



Qortal: The Future of Blockchain Platforms

Press Release #3 - Qortal Names Market Is LIVE!

March 22nd, 2023 – Qortal has launched its ‘Names Market’ where users can buy and sell names they’ve registered. Names on Qortal are not just the equivalent of ‘domain names’ but can also act as an on-chain username for any Q-App (social media, communications, profiles for all Q-Apps that ‘follow’ you from one to another), a QORT wallet ‘nickname’, and even an “NFT” (proof of ownership and the data tied to the proof – where a user can soon manage a git repo and any other data associated with the name). A Qortal name will have the ability to have a website, git repo, public and private data, application, and followers tied to it, all of which can be sold at once on the Names Market to another owner that can pick up where the previous owner left off with no changes to ‘hosting’, ‘DNS’ or anything associated with the current ‘internet’. This is a revolutionary concept that will allow building and selling entire ‘brands’ or ‘companies’ at once, along with their entire digital presence secured on a distributed decentralized network. The Names Market is a plugin that allows owners to list names for sale, at whatever price in QORT they see fit. Remember, each name is unique and is permanently owned until sold – which can now be done via the Names Market!

Currently, the Internet uses what is called ‘DNS’ for registration of website domain names. This is a centralized system controlled by third-party entities. In order to register a name within the DNS system, a user must pay a fee to an ‘authority’ who then gives the user temporary ‘ownership’ of the domain. In order to keep that domain for an extended period of time, a continual fee is required to be paid to the agency. No one in the existing DNS system actually owns anything. They are simply ‘renting’ the name from an agency. Qortal aims to remove these aspects of centralization, continual fees, and lack of true ownership.

In Qortal, when a user registers a name they then own that name. The user created that name and that name is completely unique. This alone opens the door for many eventual use cases such as replacements for ‘trademarks’ and any other type of ‘name ownership’ that must be ‘proven to be owned’. If a user registered the name, they own that name until they decide to sell it in the ‘Names Market’.



A screenshot of the Qortal web interface. The top navigation bar includes the Qortal logo, a search field, a language selector, and system icons. The main content area is titled 'NAMES MARKET' and displays a table of names for sale. The table has columns for Name, Owner, Sell Price (QORT), and Action. The 'Action' column contains a green 'BUY NAME' button for each entry. A sidebar on the left contains navigation links for MINTING, WALLETS, TRADING, REWARD SHARE, Q-CHAT, NAMES, NAME MANAGEMENT, NAMES MARKET, WEBSITES, GROUPS, PUZZLES, and MANAGEMENT. The bottom left corner shows system information like UI Version, Core Version, Block Height, and Connected Peers.

If you are unfamiliar with Qortal, there is a plethora of information available on the Wiki (<https://wiki.qortal.org>). The basic objective of Qortal is to provide the world with sovereign infrastructure where rebuilding the internet, crypto space, and internet service itself can be done via decentralized blockchain technology. Essentially everything that is utilized on a regular basis in the 'digital world' can be rebuilt on Qortal. No need for centralized banking, any sort of 'servers', or anyone acting as a 'middleman' between users and their end goals in the digital world. Anyone can take part by setting up virtually any average computer (Linux, Windows, and Mac supported). Users can opt into 'minting' where they earn Qortal's coin called 'QORT' in return for providing hardware resources to further secure Qortal's immutable ledger. These rewards are distributed among all active minters each block, rather than competing to sign blocks. The coin itself is meant to power on-chain functionality and can also be used as a medium of exchange on the Qortal Network. Through unhackable and truly decentralized blockchain technology we can achieve collective consciousness and individual sovereignty! Start your journey today at [https://qortal.org/!](https://qortal.org/)