



LUXCORE ANNOUNCEMENT – 15th JAN 2018

Dear LUXCORE Community,

Today we have two important news items to share. One may not sound so great at first, but it has been taken in the best interest of product development, long-term stability of LUXCORE platform and it ultimately benefits the users of the coin. The second news, we believe, will be as exciting for the community as it is for us.

New Wallet Release

As you know, we had aimed for the 15th of January 2018 as the release date for the new wallet. This new release was geared to incorporate some significant features including:

1. LuxSend
2. Hot & Cold Masternode Setups
3. Trading API
4. Readiness for PMN, LuxGate and SegWit
5. Fixer for CPU usage and lag bugs
6. Backward OS compatibility

In this regard, our development team has been working on a “non-hardfork” approach to update the current protocol. This involved the development of a Lux specific Masternode and LuxSend protocol which would compare and even further enhance the implementation of similar protocols seen in existing cryptos. Further this protocol would support SegWit implementation, LuxGate and PMN deployment.



Based on extensive tests performed by our QA team, we strongly believe the successful roll out of these critical changes require further fine-tuning, stress tests and performance runs.

Albeit a hard decision, we prefer to release a rock-solid working product that checks all parameters on quality, security and performance, rather than release something which is half-baked just to meet deadlines.

In view of the feedback from our development, QA and security teams, we are postponing the wallet release by 10 days to complete all testing, documentation and guides.

The new date for wallet release will now be 25th of January 2018.

We apologize for the delay in this much-awaited release and we understand this is somewhat of a let-down, but we do hope the community can see the rationale behind this postponement and will continue to support us in moving forward.

And now to some better news!

Marketing Campaign & Partnership

As announced on 30th of December, we have partnered with Tokensuite.io to manage our marketing campaign.

Our campaign is split into three phases, with Phase I kicking off on 15th Jan 2018 as per the roadmap. Phase I is a grassroots *LUXCORE Awareness Program* that aims to spread the word on LUXCORE and generate buzz in the market to attract more crypto enthusiasts. Phase I started mid of last week and expected to last over a month will cover the following:

1. Increase visibility of LUXCORE and its features by **being featured in premier crypto, finance, blockchain news and media channels.**
2. An exclusive ***Bitcointalk.org* Signature Campaign** to generate interest and drive adoption. To ensure quality posts and to weed out spam, this campaign will be open to Full Members and above and will run for a month. Click [HERE](#) for more details.
3. A **Media campaign for Youtubers, Bloggers and Content creators** to create LUX specific content. Each qualified content or blog will be rewarded and is open to all who meet certain criteria. This campaign does not have a specific end date at the moment. Click [HERE](#) for more details.



4. A **Twitter Campaign** to increase our subscriber base and to spread the word on Lux. Anyone registering for the campaign and following the campaign rules will be rewarded in specific tier based Lux rewards. Click [HERE](#) for more details.

As some of these are exclusive campaigns, so please do sign up today to grab the opportunity!

Apart from these campaigns, our 5 days old, media outreach program has already started to bring in some good buzz and increasing number of followers. This outreach program will continue through the phases and will target different market, language and country segments as we go forward.

Please see some of the articles LUXCORE was featured in the last couple of days.

NASDAQ

<http://www.nasdaq.com/press-release/one-of-a-kind-blockchain-solutions-and-services-ecosystem-LUXCORE-kickstarts-the-new-year-with-20180114-00023>

CRYPTONOTICIAS

<https://www.criptonoticias.com/aplicaciones/LUXCORE-ecosistema-servicios-soluciones-blockchain-inicia-nuevo-ano-actualizaciones-masivas/>

COINIDOL

<https://coinidol.com/blockchain-solutions-and-services-ecosystem-LUXCORE-kick-starts-the-new-year/>

A word on new exchanges

While the development team is hard at work on putting final touches to the LUX protocol and wallet, the business team will be actively pursuing our interest in listing with other exchanges. This is currently a work in progress as we are in touch with multiple exchanges. Once we have more information that can be publicly shared in this regard, this will be available in all our community channels. Do stay tuned!

Thank you, once again for your faith and trust in our project,

TEAM LUXCORE

