

FOR IMMEDIATE RELEASE:

**Meural Joins Forces with Rare Art Labs to
Present Charity Sale of Rare Digital Art @ Ethereal Summit**
Meural Members To Receive Exclusive Online Preview of Art Catalogue

May 7th, 2018—NEW YORK, NY Today **Meural**, creator of eponymous smart art frame, the Meural Canvas, announced a partnership with **Rare Art Labs**, builders of the decentralized R.A.R.E. Network for the selling of scarce digital art editions. The partnership will kick off with a charity rare digital art sale at NYC's upcoming **Ethereal Summit**, as part of the event's larger art program, which includes a live auction held by **Codex**—a blockchain title registry. All proceeds from art sales will go to the establishment of The Foundation for Art and Blockchain—a new entity being formed by Codex. The Ethereal Summit, hosted by blockchain company **ConsenSys**, will take place May 11th and 12th at The Knockdown Center in Queens.

"Both Rare Art Labs and Meural work to empower digital artists with a new way to monetize their art," says John Zettler, President of Rare Art Labs. "We are both building platforms that, in different ways, seek to make digital art "real"—to give it value, permanency, and an audience of potential patrons. When we were invited to the Ethereal Summit, we knew that we had to bring Meural into the fold, because their hardware product, the Meural Canvas, is the ideal platform for displaying rare digital assets in a way that visually translates their value."

The art sale will feature over 40 rare digital artworks from a roster of 20 artists from the R.A.R.E community, working across mediums including photoshop, photography, post-photography, 3D animation, and more. Works will be displayed on interactive Meural Canvases, which invite prospective buyers to browse art for sale using Meural's signature gesture control feature (a wave of the hand in front of a sensor allows you to change the artwork displayed, and view more information about each piece). Attendees will also be able to purchase limited edition official event posters for the Ethereal Summit.

In addition to the at-event collaboration, this special partnership with Rare Art Labs represents Meural's first foray into offering exclusive exhibition previews as a perk of the Meural Membership. Starting today, for a period of one week, Meural Members will have exclusive access to preview and download the R.A.R.E art catalogue onto their Meural Canvas, prior to the sale at the Ethereal Summit. Once the rare digital works are sold to individual buyers, they will no longer be available on Meural's art library (my.meural.com).

"The Meural Canvas is the ideal vessel for displaying rare digital art in its native form, and a must-have for its patrons," says Vladimir Vukicevic, Meural CEO and Co-Founder. "Rather than housing their collections of valuable digital art on their computers, our product allows collectors to show off their collections on their wall, in a beautiful frame that brings helps bring the same element of gravity and ceremony to a digital piece that exists in a physical artwork. We are pleased to be able to bring an exclusive look at R.A.R.E works for sale to Meural Members, and see this as the beginning of a fruitful partnership between Rare Art Labs and Meural."

In addition to the sale of fixed price works, **Codex** will be hosting a live auction, which will mark the first time artworks will be written on the Codex blockchain. This will create a permanent and unchangeable record of provenance, which will help to track, realize, and verify the true value of arts and collectibles—an asset class worth well over \$2 trillion.

For those who are unable to attend the event, fixed price art from the R.A.R.E network will be available for sale through the R.A.R.E. app in the Toshi browser. Buyers who wish to participate in the silent auction can do so in the Codex App.

To learn more about the Ethereum Summit, visit: <https://etherealsummit.com>.

About Meural:

Meural combines the best of art, technology, and design to create products that make us feel something. We are building a future in which art lives in every home, and everyone can become a patron of the arts.

Our first product is the Meural Canvas: a smart frame designed with Meural's proprietary *TrueArt* technology—a combination of hardware, firmware, and algorithmic software meticulously-engineered to display rich and vividly textured art and photography.

The Meural Canvas can be easily controlled via gesture (a wave of the hand) or mobile app, and acts as a conduit to our expansive art library, my.meural.com—an expertly-curated and ever-growing collection of artworks sourced from the catalogues of leading museums, collections, and artists, and spanning the past, present, and future of art.

Meural was founded in 2014 by longtime friends Vladimir Vukicevic and Jerry Hu, in response to the art community's need for a dynamic and modern platform. Incubated out of an artists' collective on New York's Lower East Side, supporting artists remains central to the way we do business. The Meural Canvas now lives on thousands of walls across the world. Follow Meural on Instagram, Twitter, Facebook, and Pinterest @meetmeural. Visit us at meural.com, and explore the Meural art library at my.meural.com.

About Rare Art Labs

Rare Art Labs is building the R.A.R.E. Network, a platform for artists to sell scarce copies of their digital artworks. For the first time ever, digital artists can make their works permanent, scarce, and tradeable, which opens a novel form of monetization for artists. Collectors can buy directly from artists, and artists can earn crypto by selling their digital artworks to fans. Please join our new marketplace for rare digital art at www.rareart.io.

About Codex

Codex is the leading decentralized title registry for the \$2 trillion arts & collectibles ("A&C") ecosystem, which includes art, fine wine, collectible cars, antiques, decorative arts, coins, watches, jewelry, and more. Powered by the BidDex native token, the Codex Protocol is open source, allowing third party players in the A&C ecosystem to build applications and utilize the title system. Codex's landmark application, Biddable, is a title-escrow system built on the Codex protocol, which solves long-standing challenges in auctions: non-performing bidders, lack of privacy, and bidder access. The Codex Protocol and BidDex will be

adopted as the only cryptocurrency by The Codex Consortium, a group of major stakeholders in the A&C space who facilitate over \$6 Billion in sales to millions of bidders across tens of thousands of auctions from 5,000 auction houses in over 50 countries. To learn more about the Codex Protocol and Biddable, please visit www.codexprotocol.com.

About ConsenSys

ConsenSys is a global formation of technologists and entrepreneurs building the infrastructure, applications, and best practices to enable a decentralized world. The ConsenSys "hub" coordinates, incubates, accelerates, and spawns "spoke" ventures through development, resource sharing, investments and the formation of joint ventures. ConsenSys is dedicated to growing the Ethereum-based blockchain ecosystem through various domains including ConsenSys Solutions, ConsenSys Capital, ConsenSys Labs, and ConsenSys Academy. For more information, please visit www.ConsenSys.net.

About The Ethereum Summit:

The Ethereum Summit brings together investors, entrepreneurs, futurists, media icons, artists, musicians, government officials, and humanitarians for two days of storytelling and knowledge sharing around how we can build our decentralized future together using blockchain technology.