What is PRüF?

PRüF is a next generation protocol that gives brands and creators control of their blockchain identity with branded Nodes. Node operators instantly create media rich, platform interoperable assets with built in features like permanent media storage, royalties, monetization, and more.

Lasting Value for tokenized assets.

With features like permanent storage, DAO governance, and verifiable provenance, PRüF enabled physical and digital assets are what NFT's should have been all along.

TRUSTLESS INTEROPERABILITY is the key to a vibrant asset ecosystem for next generation applications like NFTfi tranches, asset bundles, universal provenance, metaverse assets, gaming, and more.
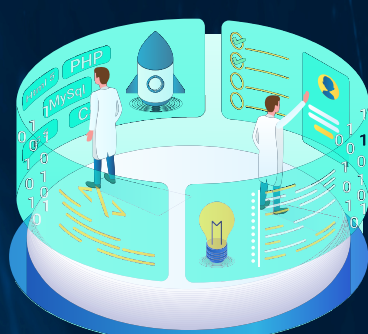
All platforms using PRüF enjoy the same set of on-chain trustless features, making asset interoperability simple. Node operators can permit tokens access to their platform through a trustless, on-chain permissioning system. Since platforms can trust the audited, DAO governed protocol, they can be sure of the same security guarantees for foreign assets as they are of their own.

PRüF allows Tokenized Assets to finally fulfill the the promise that blockchain assets imply - permanent, immutable value.

PRüF PROTOCOL
Makes it easy for content creators or manufacturers to tokenize their products, adding value, security, and provable authenticity for users.

MANAGED PRESENCE
PRüF lets businesses or artists manage their blockchain presence in much the same way they control their website and social media.

USER EXPERIENCE
PRüF gives brands and creators tools to curate the customer experience, eliminating unfavorable comparisons to inferior products or imposters.

PRÜF
no app required

1 Open the camera app on a smartphone.
No Special App Required.

2 Scan the PRüF tag.
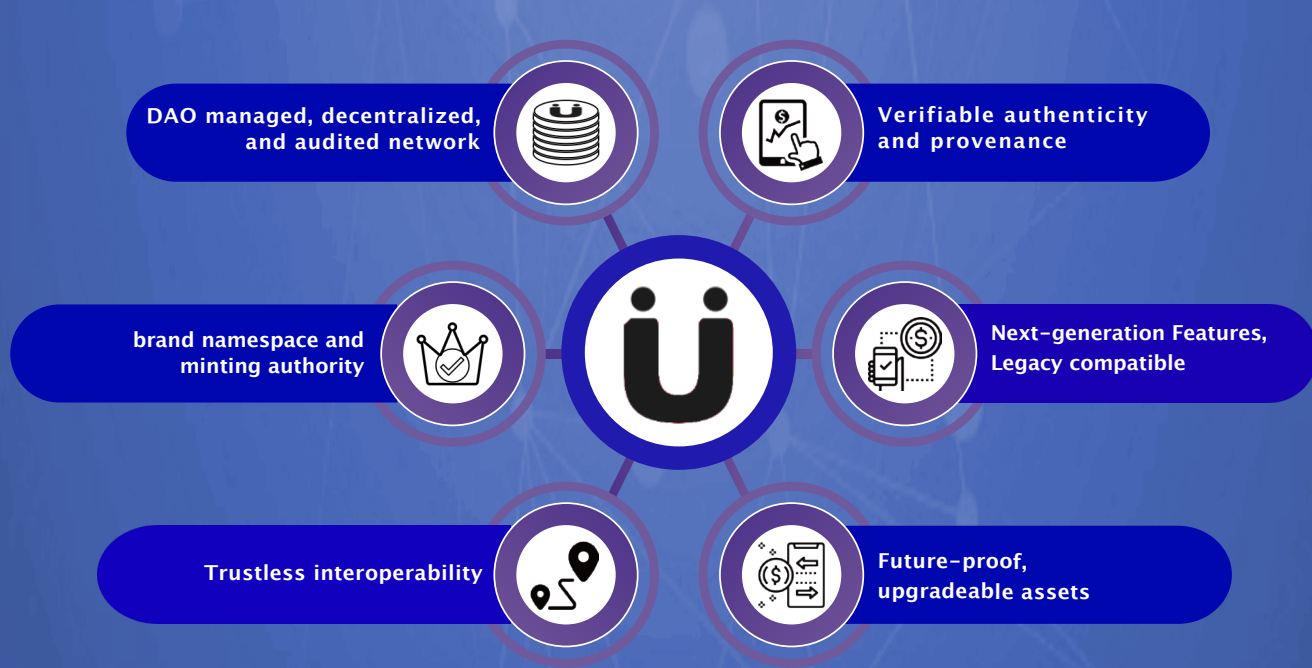(Or enter the item information).

3 Verify Authenticity and status.
Lost or stolen items may list a bounty, items for sale display a "purchase now" option.

Turnkey solution.

With a PRüF node, teams launch their offerings on an audited, proven, extensible contract network. No blockchain development or audits are required - drastically cutting time-to-market, risk, and development costs. Launch in minutes or days instead of months.

- DAO managed, decentralized, and audited network
- Verifiable authenticity and provenance
- brand namespace and minting authority
- Next-generation Features, Legacy compatible
- Trustless interoperability
- Future-proof, upgradeable assets

PRüF Protocol Overview

The decentralized, DAO governed PRüF protocol solves authenticity, provenance, data permanence, and branding for physical and digital assets. With PRüF, NFT products or asset tokenization projects can be up and running in minutes instead of months – with audited code, permanent storage, and built-in marketplaces and payment systems.

By using a standardized set of audited contracts, the PRüF protocol endows ERC721 compliant tokens with superpowers. These features all use a known contract infrastructure, so they have trustworthy provenance for cross-platform operation.

Legacy tokens comply with NFT standards externally but must be audited by an experienced team to understand their actual on-chain guarantees and value. In contrast, the PRüF contract infrastructure is quantified; all tokens minted with a PRüF node are compliant within a fixed set of restrictions, and backwards compatible to ERC721.

The on-chain, trustless guarantees provided include:

DAO governed, decentralized protocol
The PRüF DAO guarantees fair operation across all compatible blockchains through community governance, nurturing a vibrant, prosperous ecosystem into the future.

Verified nodes
Nodes are tied on-chain to brand presences, domains, or other brand assets. Minted assets are verifiably authentic and irrevocably linked to the node/brand that minted them. With each asset linked to its minting Node, collectors, users, and industry professionals can ensure that products and creations tokenized with PRüF are provably sourced from verified parties and genuine brands.

Platform Interoperability
All platforms using PRüF enjoy the same set of on-chain trustless features, making asset interoperability simple. With cross platform assurances, the PRüF protocol can facilitate the proliferation of tokenized assets, metaverse and in-game objects, and cutting edge NFTfi products created within a diverse ecosystem of creators and artists.

Approved Storage providers
The PRüF protocol supports a variety of storage providers and maintains approved access mechanisms that ensure trustworthy data integrity. Storage providers and access specifications can be changed or added to as needed to match the options and access mechanisms into the future.

Permanent and transient storage options
The PRüF protocol includes support for Arweave pay-once-store-forever blockchain storage, native EVM storage, and IPFS for transient applications. As a result, PRüF can economically store documents, media, and even software permanently on-chain with no ongoing costs or maintenance.

Immutable and Mutable storage
Assets have both mutable and immutable storage encoded on-chain. This enables advanced features which are well suited for many applications, including metaverse or game objects. (IE Immutable container = ship, mutable contents of container = cargo)

A dedicated, hardcoded countdown counter
The PRüF protocol includes an on-chain data field that can only be reduced (never increased), ending at zero. Although Node operators can use this for any purpose, an example might be limited editions, limited duplication authority, or consumable tracking.

Programmable Business Logic
Node operators can specify the monetization options and operational capabilities of the assets they mint in the PRüF ecosystem. For example, royalties, escrows, collateralized credit, fractional ownership, limited editions, and more can be customizable features for PRüF assets.

Cross-Chain Operation
The PRüF Protocol is designed to be deployed on any EVM-compatible blockchain and can communicate universally to other deployed instances while getting the best each chain has to offer. PRüF even allows existing NFT projects to wrap tokens, effectively making all NFTs cross-chain compatible.