TRUSTEDART

BE SURE ABOUT YOUR MASTERPIECES

www.trusted-art.com

Trusted-Art is a Blockchain-based platform for the management and certification of artworks providing protection and support for artists, mediators and collectors.

Acknowledgment of authenticity

THROUGH BLOCKCHAIN

"

*From the **Artists**' request to have a logically structured archive in order to catalog and supervise the reproduction process, and to rebuild the distribution map of their first artworks and their Multiples, to the **Collectors**' need to have a certification of authenticity of their newly acquired masterpieces and the previously owned ones.*

Recorded in the Blockchain public ledger

ARTWORKS

Attribution of **authenticity**, guaranteed by the artist himself and aided by **Block Chain** technology.

ARTISTS

Creation of their own **Certified Digital Archive** and full tracking of the production process, to provide the artists a necessary tool **for the enhancement of their own works**.

COLLECTORS

Possibility to request a **certification of authenticity** of the artworks listed in their collections, directly from the artist.

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Control

The platform ensures easy and efficient management of the proprietary **Certified Digital Archive**, logically organized, to give extreme control on production and distribution of artworks.

Tracking and Control of the Artworks production

Tracking

Introduction of a **tracking & control** system for the marketed artworks, that gives artists full control of all reproduced works, also providing collectors the certification of authenticity for the acquired artwork.

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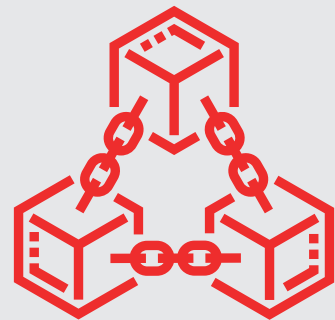BE SURE ABOUT YOUR MASTERPIECES

Value & Authenticity

Full data recording of artists, artworks and buyers on **decentralized databases ensures**, at the same time, unaltered and certain data with the benefits of reliable technology.

The absolute certainty of all **Block Chain transactions** is attested by univocal ID numbers processed through deep encryption coding that unambiguously qualify a given dataset

Trusted Art uses the innovative Block Chain technology to certify the authenticity of the work of art in complete safety and in total respect for privacy.
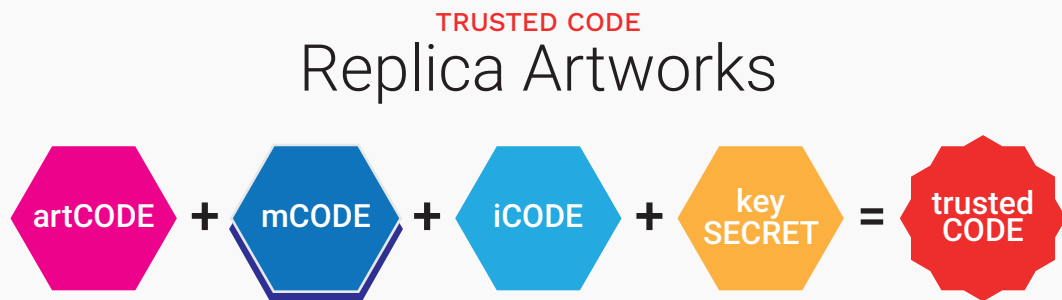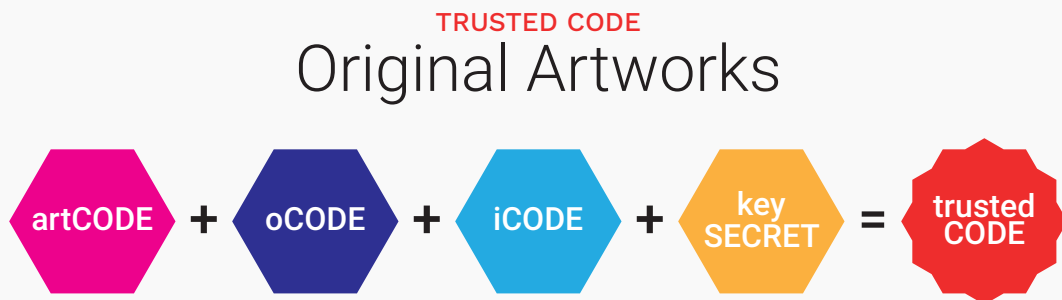
Trusted Code

The **Trusted Code** ™ is structured on a proprietary algorithm, based on the own specifics of a single artwork and its relative multiples.

A set of *Artist Codes* strings is generated through the combination of these characterizing elements:

$$aCODE + rCODE = artCODE$$

When **artCODEs** are linked the the relative works through dedicated procedure, *Trusted Codes* are generated according to this scheme:

TRUSTED CODE
Original Artworks

$$artCODE + oCODE + iCODE + key\ SECRET = trusted\ CODE$$

TRUSTED CODE
Replica Artworks

$$artCODE + mCODE + iCODE + key\ SECRET = trusted\ CODE$$

The generated string, for both schemes, is **encrypted through a proprietary key**, safely stored.

The result of this procedure is the **Trusted Code** ™, whose referential integrity connected to the key, is constantly verified by background control system in order to prevent unchangeability.

Thanks to digital records, encryption and safe data storage, Block Chain and Distributed Ledger in general, guarantee authenticity and full tracking, standing as a fast unchangeable system for authentication and certification of property for artworks.

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Artists

Dashboard summarizes all the stats of the artist official archive:
- Number of sold first works;
- Number of distributed multiples;
- Worldwide distribution of first works;
- Worldwide distribution of multiples.

Digital Archive: manages the entire archive (insert, edit, delete…);

Authentication Requests: manages the authenticity requests on previous works and the relative payment flows;

Replica Management: rules the entire multiples distribution process, including production lots assignment to the brokers;

Statistics: in which you can consult detailed reports relating to your activity;

" Creating an extraordinary marketing tool to enhance visibility and increase sales through your online shops.

Collectors

Dashboard: shows all the certified artworks, catalogued with customizable criteria, and elaborates the certification requests for all previously acquired artworks.

Authenticity Requests: manages the entire process of direct-to-artists requests, including money transfers and payment tracking.

Conveyancing: manages all steps of artwork conveyancing.

Receiving advanced info on new works and invitations for exclusive events. "

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Printers

Dashboard: manages the workflow of Replica lots. The list is subdivided by artists and artworks, and shows all specific info for transaction stat: number of produced Multiples, number of total Multiples.

Intermediaries

Dashboard: summarizes all statistics for:
 • Number of accounted Artists;
 • Number of represented artists;
 • Number of sold works;
 • Number of sold multiples.

Replica Management: shows the progress state of production activities, elaborates requests of new distribution lots to artists and manages previously sent requests.

Stats: displays detailed activity report.

Marketing: to promote new artworks to selected audience.

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