

.ULTRA

A premium namespace for distinctive brands and names online



PRIMARY STRING



REPLACEMENT STRING:
.SVIEW = Smart View



APPLICANT:
ULTRAVIEW AG



travel.ultra



design.ultra



media.ultra



mobility.ultra



finance.ultra



ai.ultra

1 MEANING

ULTRA is an English and internationally recognized modifier meaning “beyond,” “extreme,” or “of a very high degree.” In this application, it denotes distinctive, memorable and high-value digital identities across multiple sectors and use cases.

2 MISSION

Create a differentiated premium namespace for distinctive, memorable and high-value digital identities. Serve businesses, organizations, professionals, creators and individuals seeking clear differentiation and long-term digital relevance.

3 POSITIONING

A premium namespace with a clear high-end association centered on scarcity, memorability, differentiation and perceived value. The concept is deliberately not restricted to luxury brands, industries or use cases.

4 PRICING & REVENUE (MLS)

Standard avg. €35 p.a. | Sunrise avg. €250
EAP avg. €1,500 | Premium avg. €900

5 THREE-YEAR PLAN (MLS)

GA Standard: 21,000 | 28,000 | 35,000
GA Premium: 120 | 240 | 400
Launch Y1: 150 Sunrise + 50 EAP

6 OPERATIONS & .SVIEW

.SVIEW is the designated replacement string and uses the same underlying premium registry, pricing and allocation model as .ULTRA. Main RSP: it.com; Netnod DNS/DNSSEC; DENIC escrow; iQ Global DNS-abuse.

- ◆ ICANN registrars plus a separate ULTRAVIEW commercial channel
- ◆ Final policies and filing language remain subject to ICANN, legal, RSP and financial review.