

## We make names for blockchain, built on a powerful new platform.

We make blockchain more personal and more powerful with familiar names that make it easy for anyone to use blockchain. But making things easy, isn't easy. We've built an innovative and powerful platform to help unlock the full potential of blockchain, and names is just the first step.

Our platform connects blockchains in parallel, extends automation across chains and across transactions securely, and allows massively parallel computation for more speed, efficiency and scale. That's what makes our names and approach so powerful, but it's just the start.

## Imagine an internet without names.

What if the names we use all the time, like YouTube.com or toby@coinweb.io, were replaced by numbers, like 64.233.160.0? What if you needed numbers like that just to send email to a friend? Or buy something on Amazon? Crazy, right? That's why Paul Mockapetris invented the DNS, which hid the numbers that the internet used behind names that we can all use. That helped bring the internet from academic obscurity into the mainstream, making it more personal and more powerful. And that's our mission for blockchain.

Today, to send a token to a friend on the blockchain, you need to use a hash address like 39g7yWpk8oMNN1kozBFmUtJnDjRNAtUgfY. Get just one digit wrong, and your tokens are lost forever. Is it any wonder blockchain isn't yet mainstream?

### It's time for names...

We've worked with Paul Mockapetris (of the Internet Hall Of Fame), to create names for the blockchain, connected to the DNS the internet uses. So we can all use it. And so blockchain can fulfill its potential to power new possibilities for business and the world.

### ...built on blockchain.

To build great things for the blockchain, you need to get blockchain. That's why we're proud to say our team includes Alexander Kjeldass, who worked on Bitcoin and Google. And our Chief Scientist, Knut Vinger, a crypto expert since the first days of Bitcoin.

## We're different.

We're focused on making blockchain **more personal** and **more powerful** and **more mainstream**. We've been building our innovative platform since 2017 and it's currently in testing.

1. We connect blockchains to each other in **parallel** for more power and scalability, and we don't require any protocol changes. You get the underlying security of the blockchains but with better performance thanks to massive parallel processing.
2. For the first time, **transactions can span blockchains and blocks**, leading to much greater power, security, and efficiency. And it's all secured by our innovative and extensible **logical programming framework**.
3. While previous naming systems for the blockchain were limited to a single blockchain, our name system **works across blockchains**, thanks to our powerful platform.
4. Our platform also includes an automated **distributed exchange**, an easy-to-use **multicurrency wallet**, user generated **tokens** (security/utility/stable), and more.

