

“I would say the thing that stands out with EOSIO is the transaction rate. We fully expect that EOSIO will continue to evolve and improve as time goes by, and we’ll be able to leverage those improvements.”

Rick Whitner, Voice Vice President of Architecture

## Background

Today’s social networks serve as hosts to massive amounts of private information, but for the users, it often remains unclear how this data is put to use. Meanwhile they are left to navigate a climate where misinformation masquerades as fact, spread by users who are emboldened by anonymity and heed no consequences for their malicious actions.

Voice was created to be a better option for people to communicate with one another online, built on notions of transparency and accountability. Voice doesn’t use an algorithm working behind the scenes that manipulates user-data. Using Voice Tokens, individuals on the platform are able to reward one another for creating quality content.

Along with secure, liveness checked accounts tied to user-identities, Voice also hashes information related to user posts via EOSIO to preserve as records in a blockchain.

**“ The rich functionality of smart contract development on EOSIO lets us implement the benefits of blockchain that real business logic relies on. ”**

Rick Whitner, Voice Vice President of Architecture

# Why EOSIO?

EOSIO provides Voice with blockchain-facing elements that feature high transaction throughput, and efficient resource management. EOSIO allows for the distribution and transfer of Voice Tokens, a native token that active Voice users receive via platform participation. Voice is a private blockchain deployment, and EOSIO allows Voice the flexibility to move to a public facing blockchain in the future.



Voice selected EOSIO as their platform of choice for the following reasons:

## User-Friendly Blockchain Layer

Voice integrates blockchain-based features on the back-end for an optimized user experience.



## Support for a Native Token

EOSIO's infrastructure provides built-in support for a token distribution mechanism, allowing Voice to incentivize user participation.



## Embedded Business Logic

Voice utilizes C++ based EOSIO smart contracts that are well suited to support business-level applications.

# Solution Overview

Voice users must go through a liveness check prior to account authorization. Whenever a user posts on Voice, the information is stored on a private EOSIO blockchain. Users accumulate Voice Tokens that can be used to support other user posts in a bidding game where the winner earns the prestige of "Top Voice" for that particular post. The feed can be filtered by most active, most recent, most voiced, or team picks.



## Liveness Check

Voice puts an end to anonymous social media users with liveness verification for every user account greenlit to use the platform.



## Community Rewards

Participation on Voice is incentivized through Voice Tokens, that are awarded by individual users to other members.



## Data Integrity

Every post on Voice is tied to an entry, hashed on an EOSIO blockchain. In the case where a post violates platform rules, post content may be removed by moderators without interfering with the blockchain.

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