From RESTENA to Restena

2000 – 2020
RESTENA, a generic name

A foundation

A project

The ‘Réseau Téléinformatique de l’Éducation Nationale et de la Recherche’

A network

The Luxembourg network infrastructure for research and education

A community

The research and education community
The RESTENA scope of activities

Internet - .lu

The .lu registry + a .lu accredited registrar = a registry/registrar activity

DNS-LU

MY.LU

An online platform for registering .lu domain names = a tool

A foundation

RESTENA

A project

The ‘Réseau Téléinformatique de l’Éducation Nationale et de la Recherche’

A network

The Luxembourg network infrastructure for research and education

A community

The research and education community

Research and education
Communication Ambitions

1. Speak with one voice
   - Strengthen the main brand

2. Make the institution known
   - Promote all activities led by the foundation

3. Generate interest
   - Federate around the main brand
What’s that main brand?

RESTENA Foundation or RESTENA, Réseau téléinformatique de l’éducation et de la recherche

Restena Foundation or Restena
What about the two other brands?

DNS-LU, the registry/registrar system

The .lu registry

MY.LU, the online platform for registering .lu

An accredited registrar for .lu

- Inclusion of Restena pictogramme
- Build around the ‘.lu’ term as in the Restena baseline

The .lu service
**BEFORE 2020**

The RESTENA Foundation originates from the RESTENA project "Réseau Téléinformatique de l'Education Nationale et de la Recherche". It manages the RESTENA network for the RESTENA community.

**DNS-LU** is the **registry-registrar** for .lu domain names and you can buy .lu domain names online on **MY.LU**.

**AFTER 2020**

The Restena Foundation originates from the RESTENA project "Réseau Téléinformatique de l'Education Nationale et de la Recherche".

Restena first manages the RESTENA network for the **research and education** community. Under the ‘.lu service’ name, Restena also manages the .lu registry and acts as a **.lu accredited registrar**.
Thank you.