

London-based start-up using blockchain to support net neutrality

Submitted by: DADI

Tuesday, 19 December 2017

Does anybody else feel like there's something wrong with the internet? It was conceived as a global, democratic communication network—a mesh of computers where information and power were equally distributed—but this principle is under attack from all sides.

Companies like Google, Facebook and Amazon are centralising control, while powerful lobbying groups are working to undermine net neutrality. We are facing a future where people are the customer—and the product—of a network controlled by only a handful of global corporations.

But what if we reversed this relationship? What if we collectively owned the network, while also being the beneficiaries of the revenue that comes from its use?

DADI is a global decentralized cloud services platform, built using blockchain technology. It is designed to bring the balance of computational power back to the people – a network collectively owned by its users, and offering substantially cheaper services than those offered by the big tech companies.

Think of it as a peer-to-peer hosting network. Any device – from a smartphone to a supercomputer cluster – can join the DADI network and sell computational power as a 'miner', while platform users who host their services on DADI benefit from significant reductions in cost compared with legacy cloud providers such as Amazon Web Services, Microsoft Azure and Google Cloud. DADI also offers enhanced security, rate flexibility and cutting edge performance.

DADI is launching a crowdsale in January to support platform development and allocate DADI tokens, with which the cloud services will be bought and sold. Holders of the token earn dividends as the platform grows – and early investors stand to benefit the most.

In stark contrast to other crowdsale events, the technology of DADI is already here. The heart of the platform – a series of intelligent microservices for building digital products – has been in development for four years and are in production today, powering websites for over 200 brands for global media companies including Bauer Media (Empire, Grazia, Mojo, Kerrang, Absolute Radio, Kiss and more), Haymarket Media Group (What Car?), Monocle and Virgin.

DADI's cloud services platform builds on the success of this technology, delivering a network to tackle a USD250bn industry head on – shared with the community that helps to create it.

For full details on the technology and/or crowdsale (including a video explaining the platform) please visit <https://dadi.cloud/>.

We also have full press release available via email if required, please contact Paul Regan on 07711001067 or pr@dadi.co.