Verity Token (VRTY)

Verity, Inc. is the international leader in Country of Origin verification, supply chain verification and logistics, as well as marketing claim validation.

Verity, Inc. has developed the Verity utility token, 'VRTY', that powers the Verity One™ protocol. This token is the internal currency of the Verity One™ system which underlies all verification and validation services provided by Verity, Inc. The VRTY token is required to generate blockchain events, unique signatures, and all other actions within the system. The Verity One™ system compensates users/consumers via earning tokens with each user action, such as: scanning a product, reporting fraud or illegitimacy, database lookup within the Verity™ mobile application, commenting/reviewing purchased products, social sharing and inviting/introducing friends to products, adding products and respective product information to the database, and much more. Business/producers purchase and use VRTY tokens as internal currency for all services and actions inside the Verity One™ system.

The Verity One™ system is a bifurcated blockchain, cloud-integrated, mobile platform and network. Inside the Verity One™ Managed Services Platform (MSP) is an integration of open source, innovative technologies such as IBM Watson® Artificial Intelligence, IBM Hyperledger Blockchain, Ethereum Blockchain, as well as Internet of Things (IoT) devices. The Verity One™ system and protocol allows manufacturers, brands, retailers, and producers to assign unique trackable tags, including the current UPC and PLU S/N, to a unique blockchain and digital signature that is applicable to products, services, or any digital good that can be transferred, issued, or traded both on and offline. All of the unique blockchain and digital signatures are stored on the Verity One™ network, and the data can be queried for location, time, date, lot, temperature, manufacturer, origin, as well as provide the identification and verification of the data collector or device.

The Verity One™ system is the foundation of the Verity One™ Application Program Interface (API) ecosystem. This system's primary function is to build application-level verification services that can be integrated with existing e-commerce/retail stores, CRM, Salesforce, SAS, ERP Applications, or services. This ecosystem extends the VERITY technology and systems to markets and marketing claims that global consumers demand on their consumable products. Verity, Inc.'s Verity One™ protocol is the underlying foundation of it's third-party verification services which validates any marketing claim, such as: Made in USA (or other Country of Origin); Underwriters Laboratories (UL); Religious designation such as Kosher (U), or Halal; Organic; Non-GMO; Apparel and Fashion; Industrial; Technology; Produce; Raw Materials; commodities, such as diamonds; Beef; Educational materials; Marijuana/Cannabis products; Digitally licensed services, and many other verticals.

ERC20 Compatible Digital Wallet required

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