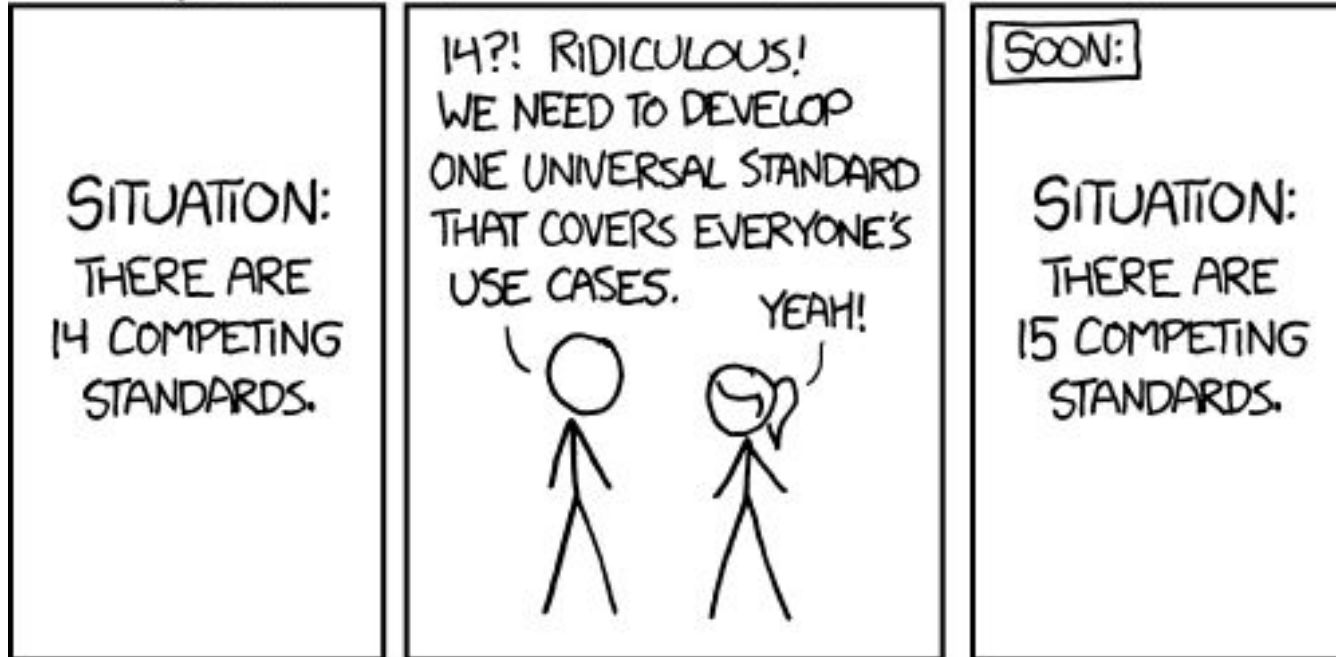


Ethereum Name Service

Nick Johnson <nick@notdot.net>

Why do we need another name service?

HOW STANDARDS PROLIFERATE:
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)



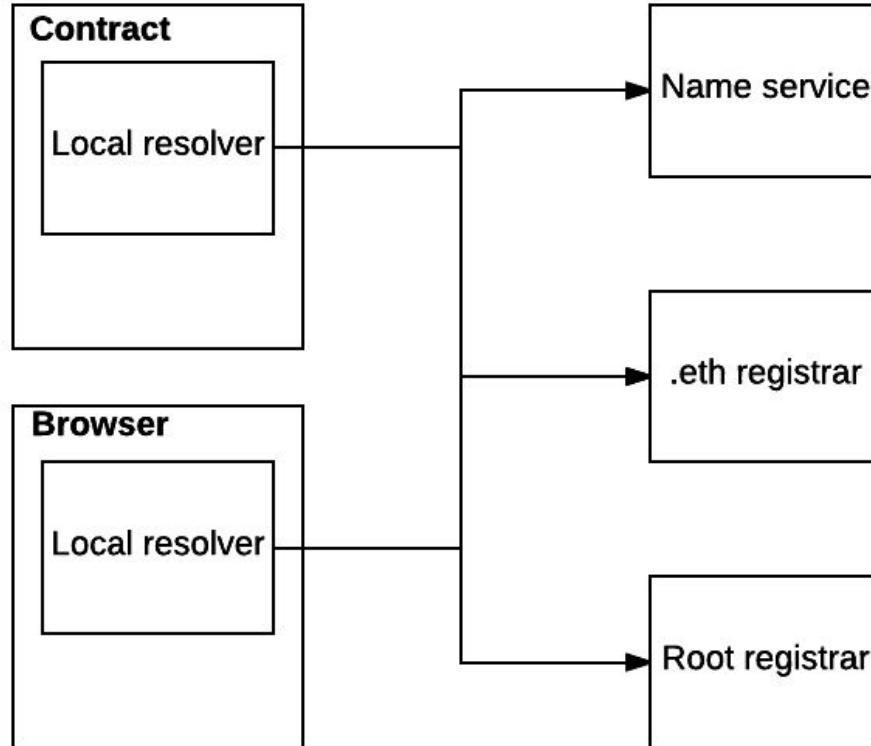
Aspects of a name system

1. Name lookup
2. Name registration
3. Governance

What makes a good name system?

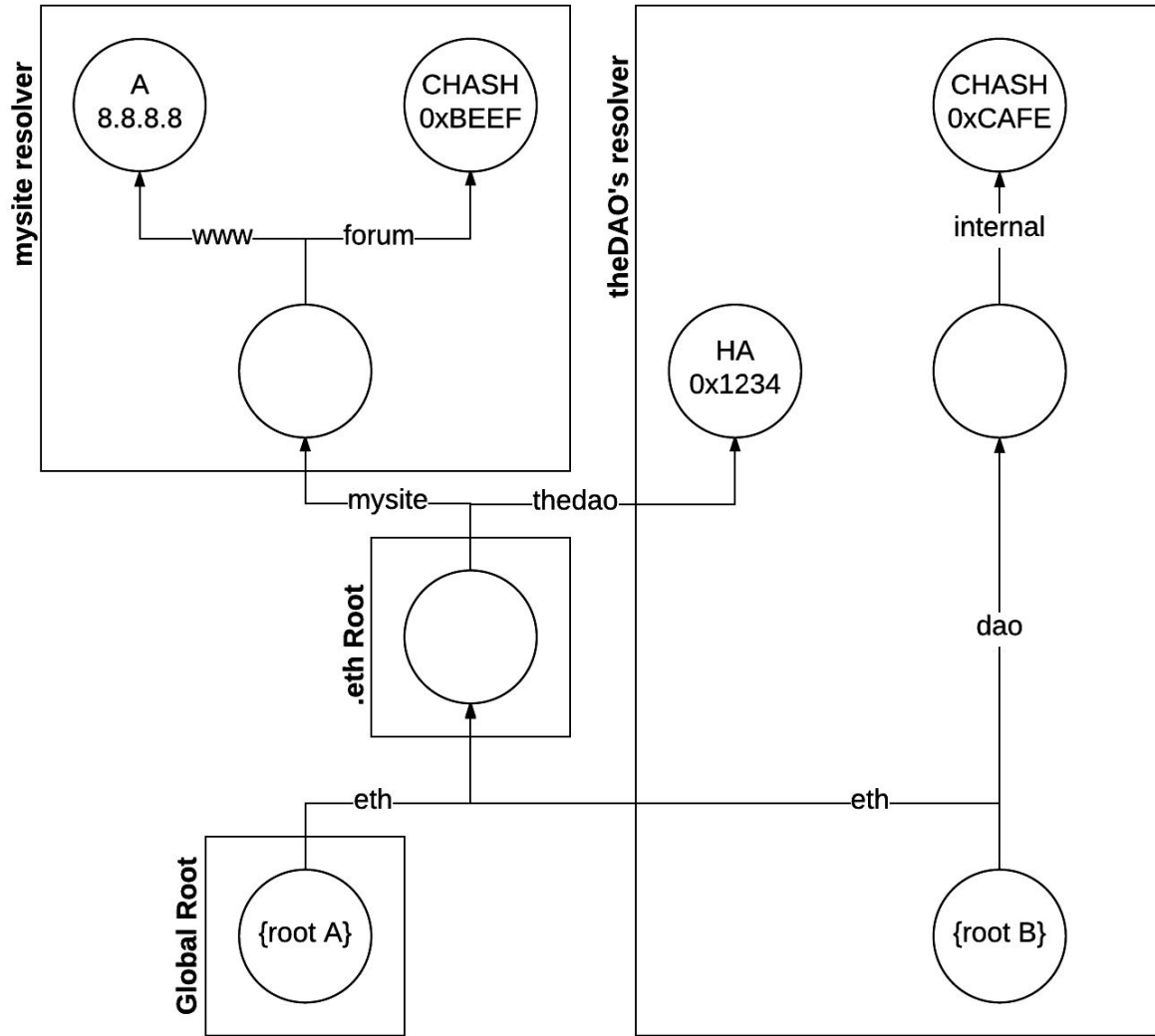
- Separation of concerns
- Distributed authority and implementation
- Support for many types of record
- Compatibility with existing systems
- Support for on-chain and off-chain name resolution

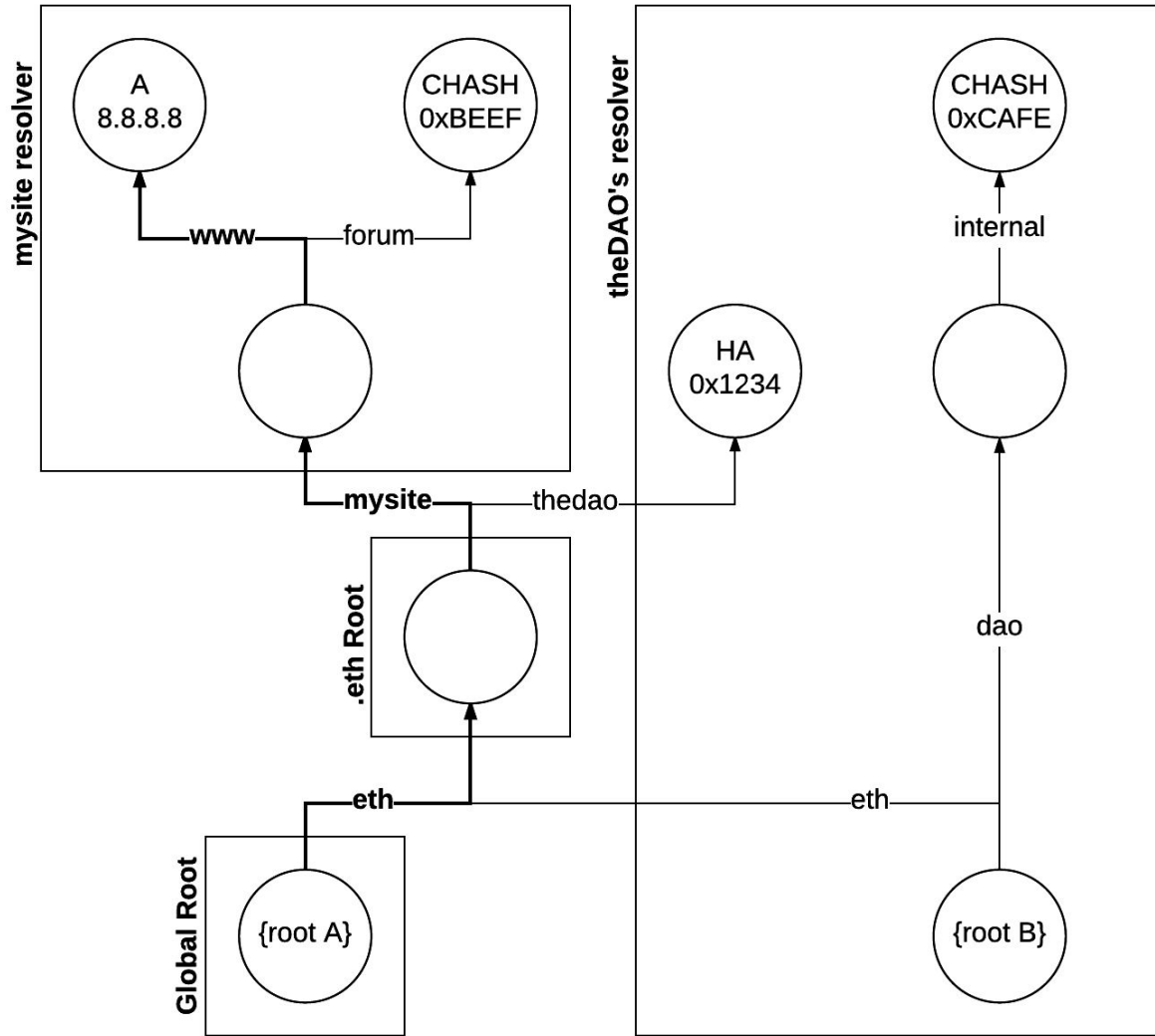
ENS components

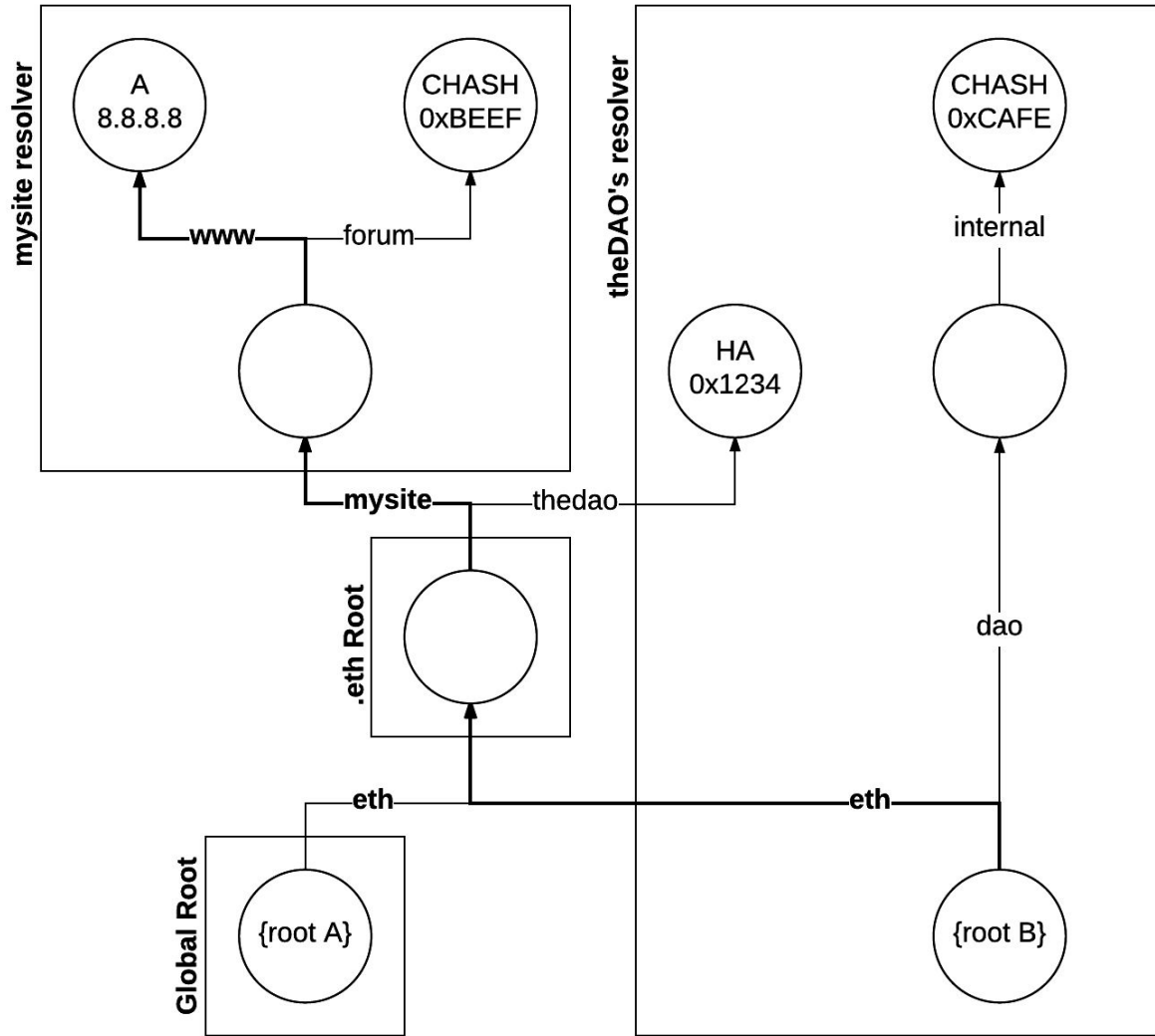


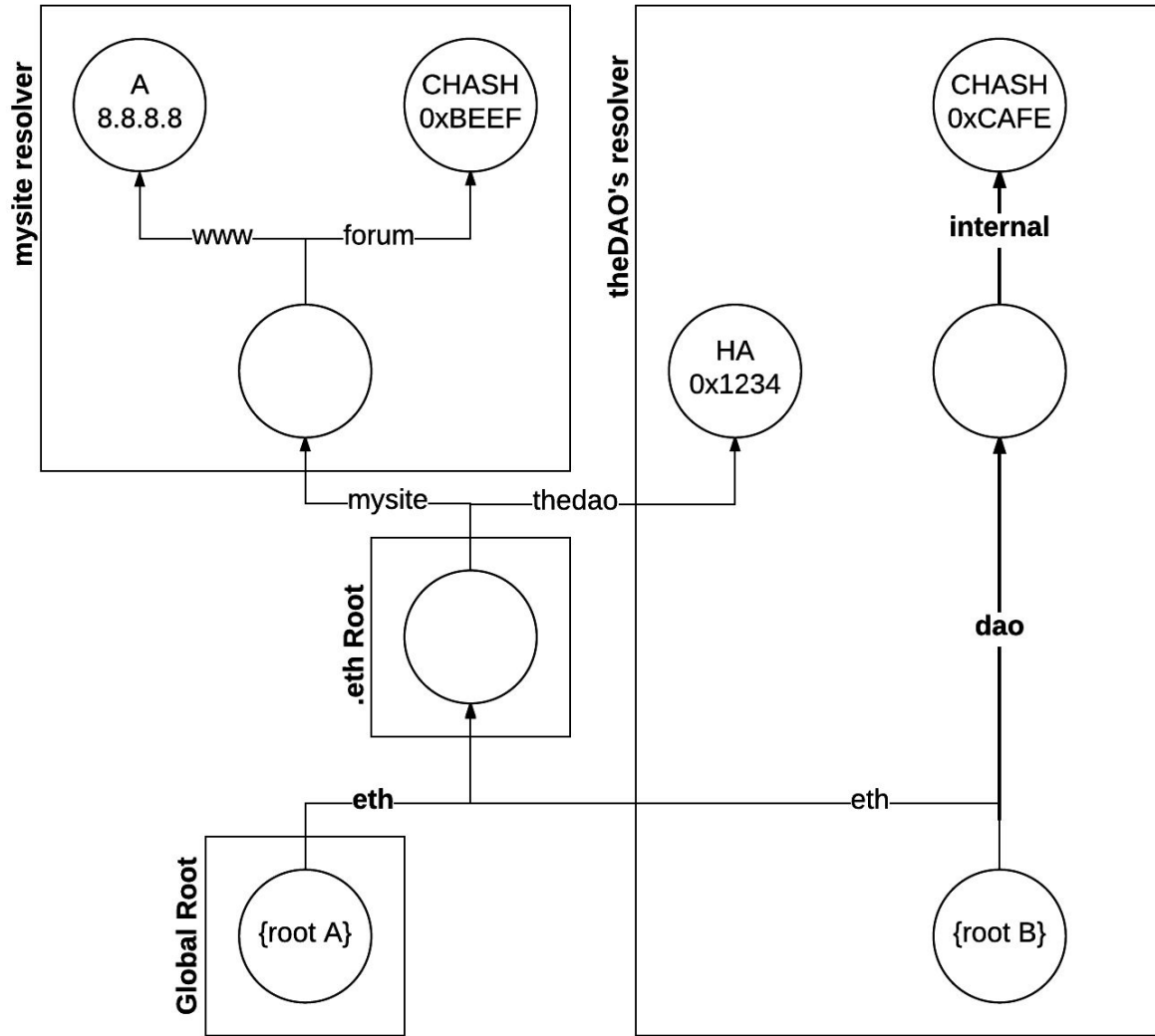
ENS organization

- Inspired by DNS and by Maker's name service proposal
- Hierarchical based on name components
- Unlike DNS, uses relative naming, in a tree structure
- Any name component can have Resource Records associated with it
- RRs can point to Swarm hashes, contract or wallet addresses, or legacy Internet resources (A, MX, etc)









Status & plans

- ENS draft spec is available for comment: bit.ly/ethereum-ens
- Reference name service and local resolver implementations available: <https://github.com/arachnid/ens>
- Discussion about governance and implementations ongoing - join us on Gitter, in [go-ethereum/name-registry](https://gitter.im/go-ethereum/name-registry)

Questions?