

# CRYPTO STAMPS AND NFT

## DEUTSCHE POST

Product Management „MAIL Communication“  
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Deutsche Post AG, Germany

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# Deutsche Post released crypto stamp „Brandenburger Tor“ at 2nd November 2023

## To build a bridge between traditional philatelists and collectors of digital art

- **Connecting:** Stamps are popular collectibles and are considered as cultural assets, their motifs are very asked. Because of an increasing interest on crypto assets and especially NFTs several editions of crypto stamps were published in recent years. We believe in this connection between traditional collecting and digital art.
- **Simple:** Deutsche Post provides step by step explanation for the „world of blockchains“ to collectors and designed a user workflow which is accessible also for non-experts.
- **Unique:** Every physical stamp has a unique matrix code and identifier (introduced in 2021 by Deutsche Post). This identifier is directly assigned as the token id of its NFT and also part of its NFT picture.



## Key-Facts

First edition of our crypto series:  
„**Brandenburger Tor**“

*motiv was generated by an  
artificial intelligence (AI)  
Midjourney*



- **Regular stamp**, self adhesive with a value of 1,60€ only available as a booklet
- **Coupling** between **unique matrixcode** of the physical stamp and the **token id** of its NFT
- **Also released:** gummed edition without NFT for traditional collectors
- **Partner:** Royal Joh. Enschedé, PROxID, (ciphers.me)



**9,90 €**  
per „Booklet“

Issue date:

**02. November 2023**

Edition:

**250.000 pcs.**

# Realization and allocation of NFT

## On preparation or while claiming first NFT:

- Customers must create a user account on a web portal provided by our partner **ciphers.me**
- Customers need to set up their own **METAMASK wallet** (at [deutschepost.de/kryptomärke](https://deutschepost.de/kryptomärke) you will find a guide and video clips “how to”)

## Get your NFT:

- Customer buys physical booklet
- Customer scans QR code or enters ID from booklet on [ciphers.me](https://ciphers.me)
- Customer must enter a secret access code for the selected ID (hidden by a sealed scratch field)
- NFT will be minted to address of customer's wallet (sponsored minting, without costs for customer)
- NFT will be connected to individual image on IPFS

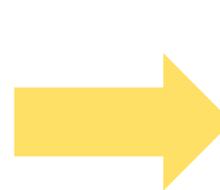
individual (unique)  
matrix code on stamp

Public ID  
of booklet



Booklet (inside)

(scratch field)  
PIN code



current number of stamp  
(also encoded in matrix code)

The NFT will be minted to a wallet address of the customer who owns booklet with access code.

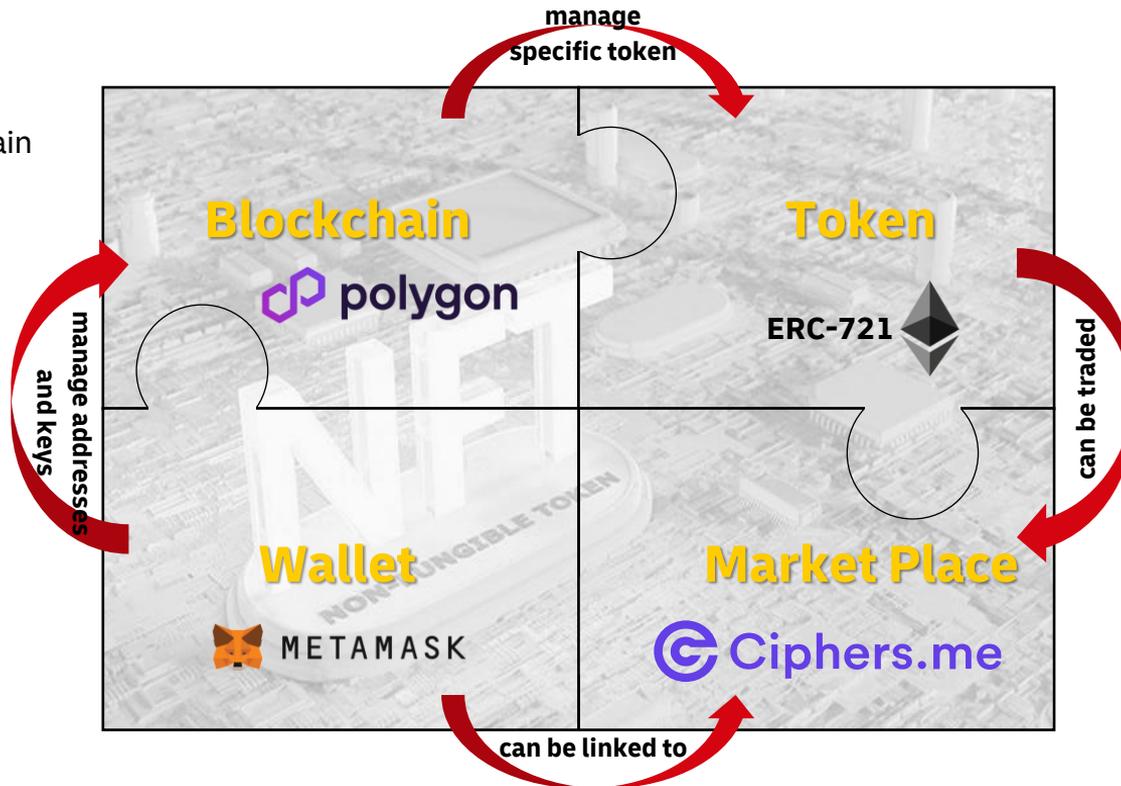
Individualized (by current number) image will be linked to that NFT. An NFT is a data record in a blockchain that references to an URL. Image files will be placed permanently on a public server (IPFS)

# PRODUCT DESIGN & TECHNOLOGY

– you have to answer some important questions upfront

## Requirements:

- Popularity of blockchain
- Reputation
- Community
- Tool support
- Transaction costs
- Tradability
- Legal restrictions



## User experience:

- Simplicity
- Stability
- Performance
- Compatibility
- Minting strategy
- Edition size

# USER WORKFLOW

## Buy your crypto stamp at Deutsche Post...



**Our first crypto stamp has arrived!**

Enter the world of digital collecting together with us: order your booklet today and request your unique NFT!



**Order now!**

You already have a booklet and would like to request your NFT or learn how to start collecting digitally?

[Direct link to collecting!](#)

### Order your booklet today:

The booklet contains a physical stamp and the access data for your digital image as a non-fungible token (NFT).  
The circulation is limited to 250,000 units.

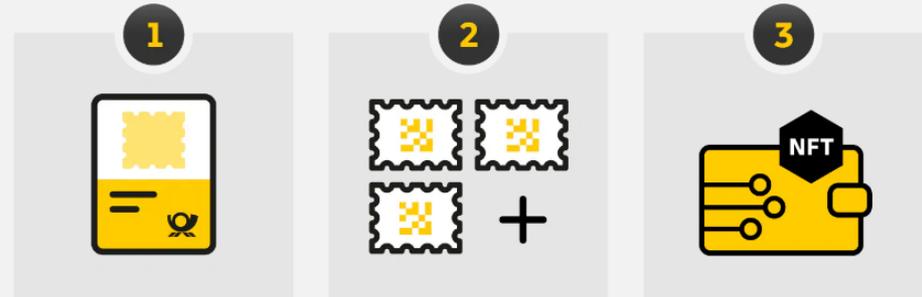
### How to access our order pages:

Delivery address for the booklet within Germany:



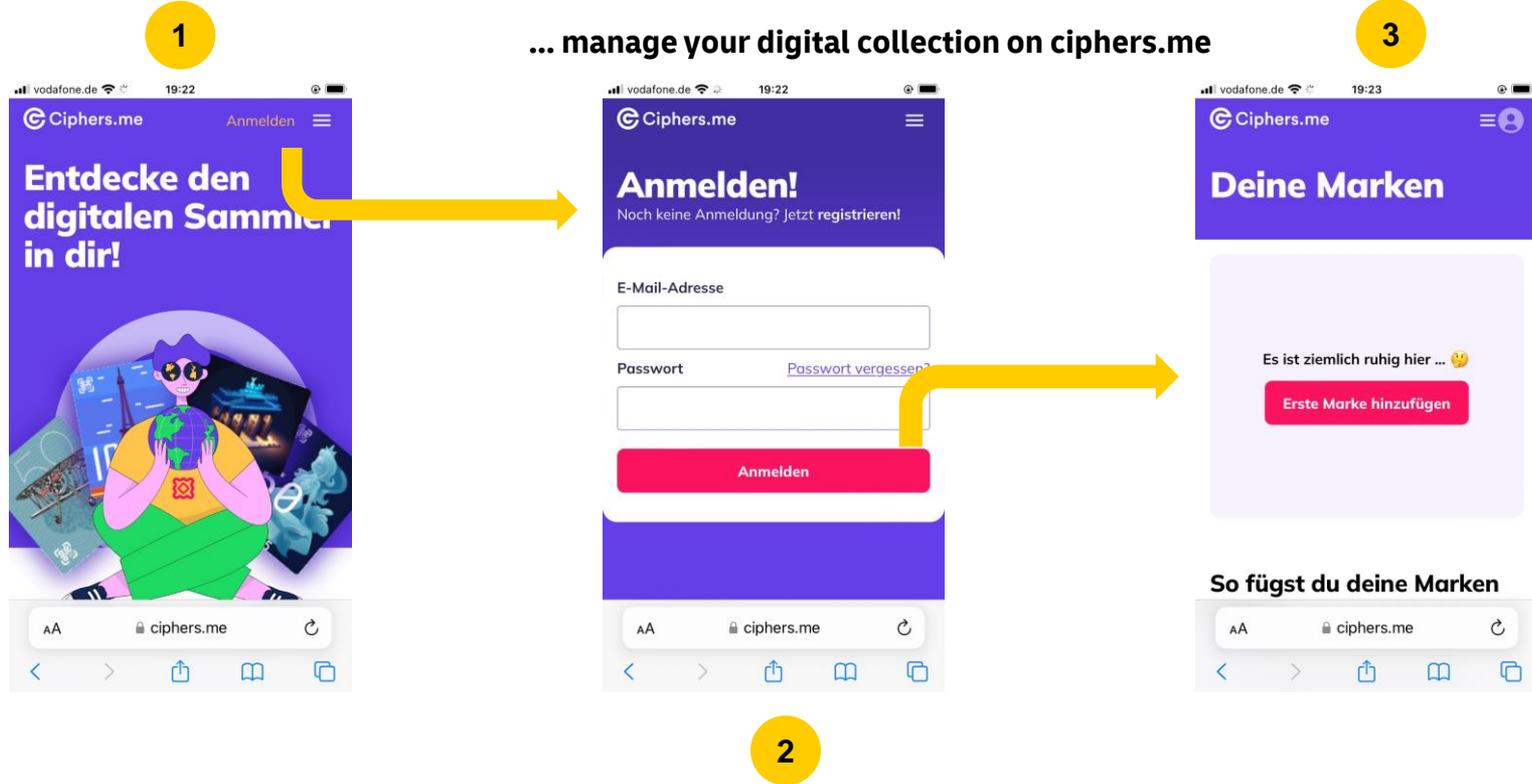
<https://deutschepost.de/kryptomärke>

## Enter the world of collecting!



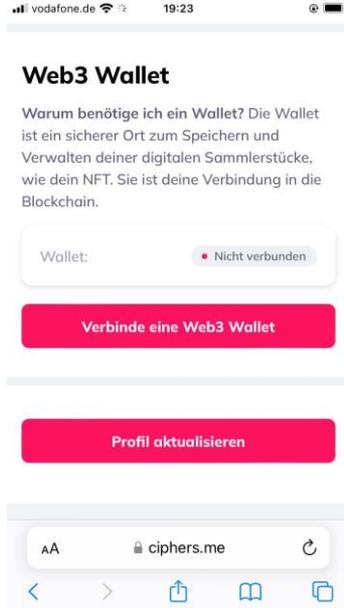
- Purchase our crypto stamp in the booklet
- Install your MetaMask® wallet while you wait for your booklet to arrive
- Set up your user account at Ciphers.me and collect your digital stamps there
- Link your wallet with your user account at Ciphers.me and create your NFT free of charge

# WORKFLOW 1 – create your account on ciphers.me

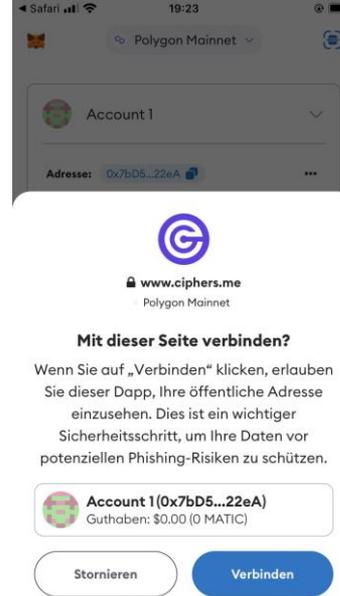


# WORKFLOW 2 – connect your METAMASK wallet

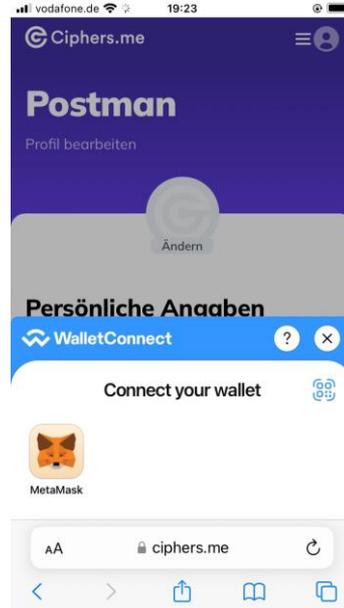
1 Add your own wallet in user settings...



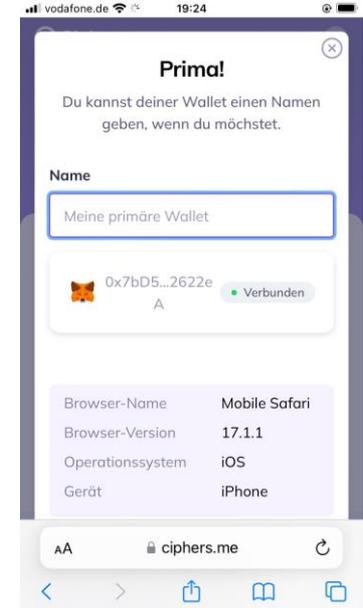
3 ...confirm connection to ciphers.me...



2 ...select your installed app on mobile or plugin on desktop...

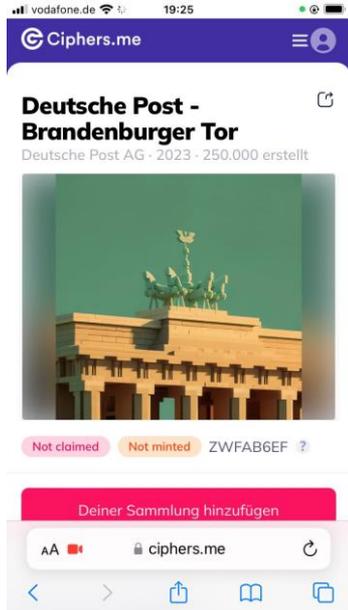


4 ...and now you are ready to get your NFT!



# WORKFLOW 3 – claim your stamp and mint your NFT

1 Add your stamp, scan QR code or enter its public-id...



2 ... enter the secret PIN code printed under the scratch field...



3 ...you claimed your stamp, now mint your NFT...



4 ...YOU GOT IT!





**THANK  
YOU!**

