

# Blockchain-Based Ad Network AdEx Teams Up with the NEO Smart Contracts System

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Sofia, Bulgaria — August 15, 2017 — AdEx Network (<https://www.adex.network/>) has just announced its technical partnership with the smart economy platform NEO (<https://neo.org/>).

The AdEx team has just released the AdEx Core — the base smart contract that will power the advertising network. The team has explored the NEO smart contract system and has evaluated it as very well-designed and more beneficial for its operations, therefore it is committed to porting the AdEx Core to NEO.

Furthermore, the AdEx management believes that such a collaboration will be incredibly favourable for the NEO ecosystem as well, being one of the first decentralized applications (DApps) to ever run on NEO.

“We see the huge potential of NEO and this is why we are aiming at becoming the first NEO-based DApp,” said Ivo Georgiev, CEO and founder of AdEx. “We are exciting about porting the AdEx core as we are convinced this will increase the efficiency of our advertising network,” Georgiev added.

“We are looking forward to AdEx moving its core to the NEO ecosystem. We are positive that DApps will help us push the Smart Economy further, and AdEx is an excellent trailblazer for this,” commented Tony Tao, Secretary-general of NEO Council.

AdEx is currently working on releasing a prototype of their service. The prototype will be presented earlier than planned — the project’s white paper stipulates the first version of the platform will be released in February 2018, however the AdEx team is optimistic that it will be available to the general public a few months prior to that. The project is developing at a fast pace, and the ADX token is gaining a momentum on the various exchanges where it is traded.

The NEO project is evolving rapidly. Founded under the name Antshares in 2014, today it has rebranded and grown to become China’s first and largest open source blockchain with the ambitious plan to outperform Ethereum”. NEO’s smart contract code will support digital identities, decentralized commerce and asset digitization, thus introducing the concept of “Smart Economy”. Following the rebranding, the NEO token price has exploded, serving as a testament to the project’s worth.

## About AdEx

AdEx is a decentralized ad network based on blockchain and smart contracts. It aims at solving many of the problems faced by the contemporary advertising industry, the largest of which is the lack of transparency in ad bidding and delivery.

## About NEO

NEO (formerly Antshares) is China’s first ever open source blockchain. Founded in 2014, NEO’s mission has been to reinvent the way commerce is done. Motivated by the belief that technology drives progress, NEO has been created to shift traditional economy into the new era of the Smart Economy.

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