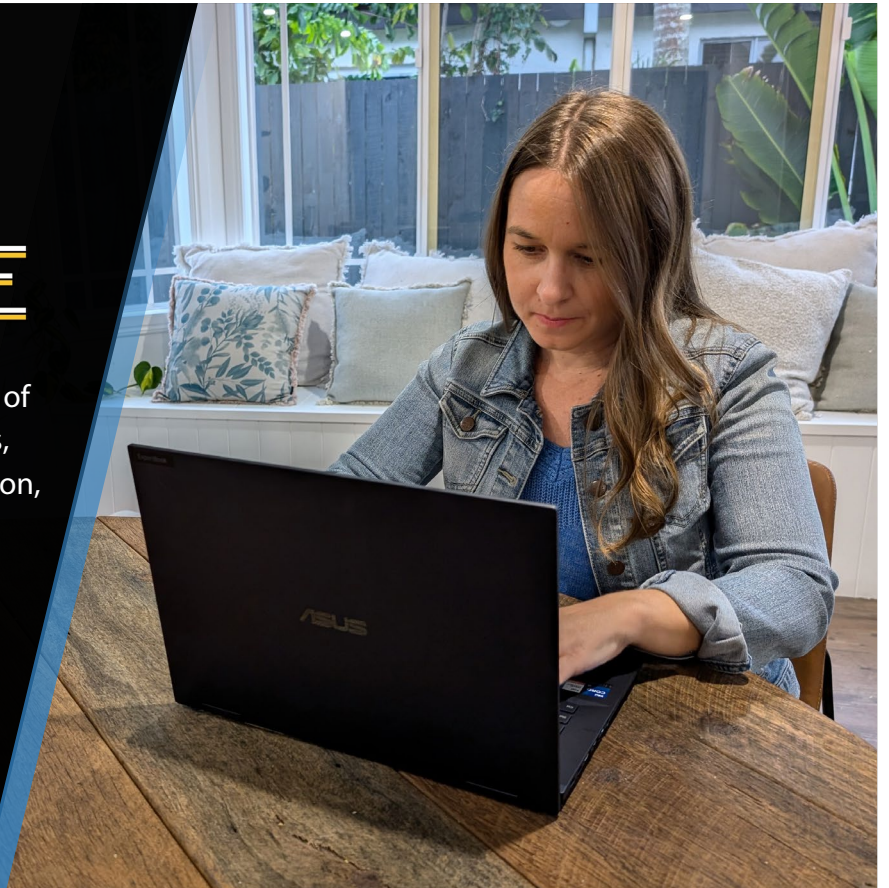


NFT. STORAGE

With milestones including the storage of millions of NFTs, strategic partnerships, and continuous technological innovation, NFT.Storage CEO Elizabeth Griffiths shares how her ASUS ExpertBook B7 Flip is helping achieve her aim of empowering the NFT community with the tools needed for the long-term preservation of digital assets.



Since its launch in April 2021, NFT.Storage has become a cornerstone for NFT preservation, providing solutions for off-chain NFT data resilience. Leveraging the decentralised storage capabilities of the Filecoin Network and the advanced content addressing and peer-to-peer network of IPFS, NFT.Storage offers a secure, verifiable, and blockchain-anchored storage solution designed to safeguard NFT data against the test of time. Their mission is to preserve all NFTs as timeless assets, driving their efforts to integrate NFT.Storage across all NFT minting platforms and marketplaces.

Elizabeth's primary responsibilities revolve around providing strategic leadership and ensuring the overall success and growth of the organisation. This involves setting the company's vision, long-term goals, and business strategies to position NFT.Storage as a leading platform for decentralised NFT storage solutions. She oversees key operations, to ensure her business delivers innovative, reliable services that meet the needs of developers and creators in the NFT ecosystem. She also leads cross-functional teams and is responsible for making high-level decisions and allocating resources. As Managing Director and Secretary of the Board, Elizabeth also works closely with board members to align company strategies with the broader organisational goals and stakeholder interests.

With all staff working remotely, the organisation prioritises laptops that can support a high-performance, multitasking workflow. Staff

often juggle tasks like software development, data management, and content creation, so they require laptops that are both powerful and portable. Elizabeth also frequently participates in and creates content for podcasts and pre-recorded events, hence reliable multimedia capabilities are crucial. She needs a laptop that can manage video production, high audio quality and streaming without any performance drops. With frequent movement between various work environments, a lightweight laptop with strong battery life for productivity continuity is paramount.

On all aspects, Elizabeth's ASUS ExpertBook laptop has been instrumental in addressing key IT pain points, especially around performance, security, portability and battery life. It's quite common for Elizabeth and her staff to work with dozens of browser tabs open, while running multiple communication platforms and executing background tasks like SQL scripts, requiring a high-speed processor and ample RAM to handle these demands smoothly. A high-resolution touchscreen with great colour accuracy and 360-degree flip capability is important, especially when working on and delivering presentations or video content. Fast SSD storage is critical for quick access to large files, including videos, codebases, and other data. Given the importance of data privacy in a field with decentralised storage, built-in security features and encryption are essential for safeguarding information. Whether it's attending conferences, collaborating

on projects, or working remotely, a laptop is indispensable for staying connected and productive on the go.

“The portability and performance of my ASUS ExpertBook laptop have allowed me to work efficiently no matter where I am—whether it’s in shared working spaces or outdoor environments,” said Elizabeth.

A major concern for Elizabeth and her staff is uncertainty of power access when travelling, as well as the inconvenience of having to carry around a bulky power adaptor which counteracts the purpose of having a lightweight laptop.

“My ASUS ExpertBook laptop has such impressive battery life, giving me the confidence to work for extended periods without constantly searching for an outlet. This has made quite a difference, especially in environments where I’m frequently moving between spaces and can’t rely on having a stable power source at all times”.

According to Elizabeth, the reliability of her ASUS ExpertBook laptop has also provided peace of mind, eliminating maintenance and technical issues.

“Consistent performance has enabled an increased focus on work without the added stress of potential disruptions, which has ultimately improved flexibility, productivity, innovation and collaboration.”

NFT.Storage runs a variety of software applications, including a mix of development tools, communication platforms, and crypto-related applications. These include DBeaver for database management, supporting SQL databases such as MySQL, PostgreSQL, and others. Telegram, Signal, WhatsApp, and Slack are essential for staying connected with dispersed staff and partners. Ledger Live is a crypto wallet software that syncs with hardware wallets to manage digital assets securely. Loom is used for content creation, whilst Terminal is employed for coding, running scripts, and performing administrative tasks. Elizabeth often runs several of these applications simultaneously, with her ASUS ExpertBook laptop operating seamlessly, without any performance lag.



Final thoughts from Elizabeth:

“My ASUS ExpertBook laptop has set a new standard with its lightweight design, long battery life, and effortless performance. It has provided the flexibility and reliability I need to handle everything I need to get done, all while being portable enough to carry comfortably throughout the day. It has consistently gone about business without the technical hiccups or maintenance issues I’ve encountered with other brands..”

To learn more about NFT.Storage, visit:
<https://nft.storage/>

Final thoughts from Leon Brumen,
Head of Commercial at ASUS ANZ:

“The ASUS ExpertBook series provides users with the power, performance, durability and security to help their businesses achieve new heights along their digital transformation journey. The ExpertBook series makes clear our commitment to business users everywhere and we look forward to seeing Elizabeth and the team at NFT.Storage achieve their goals.”

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