

■ Background and Purpose of ".jprs" Establishment

The rapid growth and development of the Internet has been bolstered by the innovative ideas including domain names and DNS, as well as various technologies that have enabled those ideas to become reality.

It should be noted that the flexible environment of the Internet itself has been a significant factor that has contributed to the growth and development, allowing facile trials and operations of new technologies intended for practical use.

In the meantime, the trend in exercising caution against the introduction of new technologies has become more apparent, as the Internet has become an important part of the social infrastructure. Consequently, we have less liberty of practicing trials of new technologies to determine the admissibility as well as operating through testing before put into production environment.

As the center of balance in the Internet has shifted from research to business and not even a short-term suspension of operations has become permissible, it may be a natural progression of consciousness to be on the safer side at all times.

Undoubtedly, service stability is extremely important for providers as well as for users. However, if we face a situation where new technologies are not implemented any further due to the reason of providing "stable services," then that will lower the motivation to improve the Internet and essentially stagnate the growth of the Internet itself.

In other words, in order for the Internet to keep growing while maintaining the existing flexibility, we will require an environment to create positive innovations as we've had in the past.

■ ".jprs" for the Purpose of Social Contribution and Research and Development Support

".jprs" had been applied by JPRS as ICANN opened the application window for the new gTLD program, and our new gTLD establishment is intended with a primary purpose of research and development in relation to the Internet.

It is aiming to provide an environment where autonomous research pertaining to the Internet can be conducted and to serve a wide purpose with the knowledge gained through its operations.

JPRS will make use of the knowledge gained through ".jprs" operations by providing research results for the ".jp" development to achieve better services. Additionally, JPRS plans to leverage ".jprs" for the purpose of gaining recognition of domain names, raising awareness of correct usage, and providing valuable information for the entire Internet community.

".jprs" will be used not only for studies carried out by JPRS, but also for collaborative research and development with the relevant technology communities, academic institutions and accredited business partners. Unlike the existing gTLDs, ".jprs" will not be accepting registrations from the public at large, and JPRS itself will be the sole registrant of ".jprs."

As a leading company supporting and upholding the Internet/network infrastructure, JPRS operates under a corporate philosophy which aims to contribute to the expansion of the Internet and to build a better future for people and society. ".jprs" is one of our forms of social contribution as well as research and development support that JPRS perceives.

■ What ".jprs" will Offer and Achieve

JPRS will utilize ".jprs" as a place primarily to try out new technologies. This type of place is effective, specifically, in a situation where collaboration by several participants is required.

For instance, conceivable research that involves collaborations by several participants could be about whether the outcome of the collaboration between the two different registrars would be as assumed in a situation when transferring a domain name with DNSSEC, or more specifically about how impact on DNS would change when domain name registrations reach several millions.

The existence of such a place to research new technologies and services, while engaged in collaboration, will contribute to the expansion of and will be of value to the Internet.

Additionally, ".jprs" will contribute to the enhanced stability of domain name operations by sharing the knowledge gained through ".jprs" operations with the global Internet community.

Furthermore, we believe that our JPRS activities through ".jprs" will gain the appreciation towards ".jp" and increase the value of ".jp" itself at the same time.

By providing our TLD ".jprs," JPRS will aim at the establishment and provision of environment which enables new innovations.

The registry operator website for ".jprs"
<<http://nic.jprs/>>

