Metadium Whitepaper

Who are you? What is your personal or social identity? And how do you manage, protect, and use your identity in the 21st century? The Oxford dictionary defines identity as “The characteristics determining who or what a person is.” So how do you describe all your different characteristics scattered around the web? Unfortunately, there is no single definitive answer to this rather simple question; as individuals, we do not have the opportunity to manage, protect, and use our own identity.

At Metadium, we are tackling the status quo. Currently our identities are pieces of a puzzle scattered around the offline and online world. In order to consolidate a complete identity from such informational disarray, at Metadium we believe in linking one’s traditional “mundane identity[1]” with the “virtual identity[2]”. This principle acts as the core of our platform, which aims to give individuals the ability to manage, protect, and use their identity whenever, wherever and however they wish.

Although a rigidly-controlled identity has been the norm for globalization, economic prosperity and technological developments in the digital world, we are entering a new era. We have already been able to create previously unimaginable technologies such as artificial intelligence, self-driving vehicles and virtual reality. The time has come to innovate the concept of identity, allowing it to be managed, protected, and used by their respective individuals

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