

Ethereum Name Service



What is ENS?

- Map human-readable names to resources

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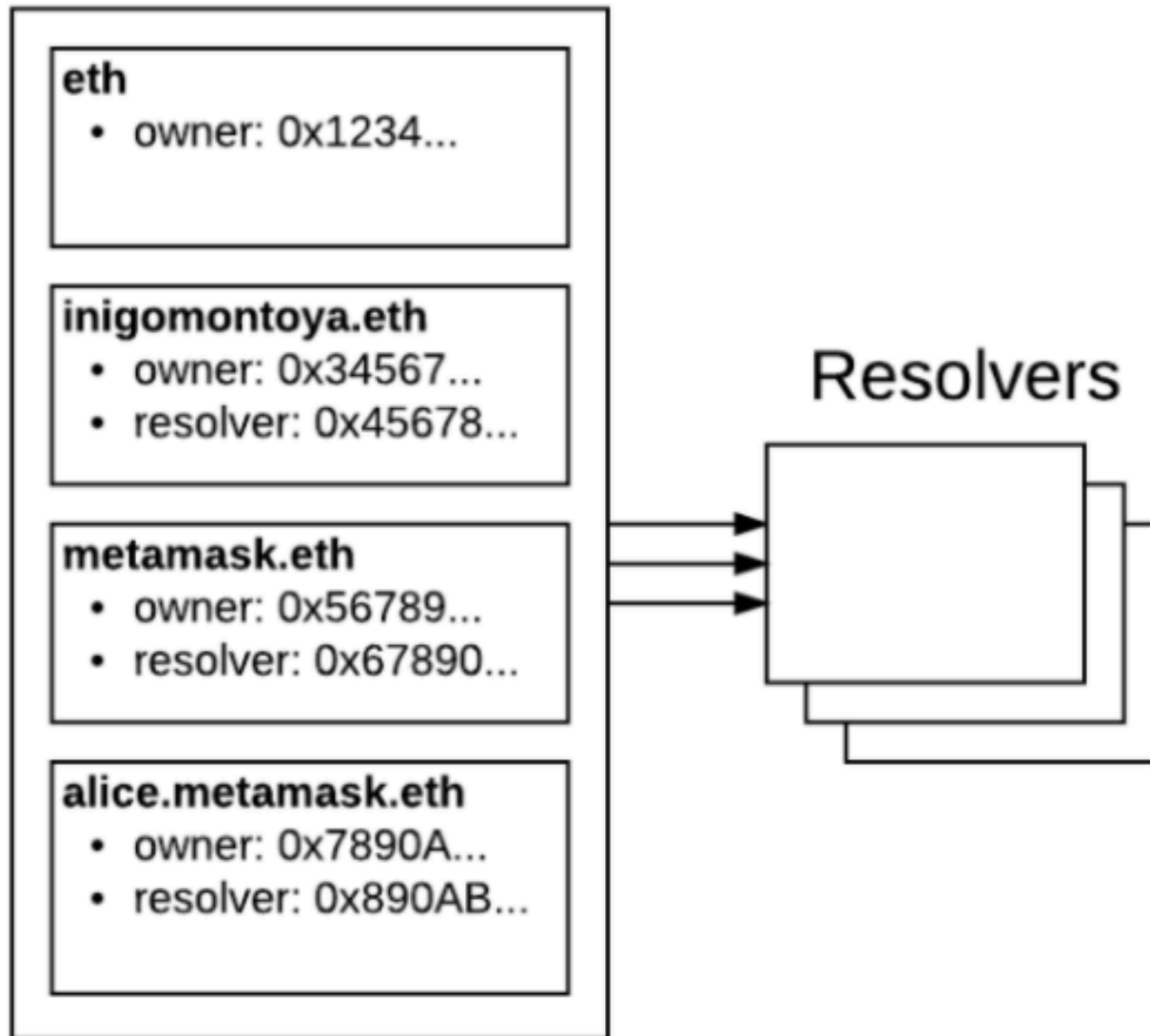
- Map human-readable names to resources
 - Ethereum accounts and contracts
 - Swarm & IPFS records
 - Public keys

What is ENS?

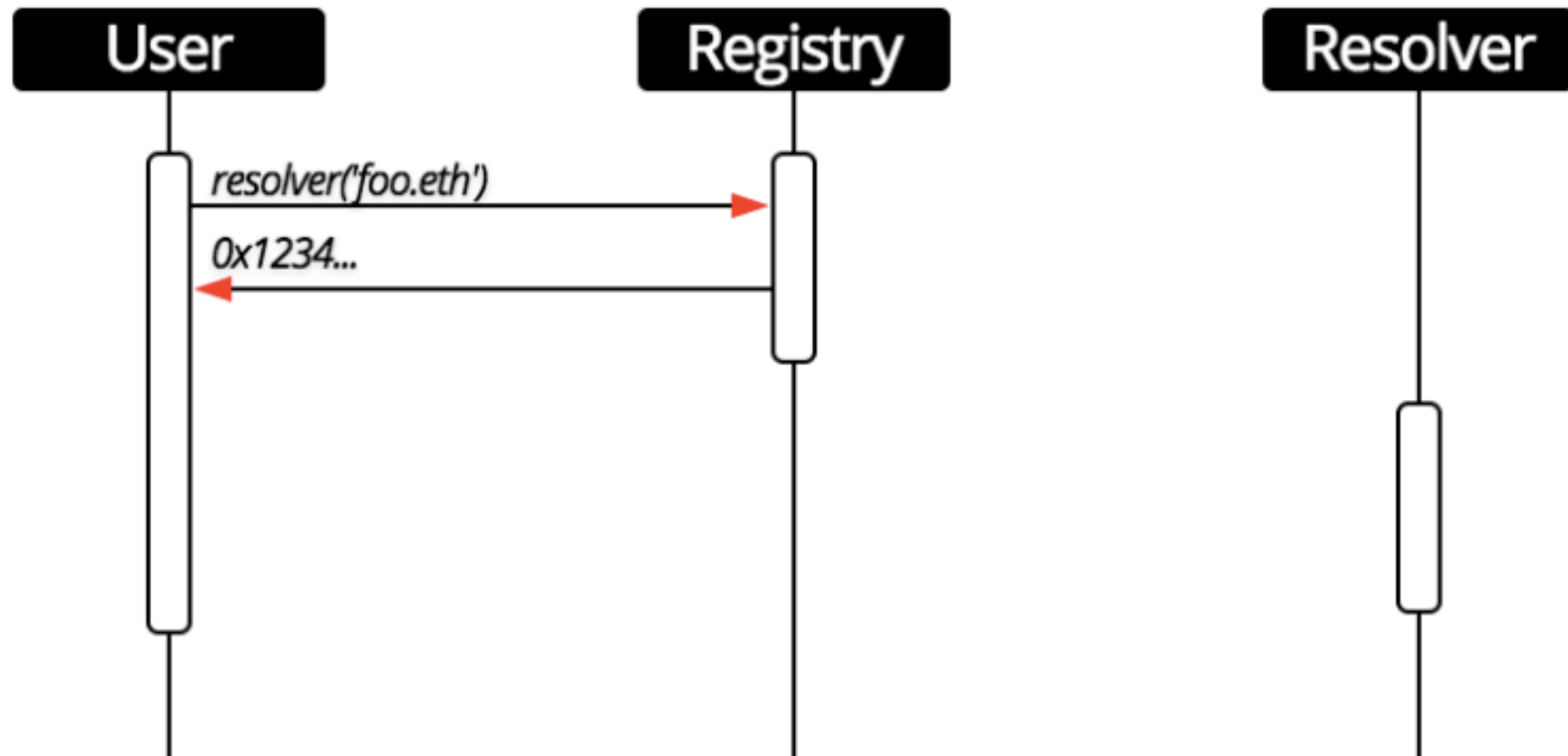
- Map human-readable names to resources
 - Ethereum accounts and contracts
 - Swarm & IPFS records
 - Public keys
- Distributed lookup service
 - Resistant to DDoS attacks
 - Transparent transactions
 - Upgradeable

ENS Architecture

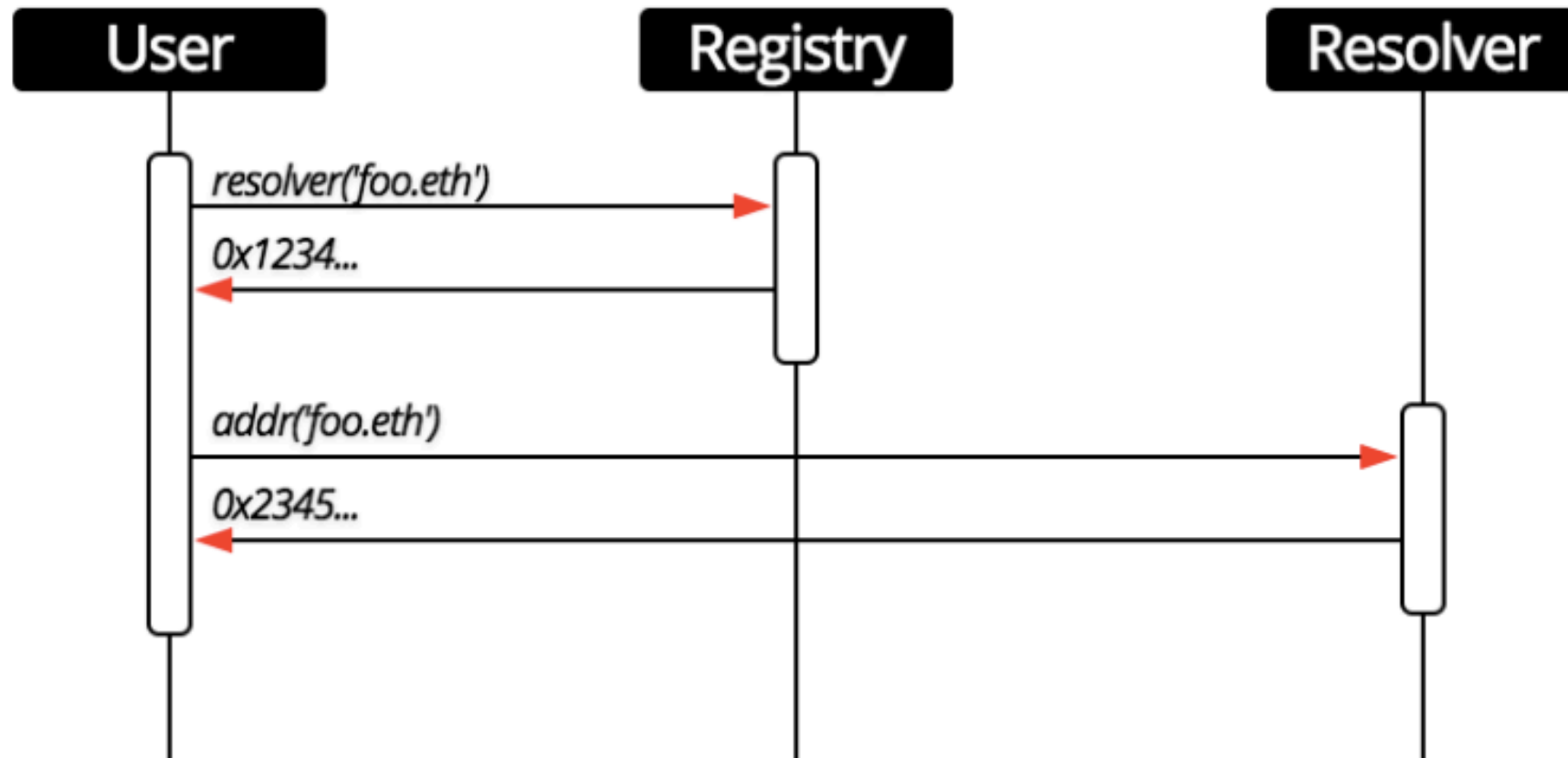
ENS Registry



Name resolution in ENS



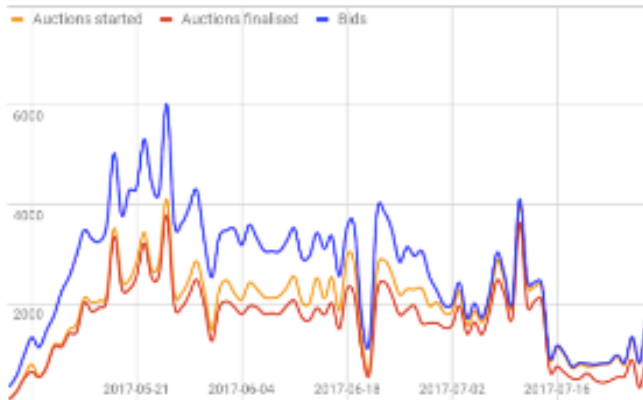
Name resolution in ENS



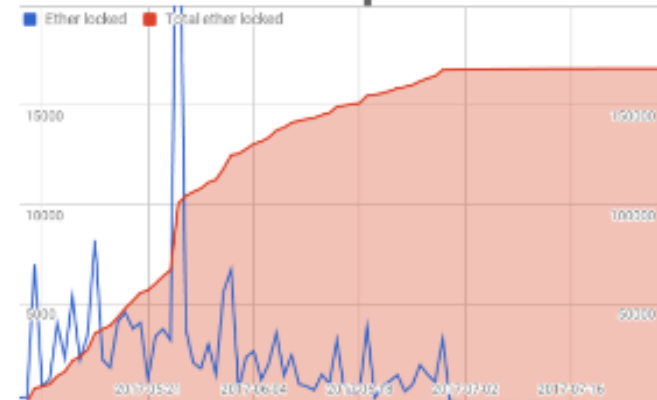
ENS Soft Launch

As of 2017-07-31

180,822
Names auctioned



Ξ168,595
Ether deposited



Client Adoption



swarm



First ENS Workshop

August 2017

- 27 participants
- 3 days of discussion, covering:
 - Dispute resolution
 - Permanent registrar design
 - Securing subdomains
 - DNS integration

DNS integration via DNSSEC

. DS SHA256

🔑 . DNSKEY RSA

✓ # xyz. DS SHA256

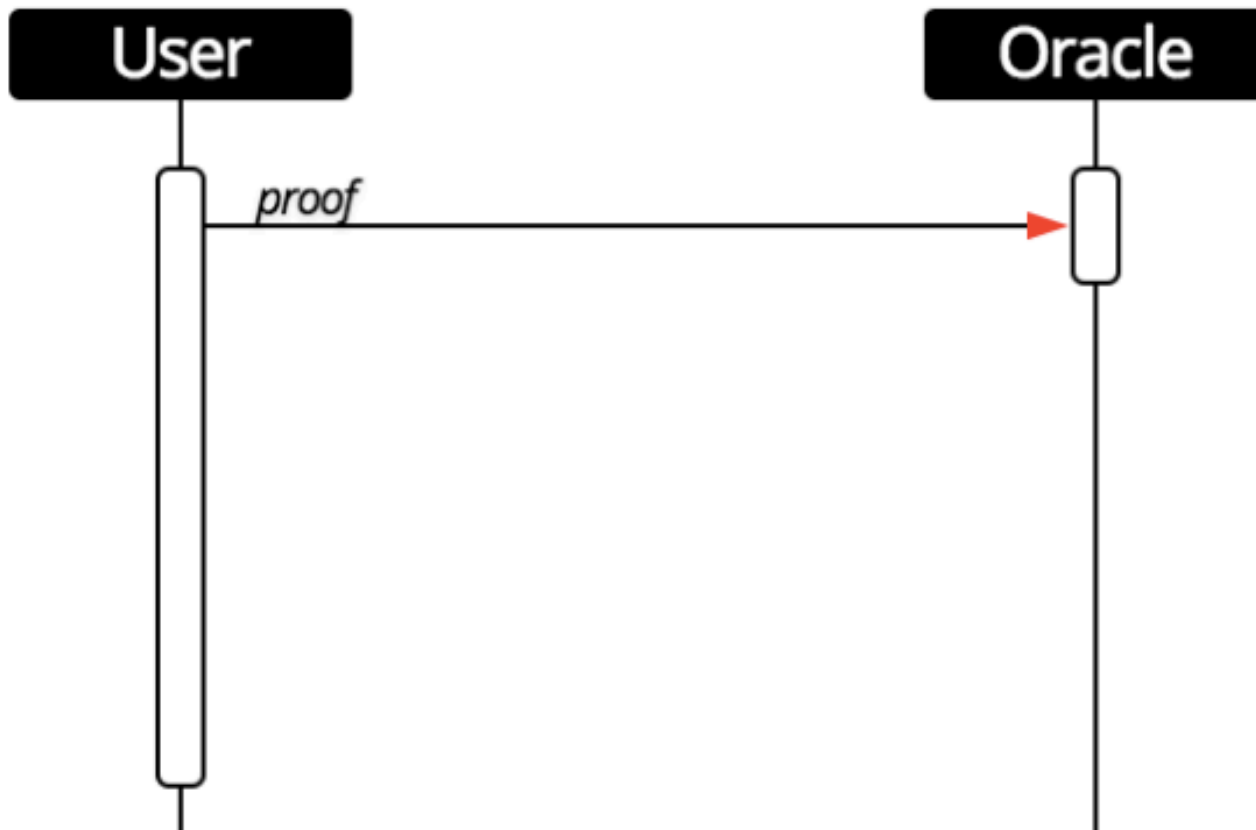
✓ 🔑 xyz. DNSKEY RSA

✓ # ethlab.xyz. DS SHA256

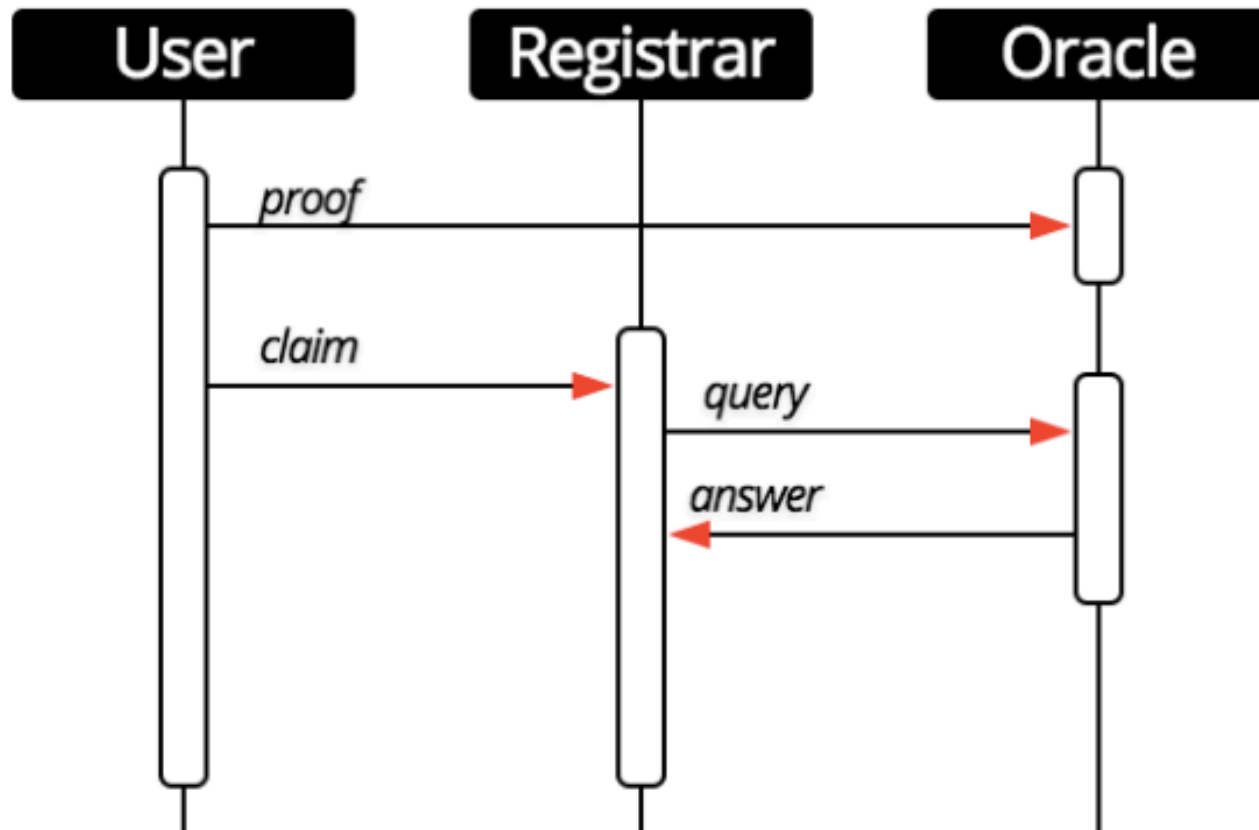
✓ 🔑 ethlab.xyz. DNSKEY RSA

✓ 📄 _ens.ethlab.xyz. TXT a=0x...

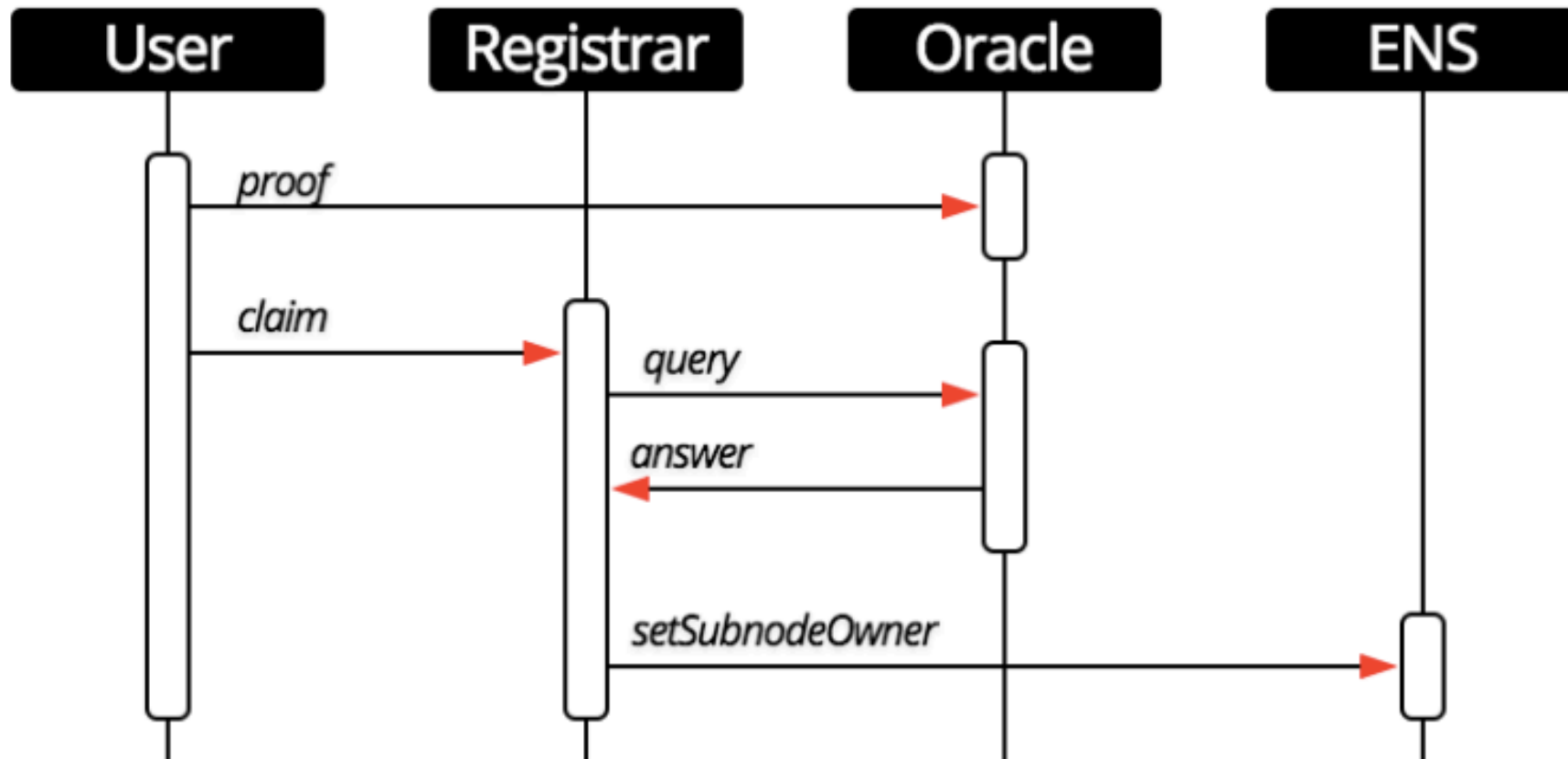
DNSSEC Oracle



DNSSEC Oracle



DNSSEC Oracle



limited	coach	gs	ninja	dance	fox	bostik	graphics	sca	kow	gd	tours	legal	skin	gn	gl	alipay	gw	homes	help	優越
佛山	zone	tv	الصالات	tt	immobilien	oldnavy	tn	tl	bike	supplies	tf	health	gbiz	lilly	wme	photo	global	lds	pwc	radio
漢山	baidu	town	coop	saarland	song	大車	kddi	construction	dell	onyourside	fan	anquan	scb	cool	tickets	bauhaus	global	dish	手机	magar
school	re	staples	sakura	saarland	democrat	deals	taobao	diy	team	qpon	banamex	landrover	garden	diy	zm	پاکستان	gl	vlg	工行	tz
work	htc	po	be	cfđ	edu	direct	boots	cfa	tires	hitachi	gmbh	design	dev	lawyer	download	诺基亚	Netd	jio	ngo	lk
epson	nba	سمر	abb	abc	catering	bridgestone	giving	cooking	az	nec	مصر	statoli	bm	中国	citic	pccw	click	blackfriday	statebank	rich
tips	racing	airtel	med	degree	exchange	guardian	men	vet	here	ekinawa	vacations	protection	baseball	foodnetwork	cab	bnl	emerck	goodyear	ally	viking
ads	box	hbo	bible	immo	forum	auction	新漢	study	casino	bot	gle	tatamotors	tiffany	bom	tw	case	مبارك	alfaromeo	ceb	hiv
domains	taipei	dating	love	secure	family	tmail	win	app	pramerica	africa	compare	vip	limo	toys	cbre	autos	auto	mormon	nokla	hughes
total	tools	market	hotels	commbank	bayern	estate	yamaxun	army	sanofi	hospital	crown	nagoya	xfinity	next	goldpoint	mobi	组织机构	gea	vegas	浪马锁
live	camera	call	comcast	sener	msd	markets	today	hockey	symantec	bradesco	club	ooo	手表	yahoo	mem	ltda	extraspac	gr	audio	
中國	glass	berlin	itau	realty	baby	天主教	mitsubishi	fly	kerryhotels	اراسكو	ma	ibm	tokyo	mm	science	apple	motorcycles	gift	lamer	网站
obi	sucks	fujixerox	athleta	reviews	ポイント	lincoln	cam	cal	cruises	meet	my	mx	booking	was	vodka	gal	pet	bestbuy	mit	www
wang	stream	hyatt	nexus	dclk	tax	piaget	クラウド	tab	wow	firmdale	sharp	clothing	audible	monash	melbourne	shiksha	museum	schwarz	guitars	movistar
wocxaa	中國	guru	macy's	ie	travel	ping	csc	how	winners	nyc	ping	chase	photography	gallo	pizza	lacaixa	ifm	韩司	jcp	pizza
community	map	fr	honda	video	beauty	政府	farm	yun	spot	physio	lighting	lat	fl	ovh	law	kpn	trv	sew	porn	madrid
engineering	fo	bar	sy	institute	cl	cbn	doctor	education	su	pyc	sj	si	sh	sn	healthcare	cruise	sap	trv	seat	cologne
plumbing	sb	rentals	sg	talk	wine	starhub	flir	feedback	office	comsec	台湾	kyoto	trade	barclays	icbc	itv	bg	eurovision	lcbc	ji
london	yandex	sony	jnj	fidelity	iee	健康	industries	style	group	fit	sale	li	lv	集团	mailf	goodhands	redstone	progressive	blue	weibo
lr	scor	zippo	orange	wales	schmidt	weber	uol	dad	prime	coffee	shell	finance	咖啡	food	docs	parit	scholarships	بازار	رصة	机场
bbva	toshiba	za	band	商標	tjx	now	day	bank	guge	name	university	nfi	rocks	lwa	courses	lotto	asia	fedex	www	gallup
th	oip	fitness	accenture	bond	globe	joburg	broker	financial	bentley	qvc	house	energy	express	网络	jobs	deloitte	christmas	電訊盈科	stockholm	aigo
trading	getv	eu	capetown	insurance	ru	hisamitsu	goo	ftr	network	香港	frontier	boutique	sncl	re	safety	pr	abbott	natura	monster	erni
shangrila	got	zappos	gap	foundation	aol	durban	credit	cuisinella	abudhabi	hyundai	pub	like	basketball	calvinklein	duns	credittunion	eco	cars	meo	richardli
clubmed	mna	tlaa	ntt	training	recipes	liaison	sandvik	place	ltd	fersale	associates	ubank	wiki	nhk	one	bkt	volkswagen	lght	德博	hdfc
date	florist	tel	open	george	kfh	engineer	airbus	city	horse	management	lego	top	购物	citi	smile	br	pw	active	arg	post
free	norton	bosch	final	store	lease	meme	nowruz	hangout	academy	moscow	kaufen	discover	auspost	pictet	dentist	sbi	hermes	by	opr	bugatti
pars	喜皇大酒店	spiegel	off	center	grocery	aaa	通融	stc	zero	hsbc	suzuki	rehab	teva	cards	kindle	flat	abbvie	organic	origins	lipfinacial
gives	bing	mov	kiwi	fashion	broadway	سورية	boston	公發	etisalat	imdb	rent	sas	everbank	arab	seek	jeep	gent	la	aco	sri
anz	catholic	lancome	mil	网址	datsun	agency	netbank	equipment	ricoh	maison	luxury	vn	online	rmit	new	ist	kosher	gmx	int	ello
linde	channel	villas	surf	play	lwc	theatre	singles	virgin	aws	vistaprint	accountants	貸付	net	services	loan	chrysler	مربح	marriott	fage	bz
企业	sa	es	realtor	التيهفاله	archi	expert	ke	room	schule	marshalls	ki	camp	frogans	futbol	yodobashi	lasalle	bnpparibas	info	avianca	iveco
latrobe	fujitsu	mobily	amfam	movie	dvag	voting	microsoft	bzh	shop	taxi	rocher	golf	gold	show	able	oni	nowtv	ott	travelers	blockbuster
cheap	salon	jpmorgan	brother	安发	中文网	solutions	earth	食品	neustar	partners	ses	forex	网店	candos	menu	ong	cz	voto	lol	sexy
abogado	arpa	fund	flights	متسبة	barclaycard	circle	wanggou	pay	woodside	hotmail	dk	gratis	kuoigroup	de	watch	vote	www	beats	red	wow
bofa	wedding	report	versicherungs	amica	silk	channel	慈善	target	reit	crs	budapest	jaguar	willamhill	barefoot	clinic	agakhan	pt	newholland	schaeffler	esurance
dupont	mtr	新加坡	aeg	vlajes	tunes	时尚	vision	duck	playstation	observer	ストア	sci	homegoods	analytics	computer	ic	xin	fri	www	scot
college	us	leclerc	fail	hoteles	surgery	mattel	点看	best	gmail	lancaster	voyage	firestone	حرب	mortgage	farmers	imamat	black	sina	temasek	cipriani
pictures	review	谷歌	fans	fish	diamonds	flickr	email	verisign	wf	makeup	jot	bargains	nationwide	商店	joy	shriram	mckinsey	nra	xxx	star
jp	amex	fresenius	wtc	ws	wtf	systems	lb	ac	coupons	cymru	tushu	rugby	restaurant	career	country	bcn	phone	boehringer	link	adult
space	komatsu	games	realestate	buzz	studio	com	مرباني	ch	co	cn	supply	cc	ca	krd	信息	delta	www	pnc	flowers	nrw
セル	cx	news	ladbrokes	asda	trust	ferrero	bingo	nadex	java	sari	chrome	wien	bbc	lt	beer	مؤلفون	clinique	me	caseih	mg
lu	arte	whoswho	living	vana	bms	swiftcover	bmw	hamburg	ggee	prudential	google	aquarelle	xihuan	mib	fire	世界	exposed	search	enterprises	
pru	holiday	casa	airforce	cash	mis	gucci	ar	smart	fun	kred	aig	rsvp	olayan	guide	at	gog	seven	chat	doha	
goog	id	南威	panasonic	memorial	is	ink	canon	site	rip	moto	rio	vuelos	io	skype	technology	id	南威	panasonic	memorial	
android	events	intuit	safe	raid	在线	juniper	social	reisen	mutual	jetzt	phd	walmart	infiniti	cleaning	bloomberg	android	events	intuit	safe	
contractors	yoga	kia	brussels	教堂年	insure	theater	ハダ	blanco	soccer	zuerich	contact	claims	uno	samsclub	praxi	contractors	yoga	kia	brussels	
money	rest	tirol	select	eo	fishing	pohl	lexus	toray	softbank	gdn	republican	gmo	foo	wed	tjmxx	money	rest	tirol	select	
lupin	sky	pharmacy	blog	グーグル	sydney	caravan	save	ski	ventures	careers	build	allfinanz	bio	jcb	redumbrella	lupin	sky	pharmacy	blog	
tkmaxx	read	vin	bid	fyi	haus	boo	rexroth	arab	moi	quest	biz	desi	fairwinds	press	world	tkmaxx	read	vin	bid	
swatch	moe	furniture	tatar	dubai	みんな	intel	miami	nissan	toyota	xbox	香港皇庭	security	works	nissay	axa	swatch	moe	furniture	tatar	
tm	attorney	cisco	deal	apartments	church	paris	hair	productions	jlc	cr	telecty	luxe	lotte	广东	游戏	tm	attorney	cisco	deal	
esq	moda	dds	tube	vlaanderen	ice	pioneer	unicom	cloud	gripe	prof	prod	mini	公司	jprs	tdk	esq	moda	dds	tube	
الشبان	run	business	lanxess	marketing	dental	كارتنة	フアンシア	weir	discount	host	bw	shouji	lilix	capitalone	saxe	الشبان	run	business	lanxess	
loans	properties	faith	lifestyle	zip	netflix	pflzer	tui	shoes	glade	page	فئة	holdings	rodeo	visa	plus	loans	properties	faith	lifestyle	
cartier	azure	paneral	scjohnson	software	consulting	icu	coupon	xyz	mba	locus	weather	高屋	soy	amsterdam	cartier	azure	paneral	scjohnson	software	
餐厅	corsica	art	karonwk	lefrak	aarp	support	tennis	fast	gallery	ee	accountant	company	osaka	dnp	media	餐厅	corsica	art	karonwk	
cricket	buy	xperia	webcam	hr	hgtv	kinder	pe	xerox	iselect	hu	delivery	hk	gov	ipiranga	hn	cricket	buy	xperia	webcam	
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nike	mtn	pl	uk	police	ug	citadel	builders	care	irish	cba	warman	nextdirect	pin	af	bharti	nike	mtn	pl	uk	
shia	pid	watches	drive	tienda	grainger	kerrylogistics	aff	au	yokohama	aw	kpmg	ax	sahu	ericsson	dealer	shia	pid	watches	drive	
film	nab	vista	codes	mi	no	ikano	nc	nf	creditcard	台灣	nz	book	nico	merckmsd	digital	film	nab	vista	codes	
passagens	tech	you	コム	jmp	cityeats	ubs	football	gifts	directory	ryukyu	gap	omega	stcgroup	jewelry	philips	passagens	tech	you	コム	
nikon	land	联通	actor	photos	navy	書籍	youtube	otsuka	aetna	ren	genting	chintai	oracle	statefarm	aramco	nikon	land	联通	actor	

Thank you, and stay tuned...

