



## The birth of Register PEC, app-accessible Certified Email at your fingertips

*The new application from Register.it offers individuals, businesses and government offices speed, simplicity and security in a rainbow of icons*

Florence, 25 September 2013 - Register.it, the Italian brand from the DADA Group, leader in the Italian domain, hosting, e-commerce and digital advertising market has launched its first app: Register PEC. The free app was developed by Register.it (an ISO 9001 accredited provider for the design, development and implementation of certified email services) with the aim of simplifying PEC use, making the service accessible anywhere at any time, both quickly and securely. The app, currently in the beta version for Android devices, it's making its debut on Google Play and in the near future will be available for iOS users from the Apple Store.

Simple to install, the app boasts an intuitive interface. The dashboard of coloured icons accesses three areas:



**Webmail**, access your PEC mailbox to send and receive messages, set SMS notifications, manage email archives, etc.



**Search Government Offices**, an innovative feature just unveiled by Register PEC to instantly find government office PEC addresses. Type in the name of a town, as you would using a search engine, access a list of government office PECs and immediately send a certified message.



**Operating Manual**, a practical guide on how to use PEC that also includes bits of advice, all within easy reach of individuals, businesses and government offices, as well as answers to more complex questions, such as how to retrieve a legal log from PEC for last minute use in court or how to change the owner of a certified mailbox.

The app was developed in-house by Register.it applying the *agile working methodology*, a flexible design approach based on continuous testing and release to achieve a more efficient and secure product. Every feature has been designed with great care, even the colour coding of the icons: orange for mobile access to your PEC address echoes the colour of Register's PEC online service, offering a coherent experience of the product; green for government office PEC search engine access symbolizes the service's extreme simplicity and accessibility; blue for access to the manual refers to the traditional use of this colour for Internet support and guides. A rainbow of colour that isn't at all random!



*“There are about seven million active certified email boxes in Italy. Our intention with Register PEC is to further contribute to the diffusion of this tool, which for many sectors is already a legal requirement. In general, PEC is an opportunity for everyone to simplify the relationship between individuals, businesses and government offices. In fact, more and more Italians access the internet via a mobile device and one of the most frequent activities is the download and usage of apps (43%<sup>1</sup>). So thanks to our new free application, it will be even easier to reach a wider audience, so anyone can manage their PEC in a simpler and immediate way, anywhere and at any time,” explains Claudio Corbetta, CEO of the DADA Group. “With this important launch, we’re also making our debut in the mobile application market, confirming our commitment to enrich our services in a logic of convergence and in line with the latest mobile device trends”.*

Additional information on PEC can be found on Register.it’s website at (<http://we.register.it/email/pec.html>) and on Facebook at (<https://www.facebook.com/pecpontonet>)



<sup>1</sup> Source: Nielsen, 2013.



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For further information:

[www.dada.eu](http://www.dada.eu)

[www.register.it](http://www.register.it)

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

#### DADA Group

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising. Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

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