
OPENING OF THE FIRST REGISTRATIONS ON APRIL 15, 2015

The deployment of the Frogans technology on the Internet is about to start.

From April 15, 2015 - 12:00 UTC, trademark holders will be able to secure Frogans addresses which they can then use to avail of a new type of sites on the Internet, called Frogans sites.

The priority registration period for trademark holders is 2 months.

Frogans sites are a new space for universal, secure and open publishing. They stimulate ideas for new uses for the publishing of content on the Internet.

Comparable to domain names which give access to Web sites, Frogans sites can only be accessed by means of a Frogans address. These addresses are simple and easy to recognize. They consist of a network name and a site name, always separated by an asterisk (*). Indeed, the asterisk character can be considered the visual hallmark of the Frogans technology.

Frogans sites and Frogans addresses have been designed to meet the needs expressed by Internet users for a technology that is easy-to-use, secure and natively multilingual. Thus, Frogans addresses can be written directly in over 170 languages.

The introduction of these new addresses on the Internet gives rise to a new type of addressing market, replete with opportunities for Internet ecosystem players such as registrars, lawyers, IP consultants, branding companies, brand strategy consultants, digital communications agencies, content publishers and others.

Frogans addresses are registered by means of intermediaries, called FCR account administrators, which have opened an FCR account with the entity responsible for the technical and commercial operation of the Frogans Core Registry (FCR): <https://fcr.frogans/en/main.html>

Starting today, FCR accounts administrators can open their FCR account and prepare delivering registration-management services when the priority registration period for trademark holders starts on April 15.

More about the Frogans project: <https://project.frogans.org/en/main.html>

MEDIA AND GENERAL ENQUIRIES

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