



**The Trusted Marketplace for NFT's of the Next Generation**

## Who is Wisekey?

Digitalization is the new normal with disruptive waves to the economy, business models, consumer choices and demands. Today, we must acknowledge that we are either building a future of technological grandeur at the expense of what makes us magnificent, or we are building a future of human grandeur with the help of magnificent technology. The path we collectively choose will determine whether our future is bleak or bright.

WISeKey develops technology following principle based on the understanding that technology shall serve people and not people serve technology. All our codes, cryptoalgorithms, chips, patents and products are developed following these principles:

**Access \* Privacy \* Security \* Consent \* Ethics \* Future-proof Skills \* Good \* Democracy**

These are the principles on which WISeKEY Vertical platform operates as a turn-key operation offering a one pitstop solution.

These principles put WISeKEY apart from its competitors as they act as safeguard to protect people against the threats on the Internet. They simply protect users' privacy.

## What is WISe.ART?

WISe.Art is a fully-fledged marketplace. It can connect all actors of the arts industry. Our white-labeling options and special NFT designs ensure that besides an authenticated and signed version of the actual digital asset, creating an irreversible link to the physical object, providing proof of ownership, provenance, and a set of smart contracts describing future use and monetization streams.

The WISe.Art NFT platform is fully secured by WISeKey's innovative security technologies enabling the authentication of digital assets, in a safe end-to-end process based on our experience and proven expertise in this domain.

## What is an NFT?

According to Forbes Advisor, “an NFT is a digital asset that represents real-world objects like art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.

Although they’ve been around since 2014, NFTs are gaining notoriety now because they are becoming an increasingly popular way to buy and sell digital artwork. A staggering \$174 million has been spent on NFTs since November 2017.

NFTs are also generally one of a kind, or at least of very limited runs and have unique identifying codes. “Essentially, NFTs create digital scarcity,” says Arry Yu, chair of the Washington Technology Industry Association Cascadia Blockchain Council and managing director of Yellow Umbrella Ventures.

This stands in stark contrast to most digital creations, which are almost always infinite in supply. Hypothetically, cutting off the supply should raise the value of a given asset, assuming it’s in demand.

But many NFTs, at least in these early days, have been digital creations that already exist in some form elsewhere, like iconic video clips from NBA games or securitized versions of digital art that’s already floating around on Instagram.

For instance, famous digital artist Mike Winklemann, better known as “Beeple” crafted a composite of 5,000 daily drawings to create perhaps the most famous NFT of the moment, “EVERYDAYS: The First 5000 Days,” which sold at Christie’s for a recordbreaking \$69.3 million.

Anyone can view the individual images—or even the entire collage of images online for free. So why are people willing to spend millions on something they could easily screenshot or download?

Because an NFT allows the buyer to own the original item. Not only that, it contains built-in authentication, which serves as proof of ownership. Collectors value those “digital bragging rights” almost more than the item itself.”

WISe.Art can provide a secure, verified, entrusted NFT. The 25-year stability as well as the ongoing research work which the mother group WISeKEY has conducted for the past twenty-five years, ensures that the NFT, the key to your digital world will be safe now and in the long run.

Everyone is welcome.

For further information please contact:

**Sixtine Crutchfield**

Art Director WISe.Art

[scrutchfield@wisekey.com](mailto:scrutchfield@wisekey.com)

**Carlos Moreno**

VP Corporate Alliances and Partnerships

[cmoreno@wisekey.com](mailto:cmoreno@wisekey.com)