

1. CAMS is the plural form of "cam" (short for camera) — a namespace intended for organizations that operate multi-camera systems at scale, with a primary focus on smart cities, point-cloud technology, and multi-camera network aggregation. By extension, it places .CAMS alongside the active .CAM TLD, playing a complementary rather than competing role.

While registrations would be open without restriction, the .CAMS namespace is expected to attract registrants that operate, aggregate, or support camera networks at scale, rather than those centered on a single device. These include multi-camera productions and live-stream operators; security monitoring and evidence-gathering firms that manage camera networks; broadcasting and event production teams; photography and videography agencies; multi-camera technology companies; smart-cities and IoT camera infrastructure providers; and body-cams and dash-cams sellers.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .CAMS a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness and ensure an effective launch of the .CAMS TLD. Registration would be open on a first-come, first-served basis following Sunrise and Landrush periods giving existing intellectual property rights holders the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to multi-cam operators to develop the .CAMS usage. Attendance and participation at ICANN Meetings and other relevant events is planned.

2. The purpose of .CAMS is to provide a dedicated namespace for multi-camera systems, smart-city infrastructure, and the broader ecosystem of visual monitoring technologies. The purpose is sustainable. Multi-camera infrastructures are real and growing — Flock Safety's automated license-plate-reading camera networks across U.S. cities demonstrate the active demand for coordinated camera fleets, which are a pillar of the smart-city foundation. This trend is also visible through public hosted livestreams that broadcast cityscapes or streets on YouTube—a growing phenomenon, with some users even aggregating these feeds and computing over them. A further example is the emergence of volumetric and point-cloud

environment reconstruction technology for entertainment, mapping, and other camera-intensive applications. Also known as gaussian splatting, this technology relies on large multi-camera systems. These technologies will persist over time, as cameras have become integral to the structure of our society. Collectively, these examples represent active vectors where .CAMS is a valuable signal for registrants.