

## **.saarland**

.saarland is the new domain extension for all Saarland people, fans, companies and organizations, who would like to present their regional roots with a global effect on the Internet.

### **The Saarland**

The Saarland is a federal state in South West Germany with approximately one million inhabitants and a regional identifier for a community consisting of those who live or have lived in Saarland or stand in any other connection to the land and the people.

The Saarland is part of the “Saar-Lor-Lux” (Saarland-Lorraine-Luxembourg) region, an economic metropolitan area including parts of Germany, France and Luxembourg. Vehicle construction, mechanical engineering and the local steel industry are the core areas of economic activity. An active mixture of research institutes and spin-offs from all areas of IT and nanotechnology completes these sectors; the federal state Saarland is a leading IT research location in Germany.

In addition, Saarland is a major site of European industrial culture, including the UNESCO World Heritage site, the “Völklinger Hütte”.

### **Target Groups of the TLD**

Saarland people, Saarland people abroad, Saarland fans, organizations, associations, companies and public institutions. In general, any interested party worldwide has the opportunity to register a .saarland domain.

### **Advantages of the TLD**

.saarland:

- enables a regionally defined online presence that is available worldwide,
- provides a new name space with many opportunities for short, intuitive domain names,
- tailors web sites exactly to the region,
- allows to find Saarland's web addresses quickly and easily,
- offers a more targeted search option for regional offers,
- is a new marketing tool for the local economy,
- is a safe name space with control mechanisms of the operator and current safety standards
- creates a visible Saarland brand on the Internet, and
- strengthens the community of Saarland people online and the identification with the federal state.

### **Marketing Strategy of the Registry**

The dotSaarland GmbH (nic.saarland) understands each .saarland domain as a component of the virtual home of all Saarland people and Saarland friends. The .saarland TLD provides an internet address for the community and shall serve as an identifier for regional content. .saarland will create a safe internet space for the region, which facilitates the distribution and exchange of information between the participants with the help of, for example, websites, social networks, email and other technologies.

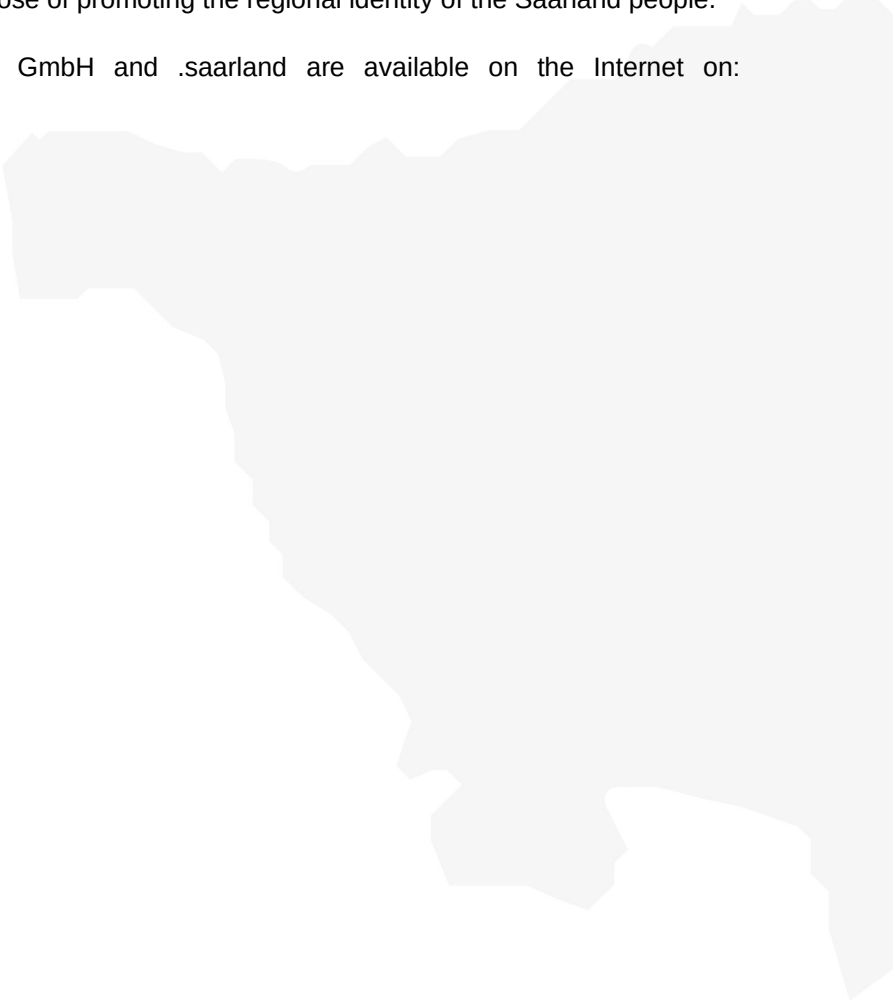


# .saarland

## About the dotSaarland GmbH (nic.saarland)

The dotSaarland GmbH, founded in 2011 and based in St.Ingbert, Germany, is the registry for .saarland domain names. The company is a member and, by its shareholders, initiator of the non-profit dotSaarland association and supports the activities of the association. The dotSaarland association was founded in 2009 to generate public interest in the creation of the regional top level domain. The dotSaarland GmbH is a hundred percent subsidiary of the Key-Systems GmbH and has outsourced the technical operation of the .saarland TLD to the KSregistry GmbH, a subsidiary of Key-Systems GmbH. The choice of the KSregistry GmbH as technical service provider ensures that .saarland is operated and managed in the Saarland. The .saarland TLD is a Saarland product: Operated by a Saarland company in the Saarland in the interest and with the participation of the Saarland people with the purpose of promoting the regional identity of the Saarland people.

Further information about the dotSaarland GmbH and .saarland are available on the Internet on: [www.nic.saarland](http://www.nic.saarland).



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