

DIGITAL CASH

RYING TO BE KING



We are delighted to announce that Dash is to be the headline sponsor for the NAJ Awards 2017. Need to know more?

What is Dash?

Dash is a digital currency gearing up for general adoption. Its capitalisation recently exceeded £1.7bn.

Like Bitcoin, Dash is a digital currency operating independently of any other intermediary or central bank. Dash is digital cash.

Why NAJ members?

Gold is one of the oldest symbols of value that can be bought by one of the newest.

Internationally, jewellers and gold dealers have been early adopters of Dash, understanding Dash as an asset as well as a token of exchange. Investors in Dash are likely to want to buy high value items. People with gold may wish to buy Dash.

Dash will be working with NAJ members to find out about your needs in respect of this new digital cash, and how Dash might tailor itself to meet those needs.

Later this year we will invite you to complete our survey. We will give away five Dash (approximately £1,250) to the first prize-winner and two Dash (approximately £500) to each of nine runners-up. We will help the winners open a Dash Wallet to receive their Dash and start spending it.

What's in it for merchants?

Get ahead of the game

Digital currencies are beginning to be adopted worldwide. Adoption is exponential, and is focused on younger, wealthier people. In recognition of this, large companies like Microsoft, Paypal, Tesla, Subway and Dell are accepting cryptocurrencies.

Improve your business

Faster payments improve cash flow and offer significant cost- and time-savings over money transfers. Consumer privacy is enhanced and the chance of fraud reduced, with merchants requiring less information on individuals. The risk of data theft and related insurance premiums is also reduced.

Increase your profit

As the number of Dash that can be created, is predefined, they cannot suffer from inflation, as paper-based fiat money (inconvertible paper money made legal tender by a government decree) can. As their values are growing they may make a good alternative investment.

Dash was £1 in January 2015 and has risen to £250 August 2017. You can cash out and have conventional money in your bank account.

What's in it for consumers?

Dash offers the consumer the anonymity of cash transactions but with the ability to purchase online.

Dash offers the consumer a currency where merchants can offer a discount on purchases because it costs them very little to accept it; a currency that has almost no cost to use and whose value cannot be eroded by inflation.

What makes Dash different from other cryptocurrencies?

Dash allows money to be sent anywhere in the world almost instantly thanks to a structure that is unique to Dash, processing transactions in seconds rather than the much longer time it can take with other cryptocurrencies. Dash also has a dedicated self-funding development arm to ensure that it remains at the cutting edge. Dash is developing improvements in its functionality and usability. With the forthcoming improvement to Dash called 'Evolution', Dash hopes to replicate most of the functionality of a bank account, at a fraction of the fees. Many investors expect the price of Dash to rise with this development.

How is Dash treated in tax terms?

Transactions in Dash are treated just the same as a transaction in any foreign currency, and taxed accordingly.

I like it, how do I become a Dash merchant?

At its most basic, all you need is a Dash 'Wallet' (comparable to credit card machine but with negligible fees). We recommend a small device that plugs into your computer. This securely holds encryption keys that secure your Dash assets; it's controlled with a browser. Integration with your website is possible if needed. You can also download a Dash wallet on your phone.

Think Digital Cash, Think Dash

