

# Kenyataan Media

## Press Release

### For Immediate Release

#### **MALAYSIAN INAUGURAL ENUM SEMINAR**

Kuala Lumpur, 18 May 2009 – The Malaysian Communications and Multimedia Commission (SKMM) co-hosted the inaugural ENUM Seminar together with .my DOMAIN REGISTRY at the Prince Hotel and Residence in Kuala Lumpur today. The event was officiated by Y. Bhg. Dato' Mat Aron bin Deraman, Senior Under Secretary (Planning), Ministry of Science, Technology and Innovation.

The three day seminar included presentations from SKMM, .my DOMAIN REGISTRY and invited industry experts both from local and overseas. Experts from ENUM.at (Austria), international ENUM vendors, regulators and academicians share their knowledge and experience pertaining to the technology and implementation of ENUM.

The presentations cover all aspects of innovation including information on the vision, implementation strategy, business, international developments and infrastructure. The seminar was well attended by interested industry members represented mainly by the telecommunications and internet technology sectors.

ENUM (Electronic Number Mapping System) is the convergence of communications technologies into one architecture. ENUM is a simple, but powerful protocol that maps telephone numbers to Internet Protocol addresses.

# Kenyataan Media

## Press Release

Encik Mohamed Sharil Mohamed Tarmizi, Chief Operating Officer of SKMM delivered the opening address at the ENUM Seminar and provided a broad overview of ENUM and the Regulator's hopes for its future.

"ENUM domains can be used as a unified communications address in place of telephone number, mobile phone number, fax number, email address, messaging addresses (msn, yahoo, icq etc.), web site URL and many more. This has obvious benefits; Imagine your business card with an ENUM instead of all the above."

The benefit of ENUM is allowing internet users the ability to communicate with other people via a range of services when the caller knows only the telephone number of that person or only has access to a telephone keypad.

Internet services and resources can be accessed by end users with IP telephones, ordinary telephones connected to the Internet and other numeric input Internet connected devices.

ENUM allows an end user to choose how they wish to be contacted, giving them greater control, a unified address, lower costs, and easier communications management.

ENUM also differs from traditional communication services because the numbers are completely portable. There is no reliance on a particular ISP or telco, and there is no reliance on a device such as a telephone or fax machine. The only requirements are an ENUM registration and a name server to host your ENUM.

For single user, the most important benefit of ENUM is that it enables users with IP devices to locate friends or family with IP devices and call them

# Kenyataan Media

## Press Release

directly across the Internet, bypassing the ordinary telephone system and thereby costing no more than the rental already being paid for the Internet connection.

For business, it enables a business with a VoIP system to locate others business or consumers with VoIP systems and call them directly across the Internet, bypassing the ordinary telephone system and thereby costing no more than the rental already being paid for the Internet connection. Although VoIP is the most widely discussed application, there are other possibilities for ENUM, including but not limited to Internet Fax, Instant Messaging, SMS and Location Based Services.

According to Director of .my DOMAIN REGISTRY Puan Shariya Haniz Zulkifli, "ENUM can be another step in ensuring that we remain true to the nation's ICT roadmap in becoming a fully-developed nation. ENUM promises easy and unified communication, no matter which network or device is used. By using the domain name system (DNS), a single number can be used for multiple communications technologies such as telephone, email, fax, text and voice messaging, web sites and more."

".my Domain Registry is in the process of finalising a close test bed for implementing closed trials while today's seminar aims to establish exhaustive dialogues around possibilities of and necessary steps to deploying and implementing of ENUM in Malaysia," concluded Shariya.

Highlights of the day included presentations on the introduction of ENUM, the implementation of ENUM in Malaysia and other countries, preparation a suitable business model for ENUM, ENUM privacy and regulation, Malaysian ENUM market survey and a live demonstration by .myDOMAIN REGISTRY

# Kenyataan Media

## Press Release

which provided the audience with a valuable insight into the practicalities of ENUM.

SKMM hopes that the inaugural ENUM Seminar will encourage greater participation in the ENUM trial and that it might encourage and stimulate new and innovative ENUM applications.

[End]

---

### Notes to Editor:

<sup>1</sup> If your organization wishes to include a quote from Malaysian Communications and Multimedia Commission (SKMM) in an article or news item, kindly attribute the quote to our organization (SKMM) rather than an officer of the organization, unless a designated spokesperson from SKMM is specified in the Press Release or reply to Press.

### **About Malaysian Communications and Multimedia Commission (SKMM)**

The primary role of SKMM is to implement and promote the Government's national policy objectives for the communications and multimedia sector. SKMM is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 (CMA), as well as postal services and digital certifications.

The CMA provides that SKMM undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

For more information visit <http://www.skmm.gov.my>

For media clarification, please contact:

Zeti Marziana Muhamed  
Director, Corporate Communications Department  
Malaysian Communications and Multimedia Commission

Wan Seri Rahayu Wan Mohd Said  
Corporate Communications Department

# Kenyataan Media Press Release

Malaysian Communications and Multimedia Commission

Effa Suria Mohd Zawawi  
Corporate Communications Department  
Malaysian Communications and Multimedia Commission

T: +603 8688 8000

F: +603 8688 1007

E: [ccd@cmc.gov.my](mailto:ccd@cmc.gov.my)

## **About .my DOMAIN REGISTRY**

.my DOMAIN REGISTRY [legal entity being MYNIC Berhad (Company No: 735031-H)] is the sole administrator for web addresses that end with .my in Malaysia. As the national level domain name, .my gives Malaysian businesses and individuals their unique brand identity on the Internet. We register a wide range of domain names i.e. .my, .com.my, .org.my, .net.my, .edu.my, .gov.my, .mil.my and .name.my.

.my DOMAIN REGISTRY assists in developing top level domain policies and is always in the forefront of domain name technologies, carrying out research projects such as IPv6, DNSSEC, ENUM, Anycast and IDN. We take forward thinking approach to addressing rapidly evolving domain technologies as we are dedicated to helping Malaysians reach out to the world via the use of .my domain.

.my DOMAIN REGISTRY through the legal entity MYNIC Berhad is an agency under the Ministry of Science, Technology and Innovation (MOSTI) and regulated by the Malaysian Communications and Multimedia Commission (SKMM).

For more information, please go to [www.domainregistry.my](http://www.domainregistry.my)

## **Appendix A**

### **What is ENUM – One number for all services**

# Kenyataan Media

## Press Release

ENUM (a term derived from **telephone number mapping**) is a new technology, which establishes a bridge between the **worlds of telephony** and the **Internet**. ENUM and the services linked to it, open up the whole world of communication to the user via normal telephone numbers. One number is sufficient to reach someone not only at their homes or on their mobile telephones but also over a fax machine or even at an e-mail address or through a webpage.

ENUM allows an end user to type a telephone number into an Internet connected device (such as a Web browser) in order to access a listing of Internet resources (URI) for that number which could include addresses for voice, text messaging, faxes, pagers, instant messaging, data modems, e-mail or Web sites. The available services associated with each E164 number are identified using the URI's held in the Domain Name System.

### **Benefits of ENUM**

1. A unified address
2. Lower costs
3. Easier communications management
4. Links telephony in the Internet
5. Single address multiple phone extensions
6. Solve telephone number mapping within a telephone networks (including an IP telephone network)

### **Glossary**

#### **Protocol**

A set of rules, relating to how data is to be transferred, that end points in a telecommunications connection follow when they communicate. Common protocols used on the Internet are the Transmission Control Protocol (TCP), the Internet Protocol (IP) and the Hypertext Transfer Protocol (HTTP).

#### **Circuit switched network**

In a circuit switched network, a dedicated physical path is maintained for the duration of the connection. For example, ordinary voice calls are circuit switched, so for the duration of the telephone call, the service provider reserves a path over the physical phone lines for your call which can't be used by anyone else until the call is completed.

# Kenyataan Media

## Press Release

### **Packet switched network**

In a packet switched network, the data is broken up into small units called packets. Each packet contains the destination address and can be routed separately. Therefore, each packet may take a different path to the destination. Unlike circuit switched networks, packet switched networks allow the same data path to be shared among many users. Almost all traffic over the Internet is packet switched.

### **URI**

A URI identifies a resource on the Internet and typically describes the mechanism used to access the resource (such as the http protocol), the computer that the resource is housed in and the name of the resource on the computer (the file name). The most common kind of URI is the Uniform Resource Locator (URL) which is a webpage address such as: <http://www.skmm.gov.my>

### **Gateway**

A point in a network that acts as an entrance to another network.

### **DNS**

The Domain Name System is the mechanism used by the Internet to convert domain names, such as [www.example.com](http://www.example.com), into IP addresses. IP addresses are the physical locations of resources on the Internet, whereas domain names are meaningful easy-to-remember handles for IP addresses.

### **ENUM Record**

This is what the subscriber's ENUM number is mapped to and contains their contact details which could be telephone numbers (mobile, home etc), sip addresses for Internet phones, email addresses, fax number etc. The owner of the ENUM record would be able to decide how they would like to be contacted, or they may prefer to allow the caller to view all their contact details and decide for themselves.

### **Next Generation Networks (NGN)**

Next Generation Network (NGN) describes key architectural evolutions in telecommunication core and access networks that will be deployed over the next 5-10 years. The basic idea behind NGN is that one network transports all information and services (voice, data, and all sorts of media such as video) by encapsulating these into packets, like the Internet.