

# .PERSON

A personal namespace for trusted human digital identities



PRIMARY STRING: .PERSON



REPLACEMENT STRING: .PROFILE



APPLICANT: ULTRAVIEW AG



**profile.person**

Personal profiles for individuals and professionals.



**cv.person**

Professional résumés and career portfolios.



**links.person**

Central hub for social links and online presence.



**family.person**

Private family spaces and verified identity use cases.



**creator.person**

Creator profiles, portfolios and content hubs.



**verified.person**

Verified identity and trust signals across the web.

## 1 MEANING

PERSON means an individual human being. It is a personal digital identity namespace for individuals, supporting authentic online presence, trust and professional, personal and community use under a person-centered namespace.

## 2 MISSION

Provide natural persons and families with a trustworthy and memorable digital home. Support public, professional and personal online presence under a person-centered identity model.

## 3 POSITIONING

A personal namespace focused on real people and personal identity, positioned between a conventional personal domain and an optional hosted profile platform for biographies, CVs, portfolios, links, creator profiles and related personal uses.

## 4 PRICING & REVENUE (MLS)

Standard avg. €6 | Sunrise avg. €75  
EAP avg. €200 | Premium avg. €150

Additional revenue from renewals, value-added services and identity verification.

## 5 THREE-YEAR PLAN (MLS)

GA Standard: 34,000 | 42,500 | 51,000  
GA Premium: 100 | 150 | 225  
Launch Y1: 100 Sunrise + 50 EAP

Growth driven by increasing adoption of personal brand and verified identity use cases.

## 6 OPERATIONS & .PROFILE

.PROFILE is the replacement string for .PERSON. It expresses the same person-identity concept through the idea of a persistent digital profile and retains the same registry, eligibility, pricing and commercial model.

No IDN variants at initial launch.



## APPLICATION PROFILE

- Applicant and Registry Operator: ULTRAVIEW AG.
- Registration, website modules and identity verification remain separable services.
- Final policies and filing language remain subject to ICANN, legal, RSP and financial review.