

Shopin Joins IEEE to establish Unified Decentralized Identity Technology Working Group

Shopin's new standard will offer a secure, decentralized approach for retailers to personalize consumer shopping experience and for consumer data sovereignty

BROOKLYN, NY, UNITED STATES, June 12, 2019 /EINPresswire.com/ -- Shopin.com blockchain, artificial intelligence, and decentralized identity solutions aim to accelerate revenue and lead the retail industry forward with unparalleled security, personalization, and decentralization, today announced it has joined the IEEE as a corporate member to establish the Unified Decentralized Identity Technology working group.



Shopin joins IEEE to set the standards for United Decentralized Identity

As a leader in the blockchain industry, the company is forming this working group and bringing together a consortium of experts who offer a strong foundation of web 3.0 decentralization technologies. Promoting a strong foundation and shared vision, the company expects more retailers will be ready to adopt decentralized identity technology to help drive increased personalization that can boost revenues.

“

We're proud to take our place alongside prestigious members of the IEEE like Sony, Samsung, Qualcomm, AMD, Apple, Google, IBM and more. It's humbling to see Shopin's logo on the roster.”

Eran Eyal

[Eran Eyal](#) the CEO of Shopin shares: “The best way to improve adoption and outcomes for our clients is to encourage the industry to co-create these standards. To further our commitment to open standards we are forming this Working Group to facilitate industry wide change that we steward with our technical leadership”.

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Apple, Google, IBM and more. It's humbling to see Shopin's logo on the roster.”

In furtherment of these goals, Shopin will soon be revealing a proprietary patent-protected enterprise-grade GDPR-compliant data exchange which leverages a unique asymmetrical and asynchronous Distributed Hash Table (DHT), blockchain, and artificial intelligence architecture. This solution will be open-source.

Shopin invites all retail and technology companies or individuals interested in joining the UDID Working Group to contact us at IEEE@shopin.com.

Shopin can be found on IEEE here:
<https://standards.ieee.org/about/corpc/han/mbrs5.html>

About Shopin

Shopin is a universal shopper profile, built on the blockchain and powered by our proprietary visual artificial intelligence, which delivers shoppers the most personal experience in every site, app and instore by working with retailers to give shoppers control of their purchased data.

When shoppers own the best of their data, we can enable retailers to advertise directly to the shopper, who gets 85% of the ad revenue to spend back in the world of retail through the Shopin and branded tokens.

Our mission is to transform the retail web into a decentralized Amazon model through our proprietary artificial intelligence tools and blockchain approach.

Recently Shopin released its first product, the Retail Intelligence Data Engine which leverages data from over 3.5BN purchase data transactions to deliver forecasting and trends insights and recommendations to retailers and brands.

Shopin was named retail-tech "[Moonshot of the Year](#)" by thought-leader The Lead.

This release was originally posted at:
<https://www.globenewswire.com/news-release/2019/06/12/1867549/0/en/Shopin-Joins-IEEE-to-establish-Unified-Decentralized-Identity-Technology-Working-Group.html?culture=en-us>

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Shopin - universal decentralized identity

TECHNOLOGY

Purchase Data

Blockchain

Visual AI

THAT DRIVES CONVERSIONS

RETAILER

- Increase sales conversions
- Reduced attrition
- Enhance security

SHOPPER

- A new paradigm in personalization
- Tailored dynamic rewards
- Ownership and security

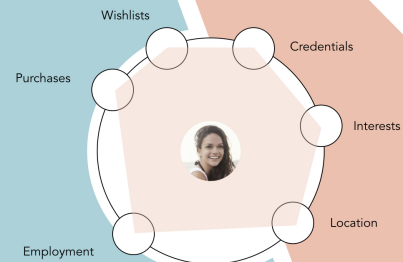
Shopin leverages proprietary artificial intelligence, purchase data and blockchain

LinkedIn

IDENTITY VISION

A single identity, owned by the shopper, providing enhanced security and delivering unprecedented value and experiences.

All apps, services and in-store experiences have the user at the center, with the user in complete control.



Shopin Decentralized Identity



"The Federal Trade Commission should establish a data-broker clearinghouse, requiring all data brokers to register, enabling consumers to track the transactions that have bundled and sold their data from place to place, and giving users the power to delete their data on demand, freely, easily and online, once and for all"

Tim Cook, CEO APPLE

... identity data has too often been exposed in breaches, affecting our social, professional, and financial lives. Microsoft believes that there's a better way. Every person has a right to an identity that they own and control, one that securely stores elements of their digital identity and preserves privacy. This whitepaper explains how we are joining hands with a diverse community to build an open, trustworthy, interoperable, and standards-based Decentralized Identity (DID) solution for individuals and organizations.

MICROSOFT 

Industry leaders like Tim Cook (Apple), Microsoft are pushing for decentralized identities

This press release can be viewed online at: <http://www.einpresswire.com>

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