

.CAM, a new extension to stand out on the web

Until now, you thought only about .COM, but after reading this text, you might change your mind ...

ROTTERDAM, SOUTH HOLLAND, NETHERLANDS, October 26, 2016 /EINPresswire.com/ -- In 2011 the Internet Corporation for Assigned Names and Numbers (ICANN) decided to massively expand the Internet domain name space and now, there are many new Generic Top Level Domains (gTLDs) for you to choose from.

Nowadays visuals are the preferred tool for a majority of the internet users. Especially the younger internet surfers prefer graphics. With their camera's being only one button away on their smartphones, it is the most popular tool when it comes to digital communication.

So if you want to distinct yourself on the web, the extension .CAM gives you the perfect opportunity to do so since CAM is an acronym for CAMERA and WEBCAM. Besides having the advantage of being simple, clear and international, the .CAM extension will also do wonders for your SEO as .CAM is meaningful.

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With .CAM, we found the opportunity to create a business name: "construction Cam" perfectly clear to our prospects. It's simple, it works anywhere in the world and it reduces our advertising budget.

Ivan Lorne, CEO, Devisubox

camera" or "construction webcam", our site www.construction.cam will come out ahead. It's simple, it works anywhere in the world and it reduces our advertising budget.

We never search for COM while CAM is a meaningful piece of information that can propel you ahead in search engines.



Sunrise



.CAM's Trademark Sunrise Period began on October 6th and ends on December 5th. During this period trademark holders who have registered their marks with the [Trademark Clearinghouse \(TMCH\)](#) have the opportunity to register their "trademark.cam" names before the new domain extension is offered to the general public.

DEVISUBOX, Europe's leading jobsite supervision with ultra-high definition cameras understood this advantage of .CAM and bought the names construction.cam and timelapse.cam. Ivan Lorne, CEO, explains: "with .CAM, we found the opportunity to create a business name: " Construction Cam " perfectly clear to our prospects. In seeking "construction

More information on www.nic.cam

About ACWebconnecting (dotCAM registry)

.CAM is operated by [AC Webconnecting Holding BV](#). For over 20 years, AC Webconnecting provides connected software tools for professionals. The infrastructure, spread out over 5 countries, meet millions of visitors each day. In 2015, AC Webconnecting recorded 125 million unique visitors and nearly 2 billion page views, with a positive response rate of 99.99%.

The designation of AC Webconnecting as Registry of dotCAM new generic extension (gTLD) is the result of five years of hard work, rewarded by the trust that ICANN gives to ACWebconnecting.

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