RIF Labs Announces RIF
Name Service for
Public Use

The service, which was launched in beta in November 2018, allows users to identify resources on the RSK Network by name – similar to the Internet's Domain Name Service (DNS)

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RIF Labs, the purpose-driven organization led by RSK Labs's founding team and other top executives, is announcing the official launch of the RIF Name Service (RNS), which is the first implementation of the RIF Directory Protocol and allows users of the Root Infrastructure Framework Open Standard (RIF OS) full access to the serrvice that enable users to easily identify relevant resources like RSK addresses, public keys, social network handles, among others on the RSK Live Network via readable aliases and domain names.

"As we're continuing to build out the RIF OS and expanding the capabilities of the underlying RSK Smart Contract Network, we can't lose sight of number one obstacle to mainstream user adoption: basic usability," said RIF Labs CEO Diego Gutierrez Zaldivar. "When the Internet was first being developed, it was hard to understand the transformative potential it possessed. Without services like DNS we would still be relying on remembering exact IP addresses to access internet services. Without those basic services mass adoption would have never been reached".

RNS helps to map human readable aliases to the currently hard-to-read hexadecimal addresses blockchain developers and users are force to use today. For example, if you want to search for your friend Alice on a future RIF messenger service, rather than searching for "3f84e75ebb8a561e24436eb456463b79afe533fc", you can simply search for "alice.rsk". RNS employs a bidding system for domain name registration to ensure fairness. RNS is the precoursor in a stack of powerful services that will integrate the full suite of RIF OS Protocols such as off-chain payments, data storage, data feeds, and secure communications.

"Our vision has always been focused on the creation of the Internet of Value – an open network where individuals can transfer value from point A to point B without censorship or intermediation – and making the RNS available to all users is critical to achieving this goal," continued Zaldivar. "If we can make this system accessible to the billions unbanked and underbanked in today's world, we can effectively combat the financial inequality that currently wracks our planet."

About RIF Labs:

RIF Labs operates as a purpose driven organization focused on promoting and developing the next generation of open blockchain-based infrastructure that will enable worldwide financial inclusion and bridge the gap between this nascent technology and mass adoption.

RIF Labs is implementing RIF OS Protocols an all in one, easy to use, blockchain infrastructure service suite that will allow greater scalability and faster time to market for traditional and blockchain developers.

The organization has a growing team of mission driven, passionate collaborators all over the globe and it's led by the RSK Labs founding team and other top executives that are widely recognized at the forefront of the Bitcoin and cryptocurrency space, actively leading key innovations and community building since 2011.