SafeMarket alpha released Tuesday, December 8th

On Tuesday, Dec 8th Safemarket's alpha version will be released to the developer community for technical feedback. Lead developer, Aakil Fernandes relayed, "This is an extremely exciting time in trade powered by Ethereum blockchain technology. With SafeMarket, the goal is to create a new generation of e-commerce, whereby buyers and sellers can securely transact unencumbered by middlemen."

Technical Feedback on Alpha Release

Please go to **https://github.com/SafeMarket/dapp/wiki/Getting-Started** to try SafeMarket. Please go to https://www.reddit.com/r/safemarket to give feedback.

SafeMarket Open and Peer-to-Peer Nature

SafeMarket has been designed as an Open and Peer-to-Peer platform. SafeMarket uses a reputation and allows reputable third parties to help manage transactions. We expect these checks and balances will strongly encourage legitimate trade on the network. Sellers on SafeMarket host their own products and are therefore directly responsible for complying with local jurisdictional law.

SafeMarket Security

The security advantage of SafeMarket stems from its Ethereum blockchain architecture. Unlike traditional client-server models, Ethereum requires no servers that can be hacked. The Ethereum paradigm radically reduces the cost and technical skill required for merchants who want to sell their products online while greatly increasing the volume of transactions they can handle.

SafeMarket Ethereum Smart Contract Escrow and Dispute Resolution

SafeMarket offers Ethereum smart contract escrow to settle disputes. When a buyer completes a purchase, they send money to a smart contract virtual escrow. Like traditional escrows, these virtual escrows require a third party to act as an arbitrator. Unlike traditional escrows, it is impossible for an arbitrator to misuse the funds as they are encumbered through Ethereum smart contract technology.

###