

.MOBILE Marketing Kit

.MOBILE

Your identity. In motion.

Version 1.0

Brand Summary

.MOBILE
. Mobile Marketing Kit

Short, clean snapshot like .Quest:

TLD

.mobile

Positioning

A modern, mobile-first domain extension designed for life in motion.

What it's for

Creators, startups, professionals, SMBs, telecom customers, and digital natives looking for a portable, mobile-first identity.

Contact

hello@registry.dish

Font & Typography (matching .Quest section you pasted)

◆ Fonts

Typography for .mobile should feel fast, clean, and modern – built for motion.

Use bold, confident headings paired with a highly legible body font to keep your messaging crisp across mobile screens, landing pages, and marketing materials.

◆ Headings

Use Inter SemiBold for primary headings.

This gives .mobile a sharp digital look with strong clarity on both light and dark backgrounds.

◆ Subheadings & Emphasis

Use Inter Medium Italic sparingly for dynamic accents, motion-themed callouts, and key phrases that express movement or speed.

◆ Body Text

Use Lato Regular for all paragraph content. It is clean, friendly, readable on any device, and already consistent with the text in your kit

Use Lato Bold for bold body emphasis and subheads.

Use Lato Italic for italicized body content.

Font Samples

◆ Inter SemiBold

The quick brown fox jumps over the lazy dog.

◆ Lato Regular

Your digital identity should move as fast as you do. Whether you're building a brand, scaling a side hustle, or creating content on the go, .mobile is your identity in motion. With clear lines and a modern structure, Lato ensures that your message stays readable and professional across every screen size.

◆ Inter Medium Italic (accent)

Your brand. Always in motion.

Use Inter for all headings to deliver a clean, modern, mobile-native look.

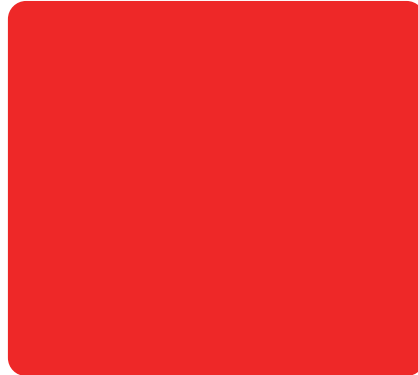
Color Palette

.mobile Palette

Use these colors consistently across digital and print applications.

CMYK values are included for print-friendly production.

Red



#EF2828

CMYK: 0, 0.833, 0.833, 0.063

Purple



#473198

CMYK: 0.533, 0.678, 0, 0.404

Gray



#BDB4BF

CMYK: 0.01, 0.058, 0, 0.251

Azure



#3185FC

CMYK: 0.806, 0.472, 0, 0.012

Logo Usage

.MOBILE

Include:

- Primary .MOBILE wordmark
- Minimum size – use the same as Quest? Whatever you think is best.
- What not to do (stretch, recolor, shadow, rotate)

Co-Branding Guidelines (for Registrars & Partners)

When pairing the .MOBILE logo with a registrar or partner brand:

Do

- Place the .MOBILE logo on the left and partner logo on the right
- Maintain equal visual weight (not equal width, but equal presence)
- Use a vertical rule (1 px, light gray) to separate the logos
- Maintain the .MOBILE clear space around the mark

Don't

- Do not make the partner logo larger than .MOBILE
- Do not enclose both logos in a single shape
- Do not stack the logos vertically unless required for very small formats
- Do not add “powered by” or “brought to you by” unless provided in an approved lockup

Spacing Rule:

- Distance between logos = 1× the height of the .MOBILE

This matches modern registrar expectations and creates a clean, neutral co-branded presentation.

Do & Don't Examples

Do These

- ✓ Use the primary red wordmark on light backgrounds
Clear, modern, and instantly recognizable.
- ✓ Use the reversed white logo on dark or saturated backgrounds
Ensures contrast and readability.
- ✓ Resize proportionally
Always scale uniformly to preserve structure.
- ✓ Maintain proper clear space
Use the M-height padding rule.
- ✓ Place the logo on uncluttered backgrounds
Solid colors or clean gradients only.
- ✓ Use approved file formats (SVG/PNG/EPS)
Ensures sharp rendering on retina and mobile displays.

Don't Do These

These distortions weaken the brand and should never be used.

- ✗ Don't stretch or compress the logo
No horizontal or vertical distortion.
- ✗ Don't recolor the logo
No gradients, tints, alternate reds, or stylistic filters.

Logo Usage

.MOBILE

✗ **Don't add shadows, glows, outlines, or strokes**

The mark is always flat and clean.

✗ **Don't rotate or tilt**

The logo must remain horizontal at all times.

✗ **Don't place on busy or low-contrast backgrounds**

Do not position over photos, patterns, or textures.

✗ **Don't crop the logo**

It must appear fully intact.

✗ **Don't add containers or shapes behind the logo**

No circles, squares, badges, swooshes, or icon lockups.

✗ **Don't replace the typeface or recreate the mark**

Never typeset ".mobile" yourself.

✗ **Don't add taglines directly underneath the logo**

Unless using an approved lockup provided in the kit.

Mobile-Optimized Logo Guidelines (Unique to .MOBILE)

Because your brand is literally about mobile-first identity, include this special section:

♦ **Always test logo visibility at small sizes**

.mobile must remain readable at 1× and 2× phone display densities.

♦ **Use SVG whenever possible**

Ensures crisp rendering on high-density screens.

♦ **Avoid extremely thin backgrounds**

e.g., pale yellow, lime, or soft pink may reduce contrast on OLED displays.

♦ **Provide both light-mode and dark-mode variants to registrars**

Your reversed-white logo looks excellent in dark mode UI contexts.

♦ **Keep the logo centered in mobile hero images**

Side placement can reduce impact on narrow screens.

About .MOBILE

.mobile is the domain built for today's mobile-first world – short, smart, modern, and instantly recognizable.

It signals speed, connectivity, and a digital identity built for life in motion.

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Why .mobile Exists

The world has shifted. Work, communication, business, and identity now live on mobile devices first – not desktops. Customers search, browse, buy, and connect through their phones. Yet digital identity has stayed stuck in a desktop-era naming system.

.mobile exists to give individuals and businesses a domain that matches the way they actually live, work, and connect today.

It's a namespace purpose-built for the modern, mobile-driven internet.

What Gap It Fills

Before .mobile, there was no clear, universal identifier for people and businesses whose operations are mobile-first or mobile-native.

Existing TLDs can signal industry, geography, or brand but none explicitly signal:

- ◆ "I operate on the go"
- ◆ "My work happens in real time"
- ◆ "I am always connected and always reachable"
- ◆ "My identity is built for mobile"

.mobile fills the gap for creators, professionals, micro-businesses, and brands who need a domain that reflects how they show up in the world – flexible, portable, and always on.

The Shift to Mobile-First Identity

Users today expect instant access, seamless flexibility, and digital identities that follow them across apps, screens, and platforms.

Mobile-first identity is becoming the default, especially for:

- ◆ Solopreneurs and side hustlers
- ◆ Mobile professionals and field service providers
- ◆ Creators and influencers
- ◆ On-location and service-on-the-go businesses
- ◆ Digital nomads and global workers
- ◆ Mobile-first tech, IoT, and app developers

.mobile is built for this shift – providing users a domain that moves with them, scales with them, and signals credibility in a world that's no longer tied to a desk.

A New Identity Layer for a Mobile-Driven Future

Whether it's a professional brand, a business that operates on the go, or a creator who works anywhere, .mobile provides a:

- ◆ Portable, professional identity
- ◆ Domain that instantly conveys trust and relevance
- ◆ Naming platform that integrates with mobile-native services like AI websites, email, bookings, payments, and more

.mobile isn't just a domain extension. It's the identity layer for the mobile-first internet.

Value Proposition

.mobile is the domain built for now – a modern identity for people and businesses who move fast, work anywhere, and live online.

It signals credibility, flexibility, and a mobile-first mindset in a world where most interactions begin on a phone.

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Built for Now

.mobile aligns with how people live and work today: on their phones, across apps, and always in motion.

It's short, sharp, and instantly recognizable – ideal for fast-loading sites, social links, bios, QR codes, and mobile-first experiences.

Always On

A .mobile domain creates a portable identity that works everywhere: websites, email, messaging apps, marketplaces, business cards, mobile storefronts, and digital profiles.

Your name stays with you – across devices, careers, and platforms.

Credibility Signal

Using .mobile shows that your brand is current, connected, and built for the modern world.

It instantly communicates innovation and accessibility, especially for people and businesses who rely on mobile presence.

Portable & Flexible

Whether you're a creator, freelancer, field service professional, or founder, .mobile adapts to your pace.

Use it as a landing page, business card, identity hub, store, or lightweight mobile site – all from one domain name.

Trustworthy & Modern

.mobile conveys professionalism from the first impression.

It's clean, memorable, and forward-thinking – reinforcing trust for new customers, clients, followers, or partners.

Who Benefits – And Why

Creators & Influencers

Why .mobile:

A personal identity that works across platforms and channels. Perfect for link-in-bio, brand partnerships, and mobile-native audiences.

Use It For:

yourname.mobile · creatorname.mobile · portfolio.mobile

Solo Entrepreneurs & Professionals

Why .mobile:

Build credibility fast with a professional presence that works anywhere you do – no laptop required.

Use It For:

consulting.mobile · designstudio.mobile · firstname.mobile

Small Businesses on the Move

Why .mobile:

Ideal for service providers who operate in the field, on-location, or directly from their phone.

Use It For:

weclean.mobile · fixit.mobile · repairs.mobile

Startups & Mobile-First Companies

Why .mobile:

Show investors, partners, and customers that your product or platform is built for the mobile era.

Use It For:

payments.mobile · builder.mobile · fastapp.mobile

Telecom, Mobile Networks & IoT Providers

Why .mobile:

A natural name space for products, devices, dashboards, and mobile-native services.

Use It For:

iot.mobile · devices.mobile · network.mobile

Digital Nomads & Global Workers

Why .mobile:

A consistent identity that moves with you – across borders, time zones, and platforms.

Use It For:

yourname.mobile · travelbrand.mobile · hub.mobile

Target Audiences

.mobile is designed for the people and businesses who live and work in motion.

These are the groups who benefit most, and why the extension resonates with them.

Primary Audiences

Mobile-First Microbusinesses & Professionals

People building their brand, servicing clients, or working entirely from their phone.

Examples: patportfolio.mobile · designhub.mobile

Small Businesses on the Move

Service providers who work on-site, in the field, or directly from their mobile device.

Examples: weclean.mobile · quickfix.mobile

Personal Digital Brands

Individuals wanting a modern, unified identity that travels across platforms.

Examples: fredsmith.mobile · yourname.mobile

Connected Tech & Smart Services

Developers, device makers, and IoT platforms that are inherently mobile-native.

Examples: nesthub.mobile · smarthome.mobile

Secondary Audiences

Global Citizens & Digital Nomads

Remote workers who need a consistent identity across borders and time zones.

Examples: wanderer.mobile · nomadlife.mobile

Logistics & Transportation Services

Fleet operators and delivery networks who rely on real-time mobility.

Examples: deliver.network.mobile · fleetpro.mobile

Field Services & Independent Contractors

Electricians, cleaners, repair specialists or anyone whose business is on the go.

Examples: repairtech.mobile · painterpro.mobile

Mobile App Developers & Platforms

Teams building mobile-first tools, marketplaces, and lightweight web apps.

Examples: fastpay.mobile · taskapp.mobile

Additional Strategic Segments

Creators & Influencers

Digital storytellers whose audience is mobile and always online.

Examples: creatorname.mobile · videostudio.mobile

Solo Entrepreneurs & Side-Hustlers

Individuals launching or scaling a passion project on the move.

Examples: freelancestudio.mobile · hustlebrand.mobile

Boost Mobile Customers (LRP Priority Group)

Consumers and SMBs who benefit from exclusive early access and bundled services.

Examples: yourname.mobile · boostbusiness.mobile

Telecom, MVNOs & Mobile Service Providers

Companies who offer or rely on mobile-only products and infrastructure.

Examples: mvno.mobile · prepaid.mobile

IoT & Device Ecosystems

Smart devices, dashboards, and connected platforms needing clean name space endpoints.

Examples: sensornode.mobile · devicehub.mobile

Launch Timeline

Insert a graphic matching with a relevant color style

Phase	Description	Time
Opening Soon! Sunrise Access	TMCH-verified trademark holders get first access to their matching.mobile name	Nov 17- Dec 17, 2025
Mobile Limited Registration Period (LRP)	Mobile customers get a head start with exclusive bundles, early registration access, and special pricing.	Dec 18, 2025- Feb 3, 2026
Early Access Program (EAP)	Open to all - register early with a one-time priority fee.	Feb 4, 2026- Feb 18, 2026
General Availability (GA)	.mobile is open to the public. First come, first connected.	Starting Feb 19, 2026

*All dates reflect UTC. Each phase begins at 00:00:00 UTC on the start date and conclude at 23:59:59

Registration Phases

Each registration phase provides structured, predictable access to .mobile, ensuring fairness, clarity, and strong early adoption. The rollout includes Sunrise, the Limited Registration Period (Boost Exclusive), the Early Access Program (EAP), and General Availability (GA).

Sunrise – Trademark Priority Period

Sunrise allows TMCH-validated trademark holders to secure their exact-match .mobile domain before it becomes available to the public. This protects brands and provides early access to a mobile-native identity.

What It Is

A 60-day priority window exclusively for rights holders with active TMCH records.

Eligibility

- ♦ TMCH-validated trademarks
- ♦ Exact-match registrations
- ♦ Agents and trademark representatives permitted

Pricing

- ♦ Sunrise application fee: \$200 (one-time)
- ♦ Includes a full two-year registration at the one-year price
- ♦ 15% discount on premium .mobile names

Why Two Years?

A built-in two-year registration boosts early adoption, increases stability for brand owners, and establishes long-term roots for .mobile identities.

Messaging & Suggested Subject Lines

- ♦ Sunrise Now Open: Own Your Brand on .mobile
- ♦ Trademarked? It's Time to Go .mobile
- ♦ Secure Your .mobile Identity Before It Goes Public
- ♦ Tick Tock — <X days> Left to Protect Your Client's Brand
- ♦ One Drop Can Shatter It. Lock In .mobile During Sunrise

Limited Registration Period (LRP) – Telco Priority Access

The Limited Registration Period (LRP) is a structured early-access phase designed to engage the telecommunications sector and drive significant early adoption of .mobile. This phase provides qualifying Telcos, and their customers, priority access to .mobile domain names ahead of General Availability.

The LRP is open to ICANN-accredited Registrars who partner with verified Telco participants and agree to run coordinated promotional campaigns to their subscriber base.

Purpose and Scope

The purpose of the LRP is to:

- ♦ Enable licensed telecommunications providers and mobile operators to offer early access to .mobile
- ♦ Drive high-volume registrations through large subscriber bases
- ♦ Support co-marketing programs between the Registry, participating Registrars, and Telcos
- ♦ Ensure a fair and transparent allocation process for qualified Telco customers

This phase strengthens adoption by ensuring .mobile launches first through partners who are inherently mobile-centric.

Eligibility

Participation in the LRP is limited to Registrars working with verified Telco partners, including:

- a) Licensed telecommunications operators - mobile, fixed line, or internet service providers with at least 1 million customers
- b) Agreement to conduct direct promotional outreach (email, SMS, or equivalent) to their subscribers through an accredited Registrar
- c) A dedicated landing page or campaign assets supporting the promotion (e.g., SMS, email, or phone activation)

Only Telcos verified under these criteria may participate, and all registrations during this phase must be tied to customers of the approved Telco.

Application Process

Telcos wishing to participate must submit an application through a partnering Registrar.

Application Requirements

- Applications must be submitted in writing via email to hello@registry.dish
- There are no fees for Telcos to apply or participate
- Applications must be submitted via an ICANN-accredited Registrar participating in the LRP
- The Registry or its third-party verification provider will review each application
- Applications must be submitted at least seven days prior to the start of the LRP

Notifications & Appeals

- Telcos will receive written confirmation of approval or rejection
- Rejected applicants may request review through the Registry's independent review process

Domain Allocation Rules

To register .mobile domains during the LRP:

- The registrant must be an active customer of the verified Telco and partnering Registrar
- Domains are allocated on a first-come, first-served basis once the Telco and Registrar are approved
- The Registry may enter co-marketing or promotional programs with participating Telcos and Registrars
- Domains registered during LRP are not subject to post-registration restrictions and may be renewed, transferred, or deleted normally

Early Access Program (EAP)

EAP provides early access to high-value .mobile names ahead of General Availability using a declining-fee model.

How It Works

Anyone may register a .mobile domain before GA by paying a one-time early access fee that decreases each day.

14-Day EAP Pricing

Day 1: \$10,000

Day 2: \$8,000

Day 3: \$6,000

Day 4: \$4,000

Day 5: \$2,000

Day 6: \$1,000

Day 7: \$500

Days 8–9: \$250

Days 10–14: \$125

This structure rewards the earliest registrants while ensuring fair access to premium names.

General Availability (GA)

GA marks the full public launch of .mobile - anyone, anywhere can register on a first-come, first-served basis.

What It Means

- Open to all individuals, creators, businesses, and organizations
- No eligibility restrictions
- All premium tiers available
- Registrars may set their own retail pricing

Suggested Retail Pricing

\$19.99 – \$24.99/year

(Ideal retail target: \$19.99 for broad adoption.)

Registrar Opportunity

GA delivers the highest registration volume. Registrars can bundle .mobile with email, hosting, AI website tools, and mobile-first business services to drive stronger customer lifetime value.

Marketing Messaging

.mobile is built for life in motion

The messaging below is designed for registrars, resellers, and partners to launch .mobile with consistent, flexible copy across sites, email, and social.

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12.1 Messaging Pillars

Identity in Motion

Your name should move as fast as you do. .mobile gives users a portable identity that works across screens, apps, and every step of their digital life.

Mobile-First Credibility

.mobile signals that a brand is built for where customers actually are. It instantly conveys relevance, agility, and a mobile-native mindset for businesses, professionals, and globally connected individuals.

Utility-Driven

More than a name. .mobile can connect to email, AI website creation, scheduling, payments, and future "business-in-a-box" tools for people who live and work on the go.

Portable and Flexible

From solopreneurs and field services to creators and app developers, .mobile adapts to different stages of growth and different kinds of work. It is as flexible as the people using it.

Trustworthy and Modern

Short, smart, and instantly recognizable. .mobile helps brands stand out in a crowded name space and signals professionalism, innovation, and always-on availability.

12.2 Taglines

Primary taglines:

- ◆ Your identity. In motion.
- ◆ Go .mobile. Your audience already did.
- ◆ Built for the modern world. Powered by motion.
- ◆ Your brand's got bars.
- ◆ Life is .mobile. Live it. Own it.

Optional alternates:

- ◆ Life is .mobile. Wherever you go, it goes with you.
- ◆ Life is .mobile. Built for motion.
- ◆ Built to move with you.

12.3 Hero Copy

Use this on registrar landing pages, hero banners, and major launch placements.

Hero line:

Your digital identity should move as fast as you do.

Body copy:

.mobile is the domain built for today's mobile-first world. Short, smart, and instantly recognizable, it is perfect for creators, small businesses, solo professionals, and brands that live and work on the go. Whether you are launching a new idea, scaling a side hustle, or running a full business from your phone, .mobile gives you a modern identity that travels with you across every screen, app, and campaign.

Call to action options:

- ◆ Get Your .mobile Domain
- ◆ Search Your .mobile Name
- ◆ Go Mobile-First With .mobile

12.4 Short-Form Copy

Use these lines in tiles, banners, buttons, and small placements.

- ◆ Put your name in motion.
- ◆ Your mobile has a number. Now your brand has a name.
- ◆ Ready. Set. .mobile.
- ◆ Built for how you work now.
- ◆ Go .mobile. Your audience already did.
- ◆ Claim your mobile identity.
- ◆ Born to be .mobile. Built to scale.

12.5 Suggested Registrar Landing Page Copy

Headline:

Put Your Name in Motion with a .mobile Domain

Subhead:

A modern domain for creators, small businesses, and professionals who live and work on the go.

Body:

Your customers are already mobile. Their identity should be too. .mobile is the domain extension built for life in motion, giving individuals and businesses a short, smart, and instantly recognizable name that works across every device and channel.

From portfolios and booking pages to AI-built websites, .mobile connects the tools people use every day with a single, portable identity. It is ideal for creators, mobile-first microbusinesses, field services, digital nomads, app developers, and brands that want to stay relevant, searchable, and always on.

Suggested CTAs:

- ◆ Get Your .mobile
- ◆ Search for Your .mobile Name
- ◆ Go Mobile-First With .mobile
- ◆ Put Your Brand in Motion

12.6 Social Samples

These align with your existing plan and can be adapted by registrars.

Generic launch posts

Instagram

Your phone has a number. Now your brand has a name.

Go mobile-first with a .mobile domain →
<RegistrarURL>/mobile #dotmobile #mobilefirst
#digitalidentity #domains

X (Twitter)

Life moves. So should your domain.

Register your .mobile before it is gone: <RegistrarURL>/mobile
#mobilefirst #domains #brandidentity

LinkedIn (B2B focus)

The future of digital identity is mobile. With .mobile, creators, small businesses, and professionals can build a modern identity that works across every screen, app, and moment.

Offer your customers a domain built for life in motion.

Get started with .mobile → get.mobile

Sunrise (TMCH) social

- ◆ Sunrise for .mobile is coming. TMCH-verified trademarks get first access to their exact-match .mobile.
- ◆ Protect it now. Launch it later. Secure your .mobile during Sunrise.
- ◆ Your audience already moved to mobile. Now your brand can too.

Boost Priority Access samples (for LRP campaigns)

- ◆ Exclusive access unlocked. Boost customers get .mobile first.
- ◆ Your mobile has a number. Now get the name. Claim yourname.mobile at Boost-only pricing.
- ◆ Boost customers get .mobile before the world. Build your brand in minutes with domain + site + email.

Registrar Co-Marketing Materials

Include:

- **Logos**
- **Icons**
- **Social tiles**
- **300x300 Sunrise/EAP/GA assets**
- **Email headers**
- **Banners**
- **“How to co-market with us” guide**

Onboarding Guide

This onboarding guide ensures registrars can quickly activate .mobile on the Tucows Registry Backend Platform. It includes all required business and technical steps, from RRA signing to OT&E.

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14.1 Business Onboarding (Registrar Operations)

Registrars accredited with Tucows can onboard .mobile using their existing Tucows credentials and certificates. No new certs or passwords are required.

Step 1: Access the Tucows Registry Portal

Visit: <https://portal.tucowsregistry.net/>

Create your account using your registrar email address.

Step 2: Accept System Access Terms

Review and accept the Tucows Registry System Access Terms to activate your portal access.

Step 3: Enter Partner Access Code

Contact Tucows customer support to receive a .mobile-specific code to bypass the deposit requirement.

Step 4: Update Registrar Profile

Please confirm:

- ◆ Legal entity details
- ◆ Billing contacts
- ◆ Technical and abuse contacts
- ◆ 24/7 ICANN-mandated escalation contact

Step 5: Sign the .mobile RRA

Sign the Registry-Registrar Agreement (RRA) directly within the portal. Once signed, .mobile will be enabled for your registrar account.

Step 6: Log in to Registrar Console

Use your existing Tucows console credentials to access:

Production Console:

<https://console.mobile-registry.com>

OT&E Console:

<https://console.ote.mobile-registry.com>

To add new users, email: trs-support@tucows.com

Include:

- ◆ Full name
- ◆ Email
- ◆ Registrar's IANA ID

Step 7: Enable .mobile in Your Storefront

After signing the RRA:

- ◆ Add .mobile to your catalog
- ◆ Confirm retail price points
- ◆ Import premium tiers
- ◆ Use landing page messaging from Section 12

14.2 Technical Onboarding (Engineering / DevOps)

.mobile is powered by the new Tucows Registry Backend, accessible using your existing Tucows certificates and passwords.

14.2.1 EPP, WHOIS, and RDAP Endpoints

Production

EPP Server (TCP 700):

epp.mobile-registry.com

Registrar Console:

<https://console.mobile-registry.com>

WHOIS (TCP 43):

whois.mobile-registry.com

WHOIS Web:

<https://whois.mobile-registry.com>

RDAP:

<https://rdap.mobile-registry.com>

OT&E

EPP Server (TCP 700):

epp.ote.mobile-registry.com

Registrar Console:

<https://console.ote.mobile-registry.com>

WHOIS:

<https://whois.ote.mobile-registry.com>

14.2.2 Authentication & Credentials

Registrars may use their existing Tucows production EPP certificates and passwords already used for:

epp.tucowsregistry.net

No new certificates are required.

Registrar Console login also uses existing Tucows credentials.

14.2.3 OT&E Requirements

Registrars must complete OT&E testing before launching .mobile.

Required OT&E actions:

1. Connect to OT&E EPP server
2. Perform domain check command
3. Register a test .mobile domain
4. Update nameservers
5. Test renewals, transfers, and deletes
6. Test premium flag handling
7. Validate DS record submission
8. Confirm correct billing event processing

14.2.4 Supported Features

Premium Domains

Premium tiers supported via standard Tucows premium flags.

EAP

Daily declining EAP fees are returned in EPP responses.

Sunrise

SMD validation required during create commands.

LRP

Registrar must validate Telco/Boost eligibility.

DNSSEC

DS records fully supported.

IDNs

ASCII-only at launch; IDN support may be added later.

WHOIS / RDAP

ICANN-compliant output available at production endpoints.

14.2.5 Technical Checklist

Before Sunrise

- ✓ Complete OT&E
- ✓ Import premium pricing tiers
- ✓ Enable .mobile catalog integration
- ✓ Configure TMCH SMD validation
- ✓ Prepare Sunrise-specific landing page

Before LRP

- ✓ Add Telco/Boost eligibility validation
- ✓ Confirm LRP pricing models

Before EAP

- ✓ Upload daily EAP price table
- ✓ Confirm storefront pricing display

Before GA

- ✓ Remove all phase restrictions
- ✓ Switch to standard GA pricing
- ✓ Publish final .mobile search & registration flow

14.2.6 Support

Tucows Registry Support (24/7):

trs-support@tucows.com

.mobile Registry Team:

hello@registry.dish

Registrar FAQ

The following FAQs address business, operational, pricing, and technical topics for registrars integrating and selling .mobile.

General

Q: Do we need new EPP certificates to support .mobile?

No. Registrars accredited with Tucows may use their existing certificates and passwords.

Q: What EPP servers do we use?

Production:

epp.mobile-registry.com

OT&E:

epp.ote.mobile-registry.com

Q: What Registrar Console do we use?

No. Registrars accredited with Tucows may use their existing certificates and passwords.

Production:

<https://console.mobile-registry.com>

OT&E:

<https://console.ote.mobile-registry.com>

Registrars can log in using existing Tucows credentials.

Q: How do we add users to the Registrar Console?

Email trs-support@tucows.com with:

- Full name
- Email
- IANA ID

Q: Does .mobile support IDNs?

Not at launch. The first phase is ASCII-only.

WHOIS / RDAP

Q: What are the WHOIS and RDAP endpoints?

WHOIS (TCP 43): whois.mobile-registry.com

WHOIS Web: <https://whois.mobile-registry.com>

RDAP: <https://rdap.mobile-registry.com>

OT&E endpoints are also available.

Premium & Pricing

Q: How are premium domains handled?

Premium tiers follow Tucows' standard premium EPP flags.

Q: Do premium domains renew at premium prices?

Yes. Renewal pricing remains at the same tier unless the domain is re-tiered by the registry.

Q: Are premium/EAP fees refundable?

EAP fees are not refundable.

Premium registration fees follow standard ICANN grace-period rules.

Registration Life Cycle

Q: What are the grace periods?

- ◆ Add Grace: 5 days
- ◆ Renew Grace: 45 days
- ◆ Redemption Grace: 30 days
- ◆ Pending Delete: 5 days

Q: Can domains be transferred during Sunrise or LRP?

No. Transfers are restricted until the start of EAP.

Q: Do transferred premiums stay premium?

Yes. Premium pricing persists across registrars.

Reserved & Restricted Names

Q: Does .mobile have a reserved list?

Yes. Includes:

- ◆ ICANN-mandated names
- ◆ Registry operations names
- ◆ 1-2 character reserved inventory
- ◆ Brand and partner names
- ◆ Technical restrictions

A reserved list is available upon request.

LRP, Sunrise, and EAP

Q: What is required for Sunrise registrations?

A valid TMCH SMD file.

Q: How does eligibility work for LRP (Telco phase)?

Registrars must confirm that the registrant is a verified Boost/Telco customer per LRP rules.

Q: How are EAP fees applied?

EAP uses a daily declining pricing schedule returned via EPP fee extension.

DNS & Security

Q: Does .mobile support DNSSEC?

Yes. DS records are supported for adds and updates.

Billing & Reporting

Q: How are domains billed?

Billing follows standard Tucows monthly invoicing:

- ◆ Create, Renew, Transfer, Delete events
- ◆ Premium fees billed at event time
- ◆ EAP fees billed separately

Q: Where do we receive support?

Tucows Registry Support: trs-support@tucows.com

.mobile Registry Team: hello@registry.dish

Contact

For general enquiries relating to the .mobile TLD, launch phases, registrar onboarding, or partnership opportunities:

 <https://get.mobile/>

 hello@registry.dish