysia has this evening launched its new brand name, logo and tagline - results of a rebranding effort to bring domain name technologies closer to the people with a formal gala dinner event.

The event was officiated by Datuk Dr. Maximus Ongkili, Minister of Science, Technology and Innovation (MOSTI) and witnessed by Encik Mohamed Sharil Mohamed Tarmizi, Chief Operating Officer of Malaysian Communications and Multimedia Commission (MCMC).

The new brand name would be **.my DOMAIN REGISTRY** whilst its legal name will remain MYNIC Berhad. With a new and more contemporary logo, **.my DOMAIN REGISTRY** wishes to bring the domain name technologies closer to their target market- the people of Malaysia.

Datuk Dr Maximus in his speech stressed, “Change is the one constant element of life. We change out of habits, jobs, perceptions, interests, brands and even needs on a frequent basis. For organisations like ours who have the public’s interest at heart, it is highly important that all our missions are able to touch, impact and influence the public at large. We must be willing to change and improve ourselves first before we can be the agent of change to the public.”

MOSTI had its own image revamp last month in conjunction with its Innovation Day 2009.

“The desire to reach out to everyone regardless of background, education or technical competency compelled us to take the leap. The result, a re-branding exercise which brought to the table a lot of ideas and key elements to define MYNIC as Malaysia’s domain name registry with research capacity for domain name technology,” said Puan Shariya Haniz Zulkifli, Director of MYNIC Berhad.

Logo Definition

The logo reads and is pronounced as “dot my domain registry”. The *my* abbreviation is to offer immediate recognition to the Malaysian identity and its representation amongst world domain name registries.



The '.' is used to represent **.my DOMAIN REGISTRY's** core business - registering and maintaining domain names in Malaysia. The ellipse represents global reach and **.my DOMAIN REGISTRY's** dedication in helping Malaysians reach out to the world with national identity. The word **.my** is at the back of the ellipse to show that **.my DOMAIN REGISTRY** is here to back and support online community for all its technology needs.

Colour Representation

The distinct blue of the logo represents neutrality in all activities without fear and favor. This is in special relation to the three thrusts of **.my DOMAIN REGISTRY's** working philosophy trust, confidence and security.

The light blue of the ellipse represents understanding, pure, tranquility and sincerity. The '.' is half orange representing the business community while the white half represents the individual community. It signifies the readiness and commitment of **.my DOMAIN REGISTRY** to serve both communities in spreading their wings into the global arena.

Tagline

The new tagline – Internet Identity For All is a reflection of **.my DOMAIN REGISTRY's** vision to ensure all Malaysians benefit from the national level domain names. It acts as a platform to explore the Internet while maintaining a solid national identity is communicated through the promise of a secure and unique identity for all.

"The tagline compliments and reinforces our logo. The idea was to have evolving technologies for domain names and the Internet as a bridge to reach out to the world, whether as individuals or businesses," enthused Puan Shariya.

Brand Promise

Its brand promise is another element which was rejuvenated during this exercise. The three thrusts to our promise is trust, confidence and security.

The element of Trust is to emphasise that **.my DOMAIN REGISTRY** will advance with the evolving Internet technologies ensuring its domain name services are not compromised in any way.

This is followed by Confidence which illustrates our involvement beyond the Internet realm. We also believe in looking at things from our customers' and business partners' perspectives to effect viable solutions.

"We are like friends that always respond, support and listen," explained Shariya.

And finally the element of Security which is a goal the agency pursues relentlessly to ensure its systems infrastructure and processes are reliable.

“.my DOMAIN REGISTRY benchmarks itself against internationally accepted standard of security technologies to safeguard our domain name services,” she added.

The night was made more memorable for **.my DOMAIN REGISTRY’s** business partners with a Resellers Appreciation Night. Aimed to recognize and award their highest achieving resellers, six awards were given away. These awards were also presented by Datuk Dr. Maximus and Encik Mohamed Sharil Mohamed Tarmizi.

List of winners are as follows:

No.	Award	Recipient
1.	The Most New Domain Name Registration 2008	Qinetics Solutions Berhad
2.	The Most Renewal Domain Name 2008	Exa Bytes Network Sdn Bhd
3	The Highest Percentage Increment of New Domain Name Registration 2007/2008	E-Globalfocus Sdn Bhd (Hostpro2u)
4.	Most Pro-Active Reseller	HostRelax.Com, Inneta Corporation Sdn Bhd
5.	Appreciation Award	Cobweb Sdn. Bhd.
6.	Appreciation Award	I.T. WIN Technology Sdn Bhd

Guests were entertained with a stellar performance by renowned violinist Joanne Yeoh, a local musical genius who has gained international recognition – an apt representation of **.my DOMAIN REGISTRY’s** vision for its users.

ABOUT US

.my DOMAIN REGISTRY [legal entity being MYNIC Berhad (Company No: 735031-H)] is the sole administrator for web addresses that end with .my in Malaysia. As the national level domain name, .my gives Malaysian businesses and individuals their unique brand identity on the Internet. We register a wide range of domain names ie. .my, .com.my, .org.my, .net.my, .edu.my, .gov.my, .mil.my and .name.my.

We have a network of authorized resellers nationwide. They are experts in providing one-stop services for all web and Internet needs, from developing website, creating email accounts, web hosting, web design to annual renewal of domain names.

.my DOMAIN REGISTRY assists in developing top level domain policies and is always in the forefront of domain name technologies, carrying out research projects such as IPv6, DNSSEC, ENUM, Anycast and IDN.

We take a forward thinking approach to addressing rapidly evolving domain technologies as we are dedicated to helping Malaysians reach out to the world via the use of .my domain.



Internet Identity For All

.my DOMAIN REGISTRY through the legal entity MYNIC Berhad is an agency under Ministry of Science, Technology and Innovation (MOSTI) and regulated by Malaysian Communications and Multimedia Commission (MCMC).

For more information, please go to www.domainregistry.my