ArtChain

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What is ArtChain?

- Decentralized application for validating photographs on the blockchain
- Based on Ethereum's blockchain
- Smart contracts to attach a tag to a photo or encrypt a photo
- Option to display the photo after encryption on the platform
- Target user: photographers looking to display and distribute their photos securely and confidently

User's Point of View

- Platform to validate photographs on the blockchain
  - User will be able to choose a file to be encrypted/tagged
- Copy of the photo tagged/encrypted with corresponding hash
- The copy of the photo that is tagged/encrypted can be displayed and distributed as the photographer chooses
- User can check validity and ownership of images with the blockchain ledger

Why?

- Blockchain technologies
  - Decentralized - database isn't stored in a single location
  - Information is shared and continually updated
- Security
  - Transactions are immutable once verified on the blockchain
  - Make it easy to license work, track usage, have a clear record of history, etc.
- Potential to expand to different users
  - Musicians/music producers
  - Filmmakers

Questions?