



## **ConsenSys, Halo Holdings and AMD partner to scale the emerging blockchain ecosystem with optimized hardware and software solutions**

NEW YORK, Jan 4, 2019 – Today ConsenSys announced a collaboration with Abu Dhabi-based Halo Holdings and AMD to develop optimized datacenter solutions for emerging blockchain workloads through the creation of **W3BCLOUD**. Leveraging ConsenSys' extensive blockchain software expertise, **W3BCLOUD** plans to develop optimized solutions powered by AMD hardware that are capable of supporting a variety of workloads and applications for governments and commercial enterprises, as well as accelerate the adoption of decentralized applications.

**W3BCLOUD** is focused on providing the first independent cloud computing blockchain infrastructure, combining increased transaction throughput with state-of-the-art security. ConsenSys, as a global leader in blockchain development, brings insight into efficient compute usage for blockchain transactions, security requirements, and emerging use cases for the technology.

"Bolstering the compute power of blockchain networks with AMD's leading-edge technology will be of great benefit to the scalable adoption of emerging decentralized systems around the globe," said Joe Lubin, founder of ConsenSys and co-creator of Ethereum. "The combination of hardware and software will power a new infrastructure layer and enable an accelerated proliferation of blockchain technologies."

"We are excited to work with Consensys and provide them with access to high-performance hardware technologies capable of better scaling and proliferating decentralized networks and services to meet the growing interest from large corporations and governments looking to tackle challenges ranging from smart identity, enterprise data centers and health ID tracking, to licensing and supply chain management," said Joerg Roskowitz, director of product management, Blockchain Technology, at AMD.

### **About ConsenSys:**

ConsenSys is a global formation of technologists and entrepreneurs building the infrastructure, applications, and practices that enable a decentralized world. At its core, ConsenSys is a venture production studio and blockchain software development consultancy creating decentralized applications (DApps), enterprise solutions and developer tools for blockchain

ecosystems, focused primarily on Ethereum. Powered by smart contracts and secured through encryption, our solutions provide the benefits of transparency, auditability, and immutability that are unique to blockchain-based solutions. For more information please visit [www.ConsenSys.net](http://www.ConsenSys.net).

**About AMD:**

For more than 45 years AMD has driven innovation in high-performance computing, graphics and visualization technologies — the building blocks for gaming, immersive platforms and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD [website](#), [blog](#), [Facebook](#) and [Twitter](#) pages.

**About Halo Holdings:**

Halo Holdings is an investment management firm headquartered in Abu Dhabi, United Arab Emirates. Halo has transactions in large-scale technology and private equity investments spanning Asia, Europe, North America and the Middle East. The Halo team has extensive leadership experience in global technology and investment firms.

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