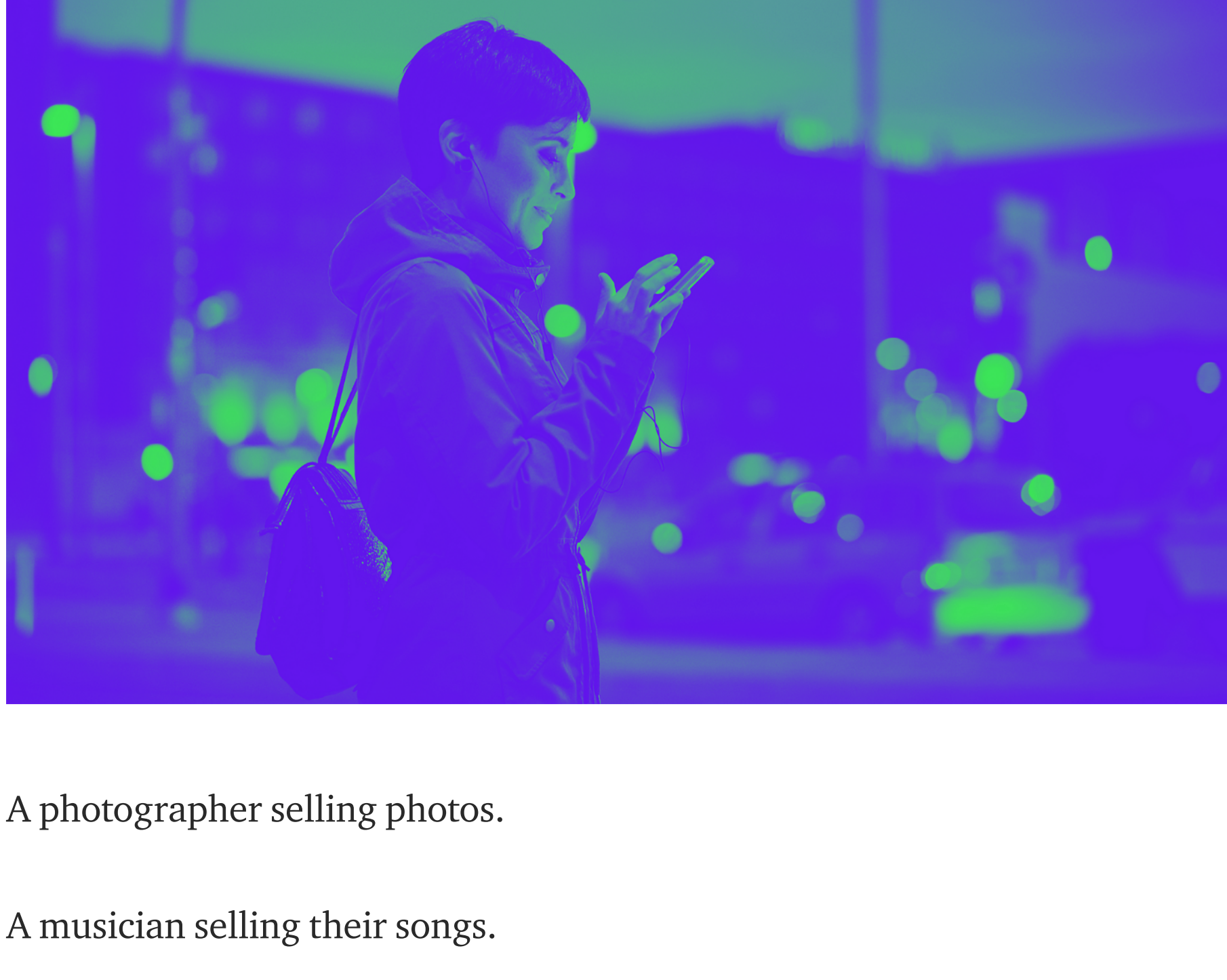


The AXEL Exchange — Putting Power (and Profits) in the Hands of Content Creators



AXEL Follow

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A photographer selling photos.

A musician selling their songs.

A screenwriter selling a script.

A vlogger selling a video.

A graphic designer selling images.

What do all these people have in common? When it comes to selling their

content they're stuck using middlemen websites. Websites that charge

ridiculous fees to let them sell their stuff. Websites that have restrictions on

what can be sold, who it can be sold to, and even how much they can

charge. Websites that control the content instead of creators themselves.

But what's the alternative for content creators?

The alternative is the AXEL Exchange, a fully decentralized and distributed

online platform that lets content creators sell their files directly to their

customers. No more ridiculous fees. No more restrictions. No more losing

control of content.

The AXEL Exchange gives anyone the ability to quickly and easily set up

shop and sell any file for any price in seconds. Photos, videos, songs,

documents, and even spreadsheets can all be sold on the AXEL Exchange.

Content creators do all the work, it was time for them to reap all the

rewards...and AXEL is making sure it happens.

Powered by AXEL Technology

And here is the exciting bit, we've built it! We are thrilled to give you a

sneak peek at the demo of the functionality.

<https://axel.exchange/>

As we laid out in the first version of our white paper for the AXEL project,

the AXEL Exchange will be a new element of AXEL's distributed ecosystem.

Currently in Alpha, the BETA AXEL Exchange is set to go live in the first half

of 2019, where millions of users will be able to monetize their files without

losing control. The release of the BETA product has been moved to be

aligned with the release of the AXEL.NETWORK in the first half of 2019, a

decentralized and distributed platform secured by AXEL token.

Why are we so early?

We knew there was a major gap in the marketplace and content creators

would strongly connect with the concept of a marketplace exchange that

eliminates the hated middlemen websites. The response to our original

white paper was overwhelmingly positive and we set out to capitalize on

this desire and accelerated the development timeline for the distributed

AXEL Exchange. Giving our users and future adopters ultimate data custody

is incredibly important to us.

It was also important for us to demonstrate to our community and users

that we are committed to delivering on our ambitions. In an industry that's

been cavalier about transparency and delivering, we have and will continue

to demonstrate that we can execute.

The AXEL Exchange will open up a host of lucrative business possibilities for

content creators that never existed before including a potential audience

that was previously not available to them.

With millions of users on AXEL already, and many more being added daily,

the AXEL Exchange will allow content creators to connect with a strong

network of potential buyers right from the start.

Sellers deal directly with buyers and buyers deal directly with sellers. AXEL

facilitates the exchange on a secure and private system and everyone

benefits

Powerful Cutting-Edge Technology

The AXEL Exchange will be on a globally decentralized and distributed

network. It will be using the [InterPlanetary File System \(IPFS\)](#) to create a

Google Search-type engine to make it easier for buyers to find the content

they want from sellers. This, in turn, makes it more likely for sellers to

quickly and easily sell their content to ready-made interested parties.

Additionally, as laid out in our white paper, the AXEL Exchange will also

become a part of the planned blockchain-powered AXEL Network upon its

release. AXEL is introducing a process termed SOAP, where the AXEL token

will be used to Secure, Organize, Authenticate, and Protect (SOAP) user

data to enable users to have greater custody of their data. Always.

As advocates of data custody, AXEL believes that protecting data and

privacy is one of the most fundamental elements of any technology and the

SOAP process will be an important part of the AXEL Exchange.

In its final iteration the AXEL Exchange will be unlike any other digital

commerce platform in existence. It will be powerful, robust, and secure. It

will allow content creators to benefit from their work in a way they've never

been able to before and to connect with a larger audience than ever.

The AXEL Exchange will fundamentally change how we think about buying

and selling on the Internet. The future of digital commerce no longer

belongs to centralized platforms that control how things are bought and

sold such as Amazon, eBay, Apple, and Google. The future of digital

commerce will be decentralized and distributed and the power and control

will be restored rightfully to the content creators themselves.

AXEL is taking the digital commerce world into the future with the AXEL

Exchange. Join the future with AXEL today.

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compromising their privacy?

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We're working hard to bring you great content. If you have something you

want us to write about, let us know in the comments below!

Written by: Vsem Yenovkian

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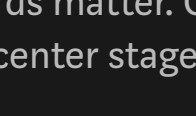
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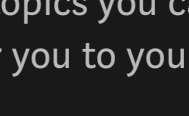
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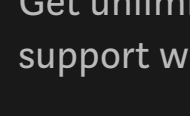
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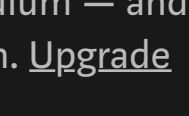
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