Hello!

Me: Brantly Millegan

Work: True Names LTD (Singaporean non-profit)

Open source project: Ethereum Name Service

Website: https://ens.domains

Lead developer: Nick Johnson

Initial patron: Ethereum Foundation

The **Problem**

Ethereum hex address:

0xfB6916095ca1df60bB79Ce92cE3Ea74c37c5d359

IPFS hash:

QmWATWQ7fVPP2EFGu71UkfnqhYXDYH566qy47CnJDgvs8u

The **Problem**

Ethereum hex address:

0xfB6916095ca1f60b...9Ce92...3Ea74c37c5d359

IPFS hash:

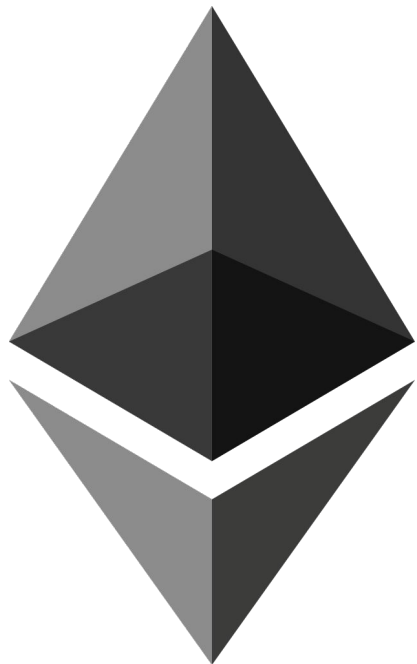QmWATWQ7fVPP2EFGu71UkfnqhYXDYH566qy47CnJDgvs8u

Not user-friendly

The **Problem**

- Can't remember it 🤪
- Can't type it 🙁
- Can't say it 🤐
- Looks intimidating 👻
- Have to copy and paste it ⌨️
- Or scan QR code (only works on phone) 📲

Will Ethereum and other cryptocurrencies *really* gain mass adoption with this kind of UI/UX?

The **Solution**

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ENS:

ethereum.eth

The **Solution**

DNS is vital to the success of the Internet
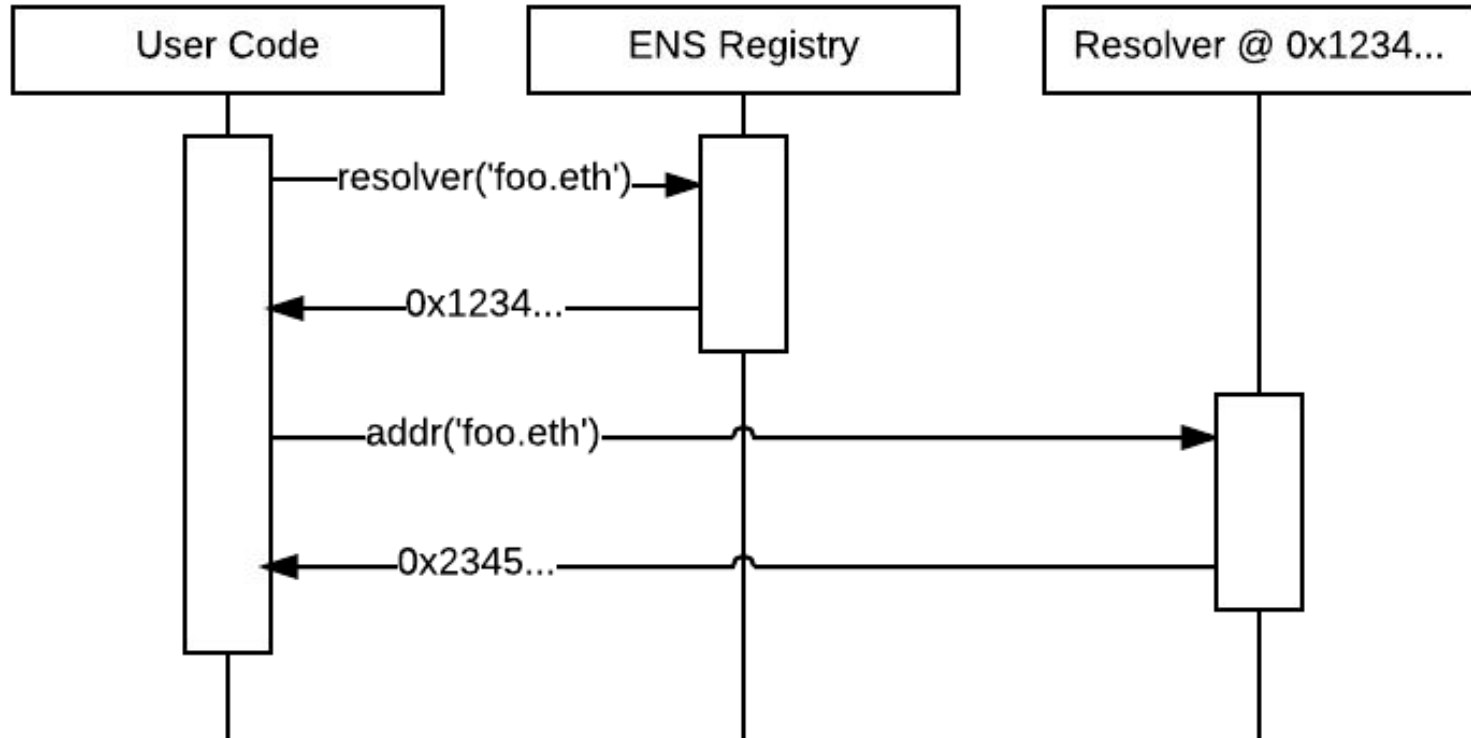
❌ 72.125.224.72   ✅ google.com

ENS is vital to the success of blockchains

❌ 0xfB6916095ca1df60bB79Ce92cE3Ea74c37c5d359   ✅ ethereum.eth

How **ENS Works**

How **ENS Works**

Inside **ENS Records**

"Public Resolver"
- **Address:** Ethereum address
- **Content:** IPFS or Swarm hash
- **Text records:** We plan on using this for a future optional "Who Is" in Manager

You can also make your own custom resolver

Recent **Upgrades**

Old system   [New system](#)

Recent **Upgrades**

Old system
5 day auctions

→

New system
2 min "instant" registrations

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Old system   **New system**

5 day auctions   ➔   **2 min "instant" registrations**

Recoverable deposit   ➔   **Rent of USD$5/yr (~¥34)**

Recent **Upgrades**

Old system		**New system**
5 day auctions	→	2 min "instant" registrations
Recoverable deposit	→	Rent of USD$5/yr (~¥34)
Not NFT compliant	→	NFT compliant

Recent **Upgrades**

Old system

5 day auctions → **2 min "instant" registrations**

Recoverable deposit → **Rent of USD$5/yr (~¥34)**

Not NFT compliant → **NFT compliant**

No reverse resolution → **Reverse resolution**

New system

Recent **Upgrades** 🥳 🎉

Old system		**New system** 🎉
5 day auctions	→	2 min "instant" registrations
Recoverable deposit	→	Rent of USD$5/yr (~¥34)
Not NFT compliant	→	NFT compliant
No reverse resolution	→	Reverse resolution 🎈

Recent **Upgrades**

IMPORTANT NOTE:

If you owned a .eth name prior to the upgrade, you have one year (May 4, 2020) to migrate to the new system

>>> **manager.ens.domains**

Upcoming Upgrades

Shorter **Names**

Current system: +7 character names

Shorter **Names**

Current system: +7 character names

Coming soon: 3 - 6 character names
- 1) Reservation, 2) Auction, 3) Instant registrations
- More info coming soon

DNS **Integration**

Make an ENS record for a DNS domain

Experiment with .xyz

Roll out to +1200 DNS TLDs later this year

DNS **Integration**

Current system:

- .eth names
- .xyz experiment (+ .luxe)

DNS **Integration**

Current system:

- .eth names

- .xyz experiment (+ .luxe)

New system

- .eth names

- .com, .org, .io, + 1200 more

DNS **Integration**

Send tokens to >>> "ethereum.org"

>>> More information coming soon

Other **Cryptocurrencies**

Current system: Our standard Public Resolver only supports Ethereum addresses

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Current system: Our standard Public Resolver only supports Ethereum addresses

Possible future system: You can use one ENS name for all your cryptocurrencies

How to **Integrate**

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Goal 🥅

Everytime a user might otherwise see an Ethereum hex address or content hash, they instead see an ENS name.
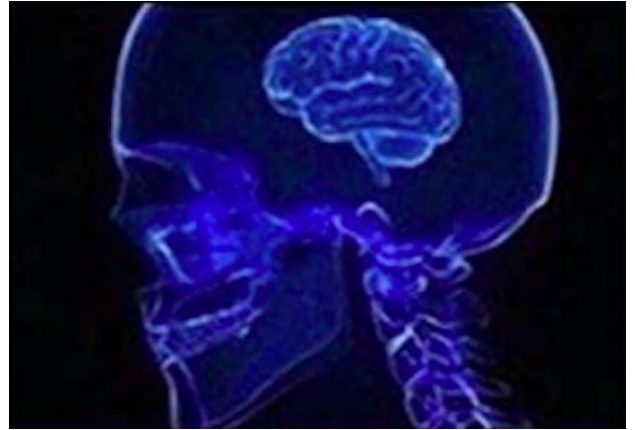
Integration **Level** -10

No ENS support at all
You are scaring away your users with 40 character Ethereum hex addresses!

Integration **Level -10**

No ENS support at all

You are scaring away your users with 40 character Ethereum hex addresses!

😱 Danger zone!

Integration **Level 1**

Resolution in "Send" fields

In any field that requires a user to input an Ethereum hex address, also allow them to input an ENS name (dapp then retrieves hex address)

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In any field that requires a user to input an Ethereum hex address, also allow them to input an ENS name (dapp then retrieves hex address) 👍 **Super easy!**

Integration **Level 1**

Recipient

Ethereum name or hex address

Integration **Level 1**

Recipient

ethereum.eth

Integration **Level 1**

Recipient

ethereum.eth

0xfB6916095ca1df60bB79Ce92cE3Ea74c37c5d359 ✅

Integration **Level 2**

Reverse resolution

Anywhere you display a hex address, look it up to see if it has a reverse resolution record. If it does, display the ENS name instead.

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Anywhere you display a hex address, look it up to see if it has a reverse resolution record. If it does, display the ENS name instead.

👍**Very smart!**

Integration **Level 2**

Your Profile

0xfB6...5d359
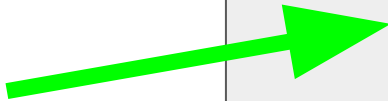
Integration **Level 2**
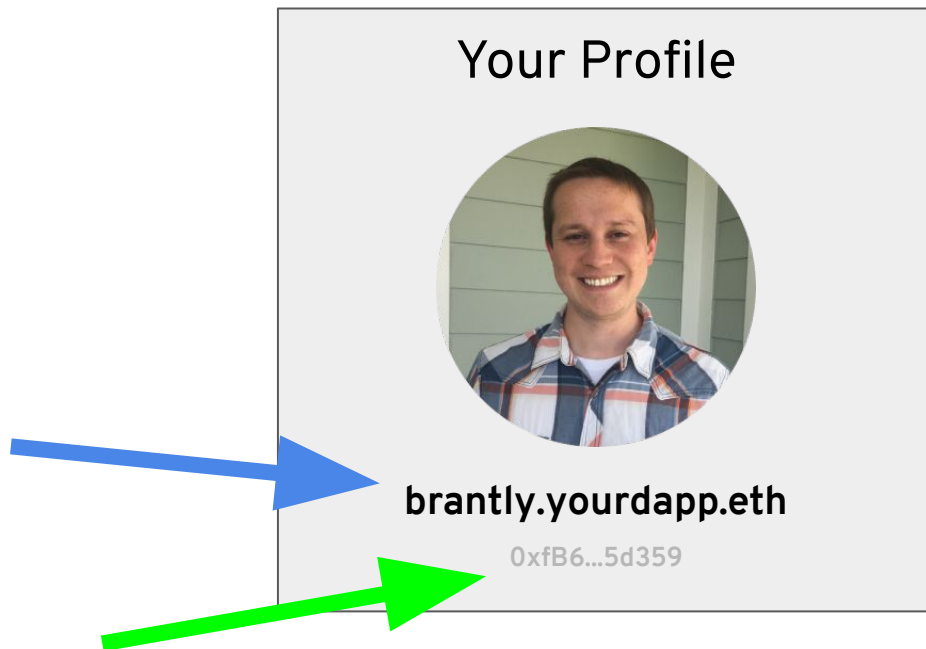
Your Profile

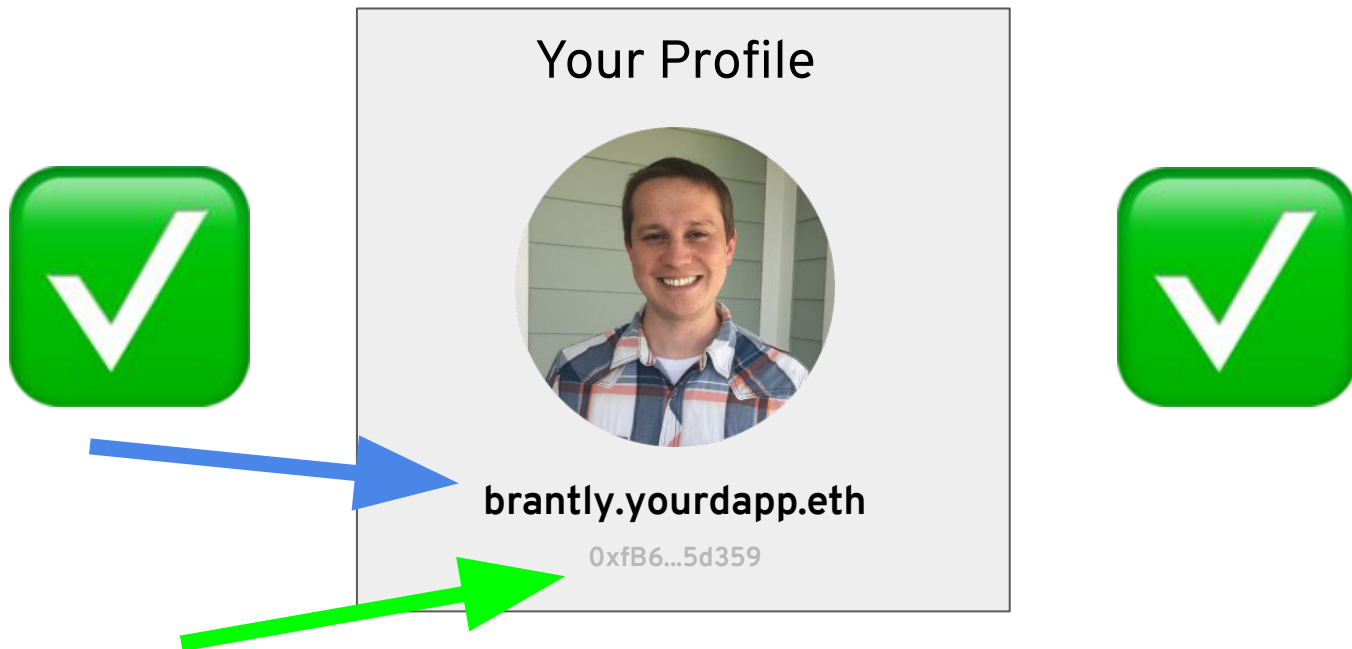0xfB6...5d359

Integration **Level 2**

Your Profile

0xfB6...5d359

Integration **Level 2**

Your Profile

brantly.yourdapp.eth

0xfB6...5d359

Integration **Level 2**

Your Profile

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Integration **Level 3**

Give users names

In on-boarding process, give users ENS name or subdomain to act as user name or for users to receive tokens with.

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In on-boarding process, give users ENS name or subdomain to act as user name or for users to receive tokens with. ⭐⭐⭐⭐⭐ **Brilliant!**

Integration **Level 3**

Name your wallet!

Type name here .yourdapp.eth   Name it!

Integration **Level 3**

Name your wallet!

brantlyistheman **.yourdapp.eth**   **Name it!**

Available! ✅

Integration **Level 4**

Dapp on IPFS via ENS
Host your dapp on IPFS, and make it available in supported browsers via an ENS name.

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😎😎😎😎😎

Integration **Level 4**

Opera beta mobile

Integration **Level 4**
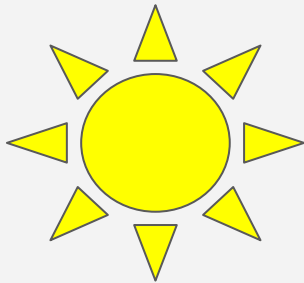
Opera beta mobile

yourdapp.eth

Integration **Level 4**

O Opera beta mobile

ipfs://yourdapp.eth

Hello, welcome to my dapp!

Supported **Libraries**

- **Javascript**: ethers.js, web3.js, ethereum-ens, ethjs-ens
- **Java**: web3j
- **Python**: web3.py
- **Delphi**: delphereum
- **Command-line**: ethers-ens
- **More**: https://docs.ens.domains/dapp-developer-guide/ens-libraries

Your dapp isn't finished without **ENS...** because your dapp isn't **user-friendly** without ENS.

Useful **Links ...Thank you!**

- **Website**: ens.domains

- **Manager**: manager.ens.domains

- **Docs**: docs.ens.domains

- **Medium**: medium.com/the-ethereum-name-service

- **Twitter**: @ensdomains

- **Email**: brantly@ens.domains