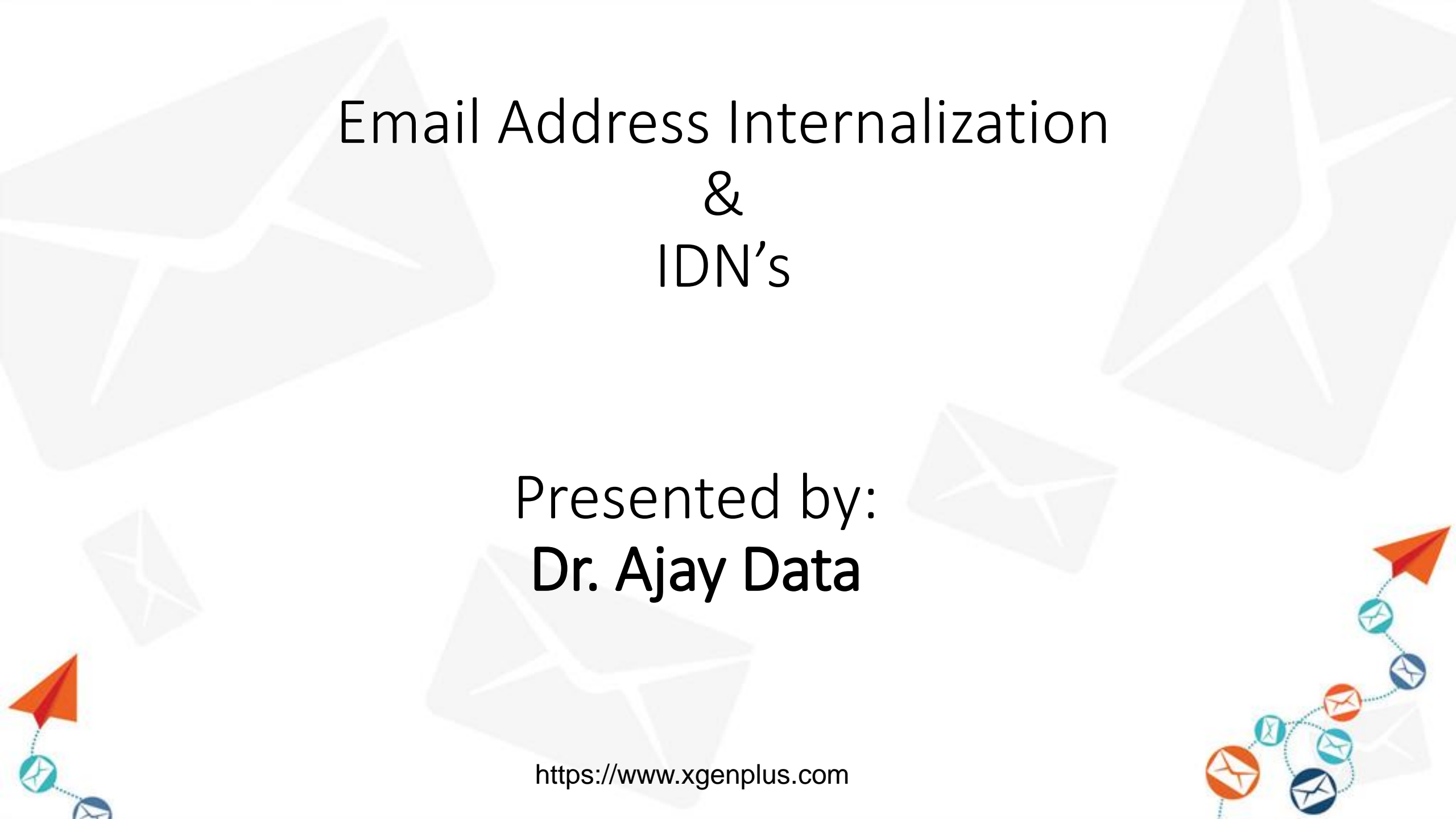


Email Address Internalization & IDN's

Presented by:
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<https://www.xgenplus.com>



Understanding Domains

www.cafe123.com



Third Level
Domain

Second Level
Domain

Top Level
Domain (TLD)



Syntax of ASCII TLD
Use only **Letters [a-z]**

हिन्दी.भारत



IDN Second
Level
Domain

IDN Top Level
Domain (TLD)



Syntax of IDN TLD
U-Label, constrained by
the **“letter” principle**



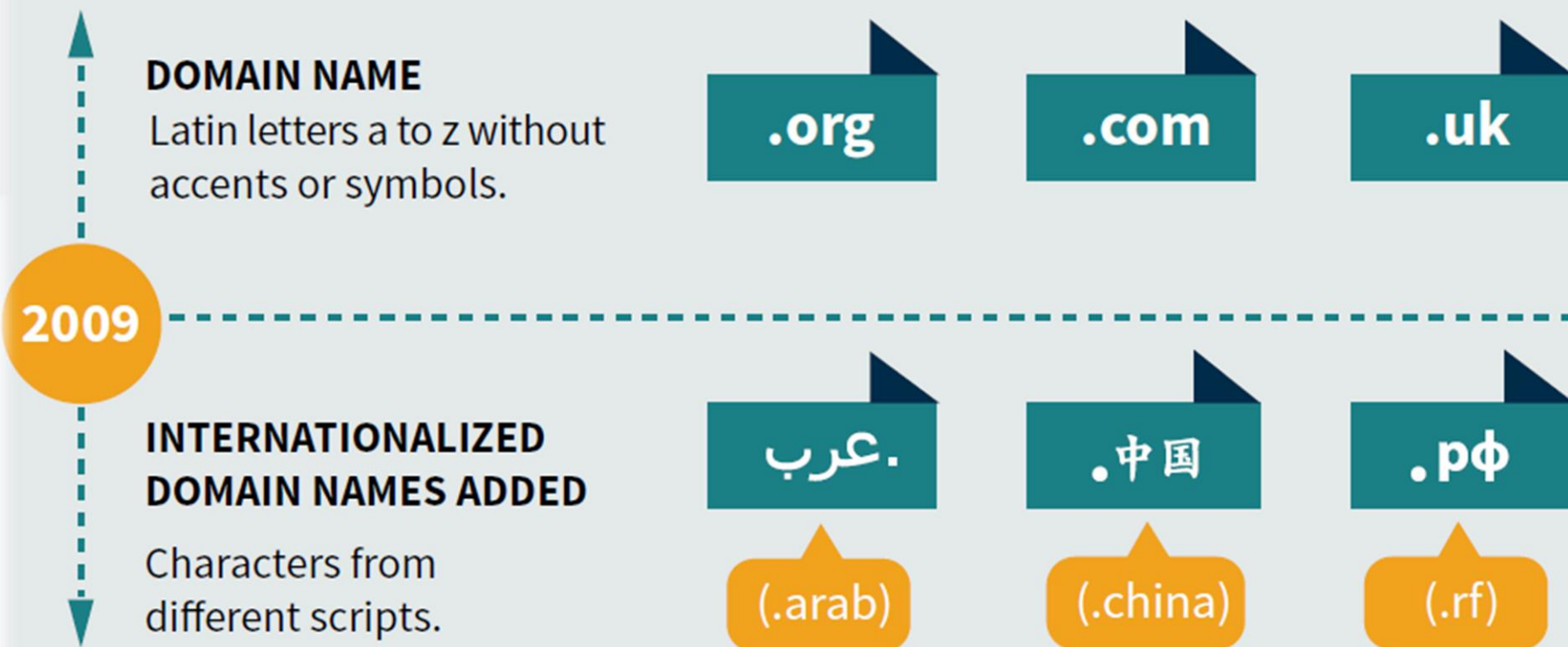
Brief IDN History

- Since last 17 years – work on IDNs is going on .
 - First IDNs were made available in 2010
 - India adopted IDNs in 2014



Domains v/s IDNs

What has changed with Top-Level Domains?



Opportunity

Why Internationalize Domain Names?



More and more people around the world, once unconnected, are online.

Number of Internet Users Worldwide***



2000

413M



2014

2.9B



2020

5B expected

more language communities join

EAI - Email Address in your language

- ✓ अजय@डाटा.भारत (Hindi)
- ✓ ਨਿਤਿਨ@ਦਾਤਾ.ਭਾਰਤ (Punjabi)
- ✓ વૈશાલી@દાતા.ભારત (Gujrati)
- ✓ மணிஷ்@ட்ட.பாரத (Tamil)
- ✓ ప్రియాంక@డేటా.భారత్ (Telugu)
- ✓ رضوان@ڈیٹا.بھارت (Urdu)
- ✓ संपर्क@डेटामेल.भारत (Marathi)
- ✓ র্যাম@ডাটামেল.ভারত (Bengali)

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Languages of India

And SO On.....



International Scripts

- ✓ [羝@电邮.在线](#) (Chinese)
- ✓ [رام@داده.امارات](#) (Arabic)
- ✓ [аджай@почта.рус](#) (Russian)

and more to come..



Moving from 256 chars to million chars

- ASCII 256
- UTF-8 – 17 plates with 65536 characters per plate = 1114112



12 Major Components for EAI

Webmail, IMAP, POP, SMTP, contacts, calendar, antispam, search, storage, logger, rules and email client apps.



Some of the Global challenges

x.pyc and x.pyc are different – Really

IOS Mail Client – Do not support EAI configuration

Major Email Service providers globally not UA Ready

Social Media – Not accepting



punycode

Punycode is a way to represent International Domain Names (IDNs) with the limited character set (A-Z, 0-9)

डाटा.भारत - IDN

xn--c2bd1gb.xn--h2brj9c - punnycode

Unique Email address with symbols

♥@data.in

✍️ @xgenplus.com

Universal Acceptance

Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs.

Specifically, they must

accept, validate, store, process and display all domain names.

<https://uasg.tech/>

Global Support

- Gmail - send and receive support
- Yandex – send and receive support
- Postfix – send and receive support
- Hotmail – send and receive (with punnycode)
- Yahoo – send and receive (with punnycode)
- Chrome / Edge / Firefox supports fully.



Support for Emoji in EAI



Approved by Unicode Consortium

Our Email Experience

- 17 years of email solution development experience
- 12 million live email accounts
- No open source email component is used
- 100% control over the solution customization
- India's largest email service provider
- Try out FREE with linguistic email address by installing DATAMAIL app to experience..



Lets Discuss - Questions

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