

COINGEEK | **ZURICH**
CONFERENCE | **JUNE 8-10**

BITCOIN SV:
IGNITE
THE POWER OF DATA

MEDIA KIT

WHAT IS BITCOIN SV (BSV)?

- > BSV is the rebirth of the original Bitcoin, designed to fulfil the “Satoshi Vision” of the original [Bitcoin white paper](#).
- > BSV is regulation friendly, can handle 9,000 transactions per second and can immutably store almost infinite data on the blockchain.
- > BSV is the Bitcoin built for business and data management.
- > BSV has very low transaction fees of about \$0.003 (BTC is currently around \$12).



WHAT IS THE DIFFERENCE BETWEEN 'BITCOIN' AND BITCOIN SV?

Bitcoin Core (BTC) doesn't scale and now markets itself as a store of value rather than as digital cash. This is not what Bitcoin is supposed to be about.

Bitcoin's transformative concept was enabling people to instantly send cash directly to anyone globally, without intermediary banks or service providers, and with very low transaction fees. Transactions and data are recorded on a distributed, immutable ledger known as the blockchain. BSV does all this and also acts within the law.

BTC's blockchain only allows an average of around 5 transactions per second. Compare that to Visa's global network which averages 2,000 transactions per second.



REAL LIFE EXAMPLES

There over **400 projects** currently being build on the BSV blockchain, including;

- **Maxthon 6**, a new internet browser for the MetaNet.
- American online game company **Kronoverse** is using BSV's greater capacity to record eSports data to the blockchain.
- **UNISOT** in Norway is a supply chain management solution on the BSV blockchain – in post COVID times traceability is going to be paramount and BSV offers this.
- Get paid for your video content on the streaming service platform, **Streamanity**, or for your posts on **Twitch**.
- They even store **weather data** on the BSV blockchain right now.



WHY A COINGEEK CONFERENCE?

CoinGeek Conferences are designed to ignite the growth of BSV. Our events educate attendees about the unique technological capabilities of the BSV blockchain, namely fostering business relationships to grow the real Bitcoin ecosystem, and bring together the global BSV community.

Attendees include professionals from leading blockchain and cryptocurrency start-ups, global enterprises, crypto mining operations, investors, and development groups.



WHY ZURICH?

CoinGeek Conferences have already taken place in Hong Kong, Toronto, London (twice), New York and Seoul, so mainland Europe was an obvious next choice. Zurich itself is also a hub for traditional banks who we believe can benefit from education in blockchain technology.

BRAND

NAME

The C and the G are **always** capitalized. CoinGeek and Conference are **never** abbreviated except when used as a hashtag.

Yes: CoinGeek Conference, CoinGeek Conference Zurich 2021, CoinGeek Conference Zurich, CoinGeek Zurich 2021, CoinGeek Zurich

No: Coingeek conference, CoinGeek conference, Coingeek Conference, CGC Zurich, CG Conference Zurich, CG Conference Zurich 2021

HASHTAG

This conference's official hashtag is **#CGZurich**

LOGO



COLORS



#f7961c

R: 247 C: 0
G: 150 M: 48
B: 28 Y: 99
K: 0



#2b2b2b

R: 43 C: 70
G: 43 M: 64
B: 43 Y: 63
K: 65



#fac161

R: 250 C: 1
G: 193 M: 26
B: 97 Y: 72
K: 0

Should you wish to receive media accreditation,
please contact Ed Pownall at [**ed@pownall.eu**](mailto:ed@pownall.eu)

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