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ipv6wOrld:asia × World IPv6 Day
www.ipv6world.asia

For Immediate Release

World IPv6 Day X IPv6World:asia marks a key milestone in Internet progression

(Hong Kong, 25 May 2011) — The year 2011 is a pivotal one for the Internet as the address space used by the current version of the Internet protocol, IPv4, was fully depleted earlier this year. Without action, we risk increased costs and limited online functionality for Internet users everywhere. The only long-term solution to this problem is the adoption of IPv6, which provides over 4 billion times more space.

On the “World IPv6 Day” , which is 8 June 2011, Internet conglomerates such as **Facebook** (www.facebook.com), **Google** (www.google.com; www.youtube.com) and **Yahoo** (www.yahoo.com)--websites with more than one billion combined visits each day--are joining major content delivery networks **Akamai** and **Limelight Networks**, and the **Internet Society** (headquarters of Internet Society Hong Kong), for the first global-scale trial of the new Internet Protocol, IPv6. Organisations will enable IPv6 on their main services for 24 hours.

Locally, Internet Society Hong Kong (ISOC HK), following the initiative of IPv6World:Asia as well as echoing the headquarters’ support for World IPv6 Day, has initiated the **World IPv6 Day X IPv6World:Asia campaign**. ISOC HK invites content providers, telecommunication companies and all Internet industry players in Hong Kong as well as the HKSAR government to join and support World IPv6 Day on 8 June 2011. Leading IT companies and institutions such as Cyberport, HKIRC, PCCW, Cisco Systems, NTT Communications Group, Sony Corporation and Huawei will also join hands to support World IPv6 Day, to ensure a successful transition to IPv6. The campaign includes an online survey on public awareness of IPv6 as well as listing websites which are already IPv6 enabled on the IPv6 Hong Kong Directory of www.ipv6world.asia .

Charles Mok, Chairman of ISOC HK, said, “ISOC HK has been supporting IPv6 and promoting IPv6 awareness since 2007. At APRICOT-APAN 2011, Hong Kong earlier this year, which was the largest ever Internet conference in the Asia Pacific region, we deployed IPv6 for the Internet network that we built for the conference, as a means of carrying out a real-world test of IPv6 deployment. This time, our campaign marks a key milestone in IPv6 deployment. It provides an opportunity for the Internet industry to collaborate on testing IPv6 readiness. The ‘Test Flight’ lays the groundwork for large-scale IPv6 adoption and helps make IPv6 ready for prime time.”

The highlight of the campaign will be the “Kickstart IPv6!” seminar on 8 June at Cyberport. Herman Lam, CEO of Cyberport, said, “The growth of the Internet brings tremendous opportunities to the economy. As one of the Asia Pacific’s leading ICT hubs, Cyberport is committed to supporting World IPv6 Day, which will play strategic significance in leading our ICT talent, entrepreneurs and industry players to better equip themselves for a new Internet era. The event will be an excellent platform for industry players to gain global perspectives about the business potential created by IPv6, thereby bringing sustainable growth not only to our industry but also to the ultimate goal of becoming a knowledge-based economy.

Being one of the co-hosts of the campaign, Asia Pacific Network Information Centre (APNIC) has been actively involved in the promotion of regional IPv6 deployment over the past few years. “IPv6

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deployment requires involvement from the broader stakeholder community, including government, commercial and civil society representatives across the region. It's important because there are many different aspects to the project," said Geoff Huston, Chief Scientist of APNIC, who will speak on World IPv6 Day in Hong Kong.

One of the goals of World IPv6 Day is to expose potential issues under controlled conditions and address them as soon as possible. The vast majority of users should be able to access services as usual, but in rare cases, misconfigured or misbehaving network equipment, particularly in home networks, may impair access to participating websites during the trial. Current estimates are that 0.05% of users may experience such problems, but participating organizations will be working together with operating system manufacturers, home router vendors and ISPs to minimize the number of users affected. Participants will also be working together to provide tools to detect problems and offer suggested fixes in advance of the trial.

About World IPv6 Day:

On 8 June, 2011, [Google](#), [Facebook](#), [Yahoo!](#), [Akamai](#) and [Limelight Networks](#), partnered with the Internet Society, will be amongst some of the major organizations that will offer their content over IPv6 for a 24-hour "test flight". The goal of the Test Flight Day is to motivate organizations across the industry – Internet service providers, hardware makers, operating system vendors and web companies – to prepare their services for IPv6 to ensure a successful transition as IPv4 addresses run out.

Check out World IPv6 Day at <http://isoc.org/wp/worldipv6day/>

Participants of World IPv6 Day: <http://isoc.org/wp/worldipv6day/participants/>

Global Press Release: <http://isoc.org/wp/newsletter/?p=2902>

About IPv6World.asia X World IPv6 Day

1. Call for Participation in IPv6 "Test Flight" on 8 June 2011
Content providers, media organizations, telecommunication companies and all Internet industry players in Hong Kong as well as the HKSAR government departments are invited to join the IPv6 24-hour Test Flight on 8 June 2011.
2. Listing websites which are already IPv6 enabled on IPv6 Hong Kong Directory of www.ipv6world.asia
3. Online survey for IPv6 Awareness
Besides the industry's IPv6 readiness, the World IPv6 Day X IPv6World.Asia campaign will conduct an online survey to get a sense of the public's awareness on IPv6. Survey result will be announced on the World IPv6 Day.
4. "Kick Start IPv6!" seminar on 8 June 2011
Real IPv6 deployment cases and strategic importance of deploying IPv6 will be shared in the seminar.

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Overseas Speakers:

Mr. Geoff Huston, Chief Scientist, Asia Pacific Network Information Centre (APNIC)

Mr. Kuo-Wei Wu, Board Member, Internet Corporation for Assigned Names and Numbers (ICANN)

5. World IPv6 Day badge for Facebook and the web, for spreading the word on World IPv6 Day.

For more details, please check www.ipv6world.asia.

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Internet Society Hong Kong (ISOC HK)

Hong Kong Cyberport Management Co Ltd (Cyberport)

Co-hosts:

Asia Pacific Network Information Centre (APNIC)

DotAsia Organisation (DotAsia)

Hong Kong Internet Exchange (HKIX)

Hong Kong Internet Registration Corporation (HKIRC)

Hong Kong Internet Service Providers Association (HKISPA)

IPv6 Forum Hong Kong

About Internet Society Hong Kong

Internet Society Hong Kong (ISOC HK) is the local chapter organization of the Internet Society (ISOC), which is an international, professional, not-for-profit membership society with more than 100 organizations and more than tens of thousands individual members in over 90 chapters around the world, providing leadership in all issues confronting the current and future Internet. ISO-HK was formed in 2005 by local veteran Internet professionals with the mission to improve the practice of Internet governance and online civil society in Hong Kong. Consistent with the ISOC statement of purpose, ISOC HK believes in "maintaining and extending the development and availability of the Internet and its associated technologies and applications - both as an end in itself, and as a means of enabling organizations, professions, and individuals locally and worldwide to more effectively collaborate, cooperate, and innovate in their respective fields and interests." For more detailed information of Internet Society Hong Kong, please visit www.isoc.hk

About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and promoting a digitally inclusive society through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

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For details, please visit www.cyberport.hk

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