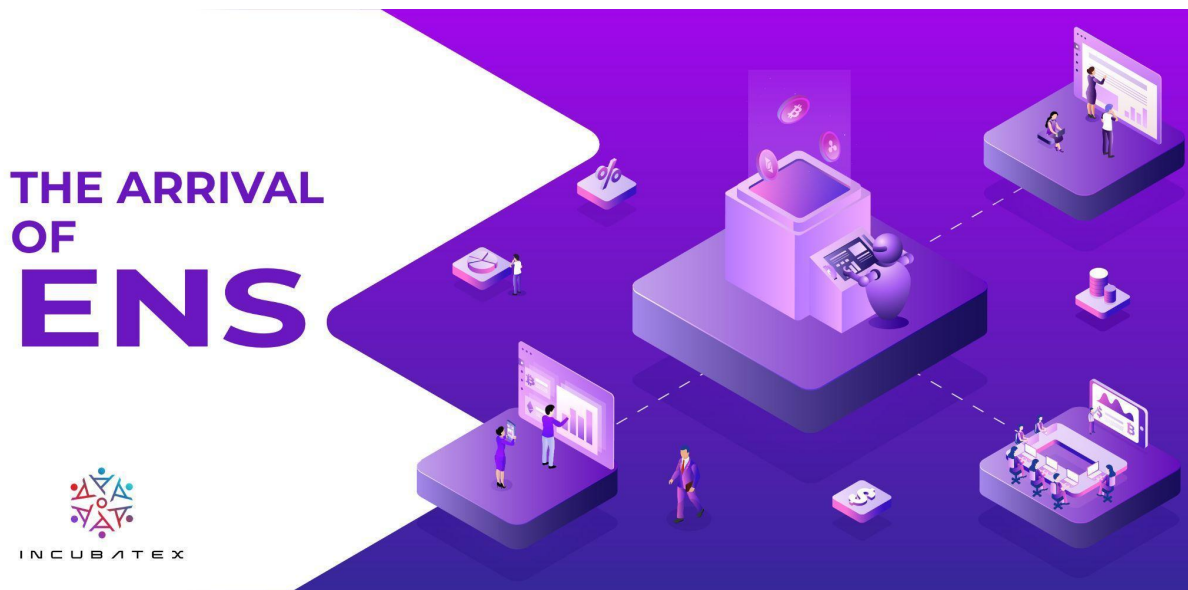


Domain Name Service: The Arrival of ENS



It all starts with the name. In our world, we all have names that we use to identify or recognize ourselves as well as the things (companies, enterprises, etc.) that we own or manage. Anyone who sees a name can quickly recognize the bearer or owner of the name and approach or engage with them as a result.

So what about the internet whereby nowadays we spend the majority of our time on? Some of us even work on the internet. Well, there are also naming services that are present on the internet which allows us to identify various systems and persons easily. This naming system is called Domain Name System (DNS).

This article takes a sneak peek into what a DNS really is and further dives into the naming system associated with the crypto space.

What is a Domain Name System?

The domain name system (DNS) is a naming database in which internet domain names are located and converted into Internet Protocol (IP) addresses. Given that names are easier for people to remember than numbers, the domain name system (DNS) is best recognized for connecting names to IP addresses.

You may liken Domain Name System (DNS) to the Internet's phonebook. Humans access information online through domain names, like incubatex.io or twitter.com. Without DNS, to access a website, you would have to memorize its IP address, which, well, that just wouldn't work!

For instance, if someone types "example.com" into an internet browser, a server behind the scenes maps that name to the interconnected IP address. Google's IP address is 209.85.231.104.

Now that you know what a DNS is, let's take a look into ENS (Ethereum Name Service) which is the blockchain equivalent of DNS.

Looking into ENS (Ethereum Name Service)

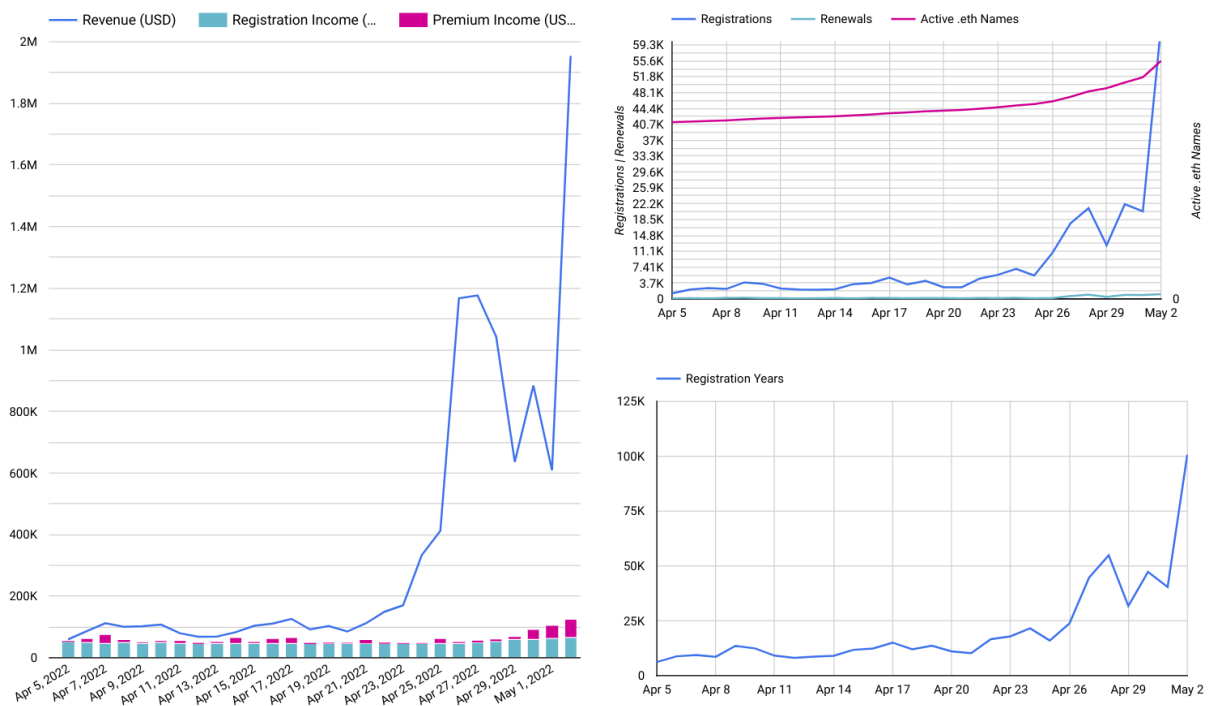
Much like DNS permits websites to map their IP addresses to human-readable domain names (such as incubatex.io), ENS allows the same functionality for decentralized websites and wallets.

However, ENS is intended to work in addition to the current DNS system, not as a replacement. It even allows users to register ENS names for DNS domains they already own.

While not the only naming system of its kind, ENS is by far the most prominent and widely integrated blockchain naming system.

At the time of writing this article, there were 581,664 unique owners with 414,812 names registered. In May 2022, Nick Johnson, the founder and lead developer of ENS tweeted saying:

“Looks like May 2 was another crazy day for ENS. Breaking records again: Highest revenue (\$1.95M), most registrations (63k), most registration years (100k)”. also later in August, he [retweeted](#),



“It took 5 years to reach 1,000,000 names then only 3.5 months to reach 2,000,000!”

With hundreds of integrations, you can provide ENS names to cryptocurrency wallets from services like MetaMask, Gnosis, Coinbase, Trust, and more.

What Benefits Does an ENS Domain Bring?

- You can attach an ENS domain name to your cryptocurrency wallet in addition to assigning it to your website or social media profile, allowing you to utilize it in place of your actual wallet address. You can save a lot of time by doing this instead of the usual copying and pasting, and you'll probably make fewer mistakes because you won't have to check lengthy, tricky alphanumeric crypto addresses character by character.
- One simple-to-remember ENS name can be used to receive any kind of coin, token, or non-fungible token (NFT) that works with an ENS-compatible wallet since you can assign numerous different types of wallet addresses to an ENS name.
- You might use the same “.eth” name for both your personal website and Ethereum wallet. Therefore, if you typed your “.eth” name into a web browser, you would go to your website, but if you typed it into a cryptocurrency transfer, your wallet address would be recognized right away.

Let's say that the DNS name for the website hosting your resume and professional portfolio is already registered. If, for instance, you wanted to use a simple “.eth” name to reference your website, wallet address, Twitter handle, and more, you may want to consider that. In other words, a “.eth” name can act as a single pseudonym for your whole online presence, including the online presence that was already established using the old DNS system.

How do I get an ENS Domain?

If you want to create a new ENS domain, you will need a crypto wallet, such as MetaMask, Torus, or MEW, and some ether (ETH). From there, you can search for the domain of your choosing at <https://app.ens.domains/>.

The cost of a new ENS domain is at least \$5, but you should expect to pay fees for the Ethereum transaction.

Concluding Thoughts

The prospects for an ens domain are really bright. The demand for ENS domains will probably rise as cryptocurrencies and smart contracts gain mainstream popularity.

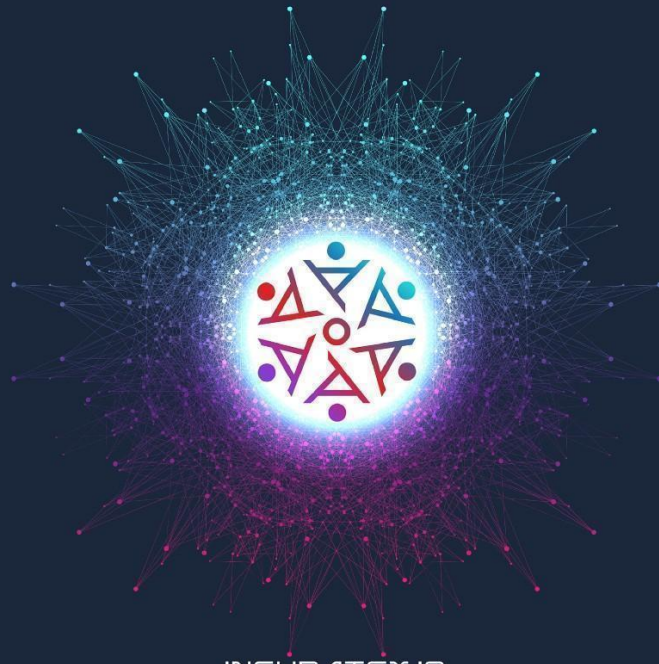
As more individuals become aware of the possible applications of ENS domains, their costs can likewise rise.

About IncubateX

IncubateX is the 1st women-led incubator & NFT launchpad on web3. We specialize in helping innovative projects incorporate web3 infrastructure -mainly NFTs- within their ecosystems while focusing solely on mission-driven projects that make a positive impact IRL.

IncubateX Official Links

[Official Linktree](#) | [Discord](#) | [Whitelist](#)



INCUBATEX.IO