

Koi re-brands to Koi

HALIFAX, June 18th, 2021 — The Koi network, the cryptocurrency platform built on Arweave permanent storage, released a complete rebrand today.

The re-brand included the change in name, from Koi to Koi as well as the new domain name koi.network and a complete update of the website. The name-change is one piece of a large marketing and SEO push in preparation for token launch. Koi also plans to launch the beta Browser Extension in the following weeks which will completely change the way users interact with NFTs.

The Browser extension is currently in private beta, you can still claim a spot and be an early adopter by [pre-registering](#), pre-registrations surpassed 500 within the first week of its release. The extension will revolutionize the space, allowing users to click and drag anything and store it permanently, turning it into an NFT in less than a minute for less than a penny. . Atomic NFTs registered through the Koi network will be stored forever on the Arweave Permaweb and will mine KOI tokens every time they are viewed using proprietary Proofs of Real Traffic.

The re-brand also included the release of the new logo and browsing companion Finnie, the infinite fish, and the Finnie wallet. The re-brand is just one of the steps towards the public launch set for early September 2021.

The Koi network is continuing to expand integrations and has 622 users pre-registered for the Browser Extension as well as 3250 users pre-registered to run a node.

"Decentralization isn't about turing machines it's about people so it starts with you. Download the Finnie wallet today and start participating in the internet of the future," said Al Morris, Founder of Koi.

For more information about Koi please visit <https://koi.network/> or follow [@koi_network](#) on Twitter.

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