



# 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



### Trustless interoperability:

the key to a vibrant asset ecosystem for next generation tokenization applications

### Overview:

PRÜF is building the decentralized, DAO governed PRÜF tokenization protocol - solving authenticity, provenance, data permanence, and branding for physical and digital assets. With PRÜF, NFT 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. Tokens minted in the PRÜF protocol are backwards compatible to legacy ERC721 systems, and can be used within those systems like any ERC721 token.

### NFTs and asset tokenization are deeply broken.

The US\$25-Billion NFT space is rife with fraud. There is no simple way to validate provenance or for brands to protect themselves from imposters. Centralized systems fail to conserve long-term value for token holders. Many NFTs are maintained on centralized servers and will go dark because of continuity of business failures, leaving holders with little more than expensive dead internet links. Taking a screenshot of a digital art NFT to "steal" it has reached viral meme status, and high profile "NFT heists" are becoming a regular topic of news and social media.

### Trust, authenticity, and permanence as a standard.

Using a standardized set of audited contracts, the PRÜF protocol endows ERC721 compliant tokens with superpowers. All assets use a shared contract infrastructure, so they have trustworthy provenance for cross-platform operation - each brand and creator part of a federated, DAO governed ecosystem.

- **DAO governed decentralized protocol:** In a departure from the wild west of legacy token protocols, The PRÜF DAO guarantees fair operation across all compatible blockchains through community governance.
- **Verified nodes:** Minted assets are verifiably authentic and irrevocably linked to the node or brand that minted them, creating easily verifiable authenticity and provenance within the ecosystem.
- **Platform Interoperability:** All platforms using PRÜF enjoy the same set of on-chain trustless features, making asset interoperability simple.
- **Diverse Storage Options:** The PRÜF protocol supports a variety of storage providers and maintains approved access mechanisms that ensure trustworthy data integrity.
- **Advanced Features:** DeFi, metaverse, and game objects need trustless tools that simple NFTs cannot provide. PRÜF enables advanced features well suited for applications that legacy NFTs cannot support.
- **Programmable Business Logic and Monetization:** Node operators can specify the monetization options and operational capabilities of the assets they mint in the PRÜF ecosystem.

### PRUF tokens - the new digital economy for tokenized assets.

The PRÜF Protocol is not an NFT platform. PRÜF is designed to be *used by* platforms, marketplaces, brands, and creators, spanning blockchains an interoperable ecosystem of tokenized digital and physical assets. Powering this ecosystem is the PRUF utility token, ensuring cross-platform, cross-chain operation and incentivizing growth while creating a mechanism to govern a healthy, vibrant ecosystem.