GME + Loopring + Immutable X = Reality Fission's Weapon of Mass Destruction

The announcement that we received today was a little bit confusing. At first glance, it seemed that Gamestop partnered with some new company, leaving Loopring as an afterthought. This is absolutely not the case. Loopring and Immutable X are two pieces of technology that are made to work together, they are not competing technology. Let me explain.

We know Gamestop is building an NFT marketplace. However, there is a HUGE PROBLEM in trying to do this. Ethereum and web3 in general, is kind of a fucking bitch to interact with, I can personally attest to this. It can be frustrating, expensive, slow, and confusing. In its current state, onboarding hordes of new users is next to impossible, it's a highly fragmented process. New users have to learn about wallets, key management, seed phrases, funding their wallets, centralized exchanges, etc. It's a laundry list of hoops people have to jump through, before even getting to step one. The general population, do not and will not care enough to learn about all those things, just to mess around with NFTs (which already don't have the best reputation). Right now, before even thinking about creating an NFT marketplace you have to figure out how you're even going to get people to use it. In short, user experience (UX) in the decentralized world, FUCKING SUCKS and it's a BIG PROBLEM.

Gamestop knows this. Gamestop is not playing around.

They are redesigning the entire web3 UX for developers and users alike, completely overhauling the current paradigm for interacting with web3. Combining the tech behind Loopring and Immutable X simplifies almost every step along the user and developer lifecycle. Gamestop is looking to make the web3 experience as simple as developing and using apps on the traditional internet that you know and love today.

I read through the entire Immutable X whitepaper, here are some important points about both projects.

Immutable X

* IT IS NOT A WALLET - It is a marketplace protocol, it is non custodial, they do not hold or manage assets. Users are always in control of their tokens.
* It needs an existing wallet to interact with
* NFT marketplace protocol only
* Built to work with 3rd parties
* Carbon neutral
* Simplifies the NFT development/deployment pipeline, reduces NFT project development timeline from weeks to hours. Allows NFT project builders to focus on the NFT project itself
* Built on Layer 2 - Secure, cheap and fast transactions

Loopring

* IS A WALLET - Holds user assets, this is where users manage and directly interact with their tokens.
* Is needed to interact with the IMX protocol
* Direct Fiat ramp - On & Off (No centralized exchanges, can buy with credit card)
* Smart contract wallet with social recovery (no key management + social recovery)
* Decentralized exchange for traditional ERC-20 tokens
* Built on Layer 2 - Secure, cheap and fast transactions

I could go on for days going into the nuances and scope of what both projects are looking to do and how they aim to do it, but the important thing to take away from this is that these are not competing products. They both exist to work in harmony, with Gamestop as the orchestrator. By combining these technologies, Gamestop is able to solve one of the biggest hurdles the web3 ecosystem has been facing. This is barely scratching the surface, there are a million and one ways Gamestop can implement these projects, some of the most mind blowing stuff is still behind the scenes.