



**Crypto  
stamp**

Die erste Blockchain-Briefmarke der Welt.

# INTRODUCTION ROUND



**01** Harald Kunczler  
PROJECT OWNER



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**Executive Vice President  
Branch Network**

**02** Patricia Liebermann  
INNOVATION LEAD



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**Head of Product management  
Philately**

**03** Eva Filler  
CREATIVE SPIRIT



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**Product management Philately**

**04** Irina Grinkina  
CRYPTO HEAVY



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**Product management  
Blockchain**



## Irina Grinkina

Product Management Blockchain at Austrian post

- Internationalization
- Community building
- Technical coordination and support
- Beta-Testing

Never give up until you have a unicorn!  
[www.cryptostamp.com](http://www.cryptostamp.com)





**OUR  
SOCIETY**

**IS GETTING OLDER.**

**AND MOST**

**PHILATELISTS**

**ALREADY ARE**

**WE**

**I think it is possible  
for ordinary people  
to choose to be  
extraordinary.**

**COMPANIES &  
PRODUCTS**



Elon Musk



# TECHNICAL INNOVATION



Our collectors expect something innovative every year, highlights include:

2006  
"Mail from a different world"



Ground H-chondrite meteorite on a special stamp

2008  
„UEFA EURO 2008™ – adidas Europass“



As an official UEFA partner we created a stamp made of match ball material

2015  
"Lederhose"



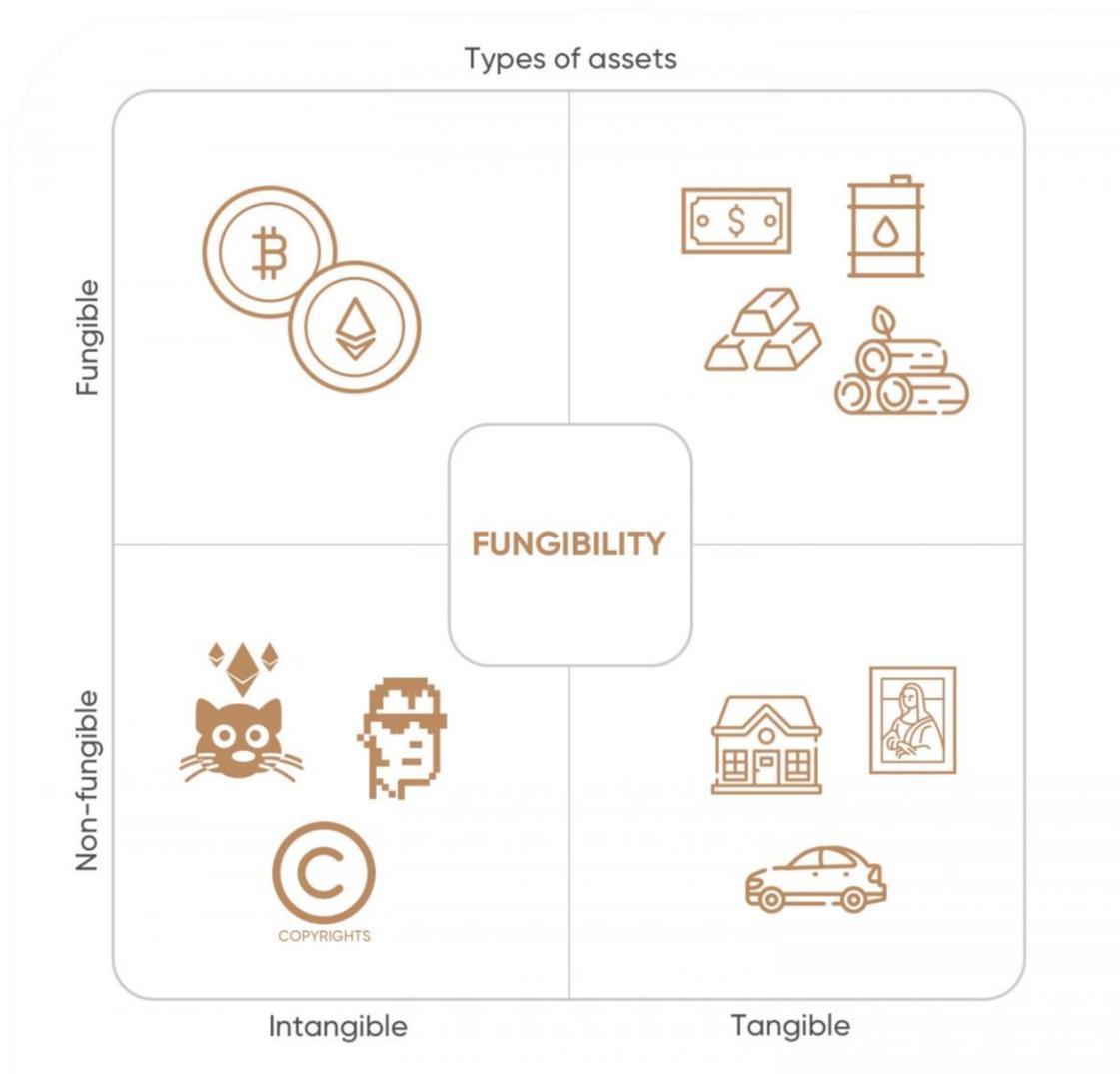
In cooperation with Swarovski a stamp made of real leather and 6 crystals

2017  
"Oak Tree"



The entire product run was made of one tree trunk from the Vienna Woods

# WHAT IS NFT (NON-FUNGIBLE TOKEN)



- **Digital unique object**, which is **secured by the blockchain** and cannot be changed.
- Digital asset that **represents real-world objects** like art, music, in-game items and videos
- Virtual goods can be **collected and traded**
- One of the first **NFTs on the Ethereum** blockchain were launched in 2017 by Project **Crypto Punks**. (10,000 assets)



# ERC-721 VS ERC-1155



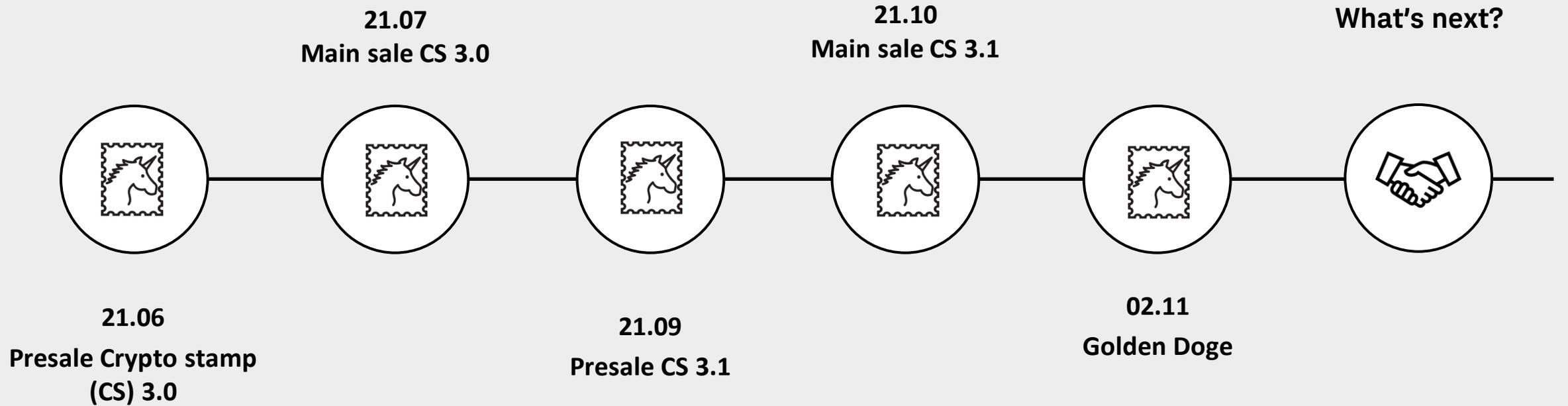
- **ERC-721** was the **first** standardized interface for creating NFTs. It's the **most widely used**.
- It is **immutable, transparent in ownership** and security.
- Non-fungible - **a true NFT**
- It can't be divided and represents **a single asset**.
- It's great for creating and tracking unique NFTs.
  
- **ERC-1155** - supports non-fungible (NFTs) and fungible tokens
- NFT is **harder to track** in terms of ownership—to save data stored on blockchain ERC-1155 has specifications on the Eth logs that have **less robust information**.

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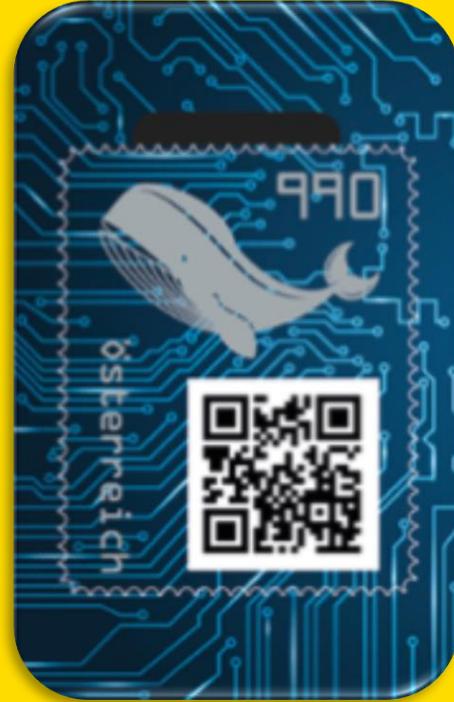
# OVERVIEW 2021



# TIMELINE



# CRYPTO STAMP 3.0



# CRYPTO 3.0



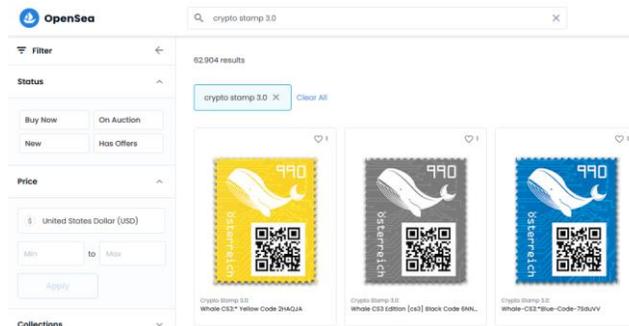
BUY



COLLECT  
DIGITAL TWINS



CONVERT  
ETH <> xDai



# CRYPTO STAMP 3.1

## AFRICA CALLING



# CRYPTO 3.1



<p><b>BUY</b></p>		
<p><b>COLLECT DIGITAL TWINS</b></p>		
<p><b>CONVERT ETH &lt;&gt; xDai</b></p>		

OUR VERY OWN UNICORN

WORLD'S  
EXPENSIVE  
STAMP.



CORN.

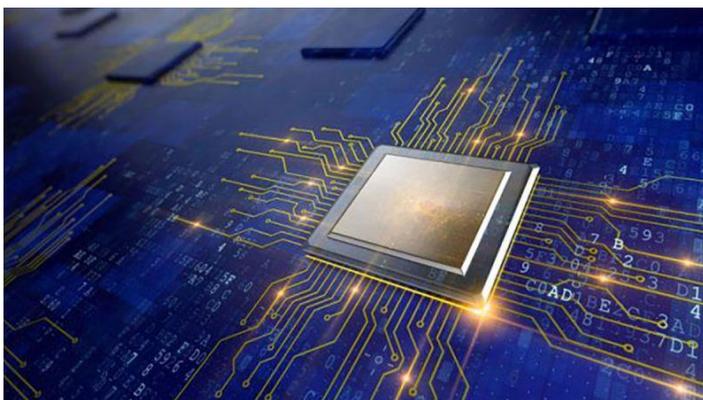
# NEW FEATURES OF THE CRYPTO STAMP 3.0 & 3.1



## NFC - Near Field Communication

The NFC chip contains a cryptographic key. This is used to check the authenticity of the Crypto stamp 3.0 and 3.1

Hold your Crypto stamp next to your smartphone: the chip can be read with any NFC-enabled smartphone. Please refer to the description of your smartphone for the exact NFC position.



## Packaging

The new packaging offers high security protection. It is designed like a break-open ticket, perforated on the sides and sealed with adhesive dots.

To remove the Crypto stamp 3.0 and 3.1 from the packaging, the two side panels must be torn off.



# A GREENER SOLUTION



## ETH

- Initially used for Crypto stamp 1.0 and 2.0
- High transaction costs
- Not environmentally friendly
- Possible to deploy smart contracts

## xDai

- Layer 2 solutions / sidechains
- Compatible with Ethereum, but not connected to Ethereum by itself
- Environmentally sustainable
- Possible to deploy smart contracts
- Algorithmically tied to the value of the US dollar

Transaction (TX) Processor*	Capacity (TX/SEC)	TX/Yr	Energy Consumption (kWh)	Wh/Tx
Ethereum	34	1,072,653,061	7,500,000,000	6,992.0091
xDai	119	3,754,285,714	21,900	0.0058

\*Energy Consumption Statistics 2020  
[xDai Energy Efficiency - xDai \(xdaichain.com\)](https://www.xdaichain.com)



# Austrian Post's Crypto stamp is going Polygon

**Success Bridging** ×

xDai → Polygon



Status ✓ Completed

Date 2021-07-04 20:50

Txn Hash [0xfytyuiolkjh9ijk...678h](#) 📄

Sent From xDai

Departure Address [0x9es455689jk...678h](#)

Sent To Polygon

Destination address [0x9es455689jk...678h](#)

[View Transaction](#)

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# MARKETING





## EVENTS



## MAILING



## ONLINE



## POS/PRINT



## INTERNAL COMMUNICATION



## WEBSITE



## AIRDROP GAME



# International Events



NFT.NYC



Blockchance, Germany

More info at [www.blockchance.eu](http://www.blockchance.eu)

BLOCKCHANCE  
EUROPE  
2021  
DECEMBER 2-4  
WELCOMES

Crypto  
stamp  
powered by Austrian Post

Our official Sponsor for 2021

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## CRYPTO STAMP ADVANTAGES



**COMMUNITY**



**PLATFORM**



**EXPERIENCE**



**INNOVATION**

**TIME  
TO CREATE**

**UNICORNS.**

