



“.cloud”, the domain of the new era of the web finally available for all.

Available soon for registration for just €6,99.

On 16 February at 16:00, the .cloud gTLD will become available for public registration and the race will begin for the best domain names.

Arezzo, 15 February 2016 - Aruba S.p.A. (www.aruba.it), leader in web hosting, email, PEC and domain registration services, announces the public launch of the “.cloud” domain extension: as of tomorrow, 16 February, the **General Availability** phase begins.

This is the public launch phase which operates on a “first come – first served” basis, therefore **everyone will be able to register as many and whatever domain names as they like**, with no limits, restrictions or pre-requirements: the gTLD will be open to everyone, businesses, professionals, associations and private individuals.

With Cloud becoming synonymous of the web, the target is extended and includes everything and anyone, those who wish to start a new and innovative project, those wanting to evolve their business playing on their concepts of cloud, anyone simply aiming to give a new and modern image to their website using a personal .cloud domain.

.cloud domains will be available at a starting price of just 6,99 euro until 29 February, a cost which, besides the domain name itself, includes DNS management or redirect and free support 24/7. Numerous additional services can be added, including hosting plans with applications for creating websites, blogs and forums, email and e-commerce sites.

The world of start-ups noticed the potential of this sector: immediately innovative companies joined the “Pioneer program” among which AsWeSend, SeeJay and Cloudesire, but also established and well-known companies in the world of the web such as ePages and Ubuntu/Canonical.

In addition, during the Sunrise period, which started on 16 November and finished on 24 January, reserved only for trademark holders, all the best known brands in the world registered a .cloud domain, including Intel, Apple, Visa, Amazon, Bosch, Cisco, IBM, Microsoft, Facebook, Twitter, Vodafone and others.

The start of the last and final phase of availability of the .cloud gTLD was commented as follows by Stefano Cecconi, CEO of Aruba S.p.A: *“The term cloud, although an English term has become a common word in all languages in the world of IT, standing for innovation, modernization, associated with the web and its technology, of which it already represents the present and, increasingly the future. – Cecconi goes on to say – We are expecting a peak in registrations during the days immediately after the launch, seeing as now domain names will*



be registered in real time based on the order of applications, therefore those wanting to secure their brand names will move fast”.

A cross-media campaign also on TV and radio supports this launch with a 15 second commercial that emphasizes how .cloud represents the evolution of the web, especially compared to classic TLDs like .com, born 30 year ago in 1985. After over 30 years, the era of the Internet has a new player that can offer all the possibilities of other domain names, even the most desirable names.

Aruba Group

Aruba S.p.A, founded in 1994, is the n. 1 Italian company for web hosting, email, PEC and domain registrations. The company manages over 2 million domains, more than 7 million email accounts, over 4 million PEC email accounts, more than 31.000 servers and a total of over 4,7 million customers. The company is present in the main European markets such as France, UK, Germany and Spain and boasts leadership in the Czech Republic and Slovakia and a consolidated presence in Poland and Hungary. Aruba, in addition to web hosting services, also provides dedicated servers, housing and colocation, managed services, digital signature, digital preservation and smart cards. Since 2011, it has been expanding its product portfolio with Cloud services and in 2014 Aruba became the official Registry of the prestigious ".cloud" extension. Aruba has also extensive experience in managing data centers with a European network capable of hosting around 60.000 servers. For more information go to: www.aruba.it, www.arubacloud.com

SEIGRADI

Barbara La Malfa / Stefano Turi

Via Mameli, 3 – 20129 Milano (MI)
ITALY

Tel. +39.02.84560801

Fax +39.02.84560802

Email: aruba@seigradi.com

www.seigradi.com

ARUBA S.p.A.

Press Office

Loc. Palazzetto, 4 – 52011 Bibbiena
(AR) ITALY

Email:

ufficio.stampa@staff.aruba.it

www.aruba.it