



SELF-FUNDED PROJECT LAUNCHES A DECENTRALIZED STORAGE SOLUTION WITH A SMART ECONOMIC TOKEN MODEL

FOR IMMEDIATE RELEASE

New York, NY (April 18, 2019) - The [Shift Project](#) has released its full tech stack to its public testnet.

The release includes its principal development product, **Phoenix**, a tool for the automatic allocation and replication of content across an IPFS network of nodes, making Phoenix a direct competitor to Protocol Labs' unreliable IPFS Cluster. What is more, Phoenix has been integrated with the Shift testnet blockchain in order to provide their IPFS storage network with a utility token-driven p2p economy, as well as a means of decentralizing Phoenix's content management.

The Shift testnet chain has been extended with innovative transaction modules that allow users to claim storage space within the network without the need to participate in an open marketplace. The transaction types automatically account in real-time for the supply and demand for data capacity, while the SHIFT token takes on a prominent role within this economic model, granting it a real token utility, the holy grail of the blockchain space.

"As long as your tokens are 'locked,' a corresponding quantity of storage space is available for your permanent use. When you no longer need that capacity, you can 'unpin' your files and 'unlock' your tokens, returning the space to the network and then doing as your wish with your tokens (such as selling them back to the market.)" explains the Shift Project's vice president, Heisenberg.

Shift Core v7.0t, supporting blockchain integration with Phoenix and introducing four new transaction types (LOCK/UNLOCK and PIN/UNPIN), will be activated by blockheight on Thursday, April 25th at 13:00 UTC. The install script for Phoenix has been released, allowing the public to contribute storage space to the network and become part of the Shift to Web 3.0

ABOUT SHIFT

Without any ICO fundraising, the [Shift Project](#) team made history when in December 2017 <https://www.shiftproject.com> was launched as the first ever dynamic, decentralized blockchain website served through a regular "www" URL without requiring any installation of browser extensions or plugins, and with performance comparable to that of centrally hosted websites. In addition to advancing the technology of cloud storage services, Shift's mission is to protect information freedom by safeguarding the web against censorship used as a tool of social and political repression.