

SMARTO AND BLOCKCHAIN

Use of blockchain technology for the storage of SmartO data base is determined by its superior properties: transparency, safety and reliability. STO token is an internal cryptocurrency that is integrated into the project. STO token provides the functioning of project's ecosystem and eradicates issues with currency exchange for foreigners. STO tokens and blockchain will provide usable and convenient monetization for SmartO users.

Anytime, each user can verify all his transactions on blockchain: earning tokens through referral programs, obtaining tokens from other users and token transfers between users.

Also blockchain guarantees the impossibility of hidden emission of tokens, which may lead to inflation.

Due to the decentralized nature of blockchain platform SmartO will be less vulnerable to hacker attacks and unauthorized access. The importance of implementation of blockchain technology for business is that it provides safe and reliable storage for information about ad placement and performance of obligations on its actual demonstration.

Blockchain advertising example:

- Advertiser creates an ad order by transferring STO tokens to a special smart contract. Advertiser gives info about his banner, keywords, and a number of additional parameters determining target audience. The STO tokens are stored on his account.
- SmartO has data on users' preferences and will show them relevant banners. When users click on the banner, connected to smart contract, they get rewarded for viewing the ad. The STO tokens are transferred on the main account of the project.

Since SmartO system suggests flexible interaction with cryptocurrencies, the optimal platform is selected in the process of development. The optimal blockchain platform should meet the demand for constantly growing requirements of for speed and efficiency.