

# Jupiter Group Enables Boonji Project's Successful \$18M Auction With Storj DCS



## About Jupiter Group and the Boonji Project

As a leader at the intersection between fine art and Web3, Jupiter Group's objective is to enable artists, athletes, celebrities and musicians to control, protect and grow their brand in today's digital ecosystem. As part of their mission, Jupiter Group partnered with artist Brendan Murphy on the [Boonji Project](#), a three hour auction of 11,111 unique digital avatars of Murphy's reimagined Boonji Spaceman paintings and sculptures. Grossing more than \$18 million, this was the largest primary pfp sale of NFTs in history. Key to the success of bringing Murphy's lifetime body of physical works into the metaverse was the highly secure, scalable, and globally distributed architecture of Storj Decentralized Cloud Storage (DCS).

## Providing Sustainable, Decentralized NFT Object Storage

As pioneers in connecting the physical and digital world, Jupiter Group has made significant innovative developments in the cryptocurrency and NFT space. Their successful platform strategy provides longevity to the brands it serves and appeals to the sophistication of its cryptocurrency native customers and their desire for transparency and digital sovereignty. Jupiter Group soon realized a centralized cloud storage provider couldn't deliver those things. So, when it came to deciding on a storage solution for the Boonji Project's digital art NFTs, Jupiter Group believed that Storj DCS best aligned with their strategy and customer requirements.

"Storj understands that the NFT world is about digital ownership," explains Greg Norman Jr., CEO, and co-founder of Jupiter Group. "Storj is aligned with what we're trying to do because it's already part of the native Web3 ecosystem of cryptocurrency and decentralization. Plus, partnering with Storj and its decentralized model opens up a broader audience for our product offerings."



# Delivering More Than 90% Savings

Another major factor for choosing Storj DCS for the Boonji Project was the financial benefits. Storj DCS takes an innovative approach to object storage and delivery that enables significant cost savings at 80-95% less than the storage and egress costs of traditional centralized storage providers. Plus, the transparent, predictable flat-fee pricing means there are never any surprises.

“Using Storj DCS is far more economically viable for our business than centralized cloud storage,” Norman says.

“Compared to AWS, Storj DCS is pennies on the dollar, making it a much more conducive platform from an operational standpoint.”



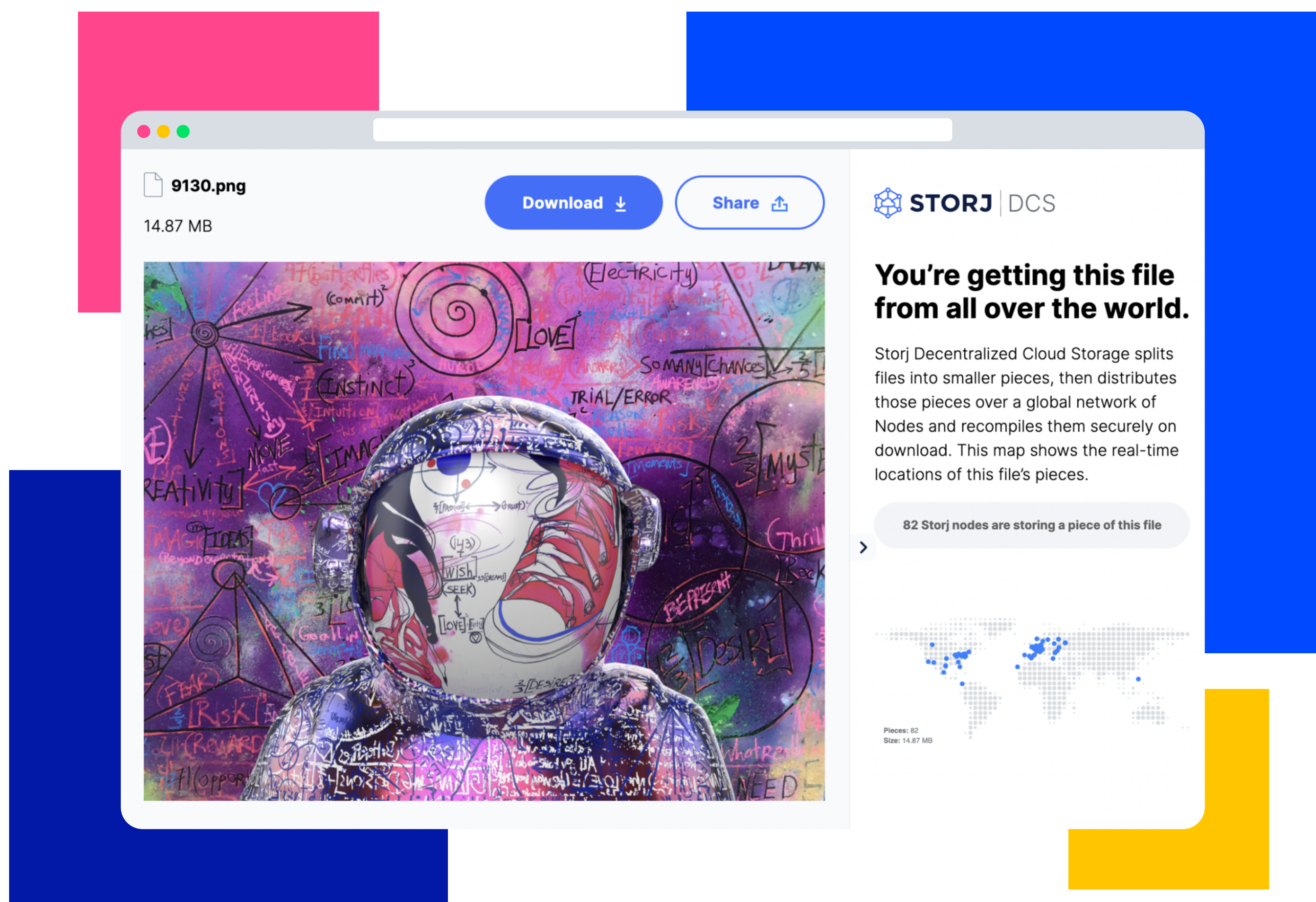
## Connecting a Global Community at Scale and Speed

The cryptocurrency and NFT community is spread across the world, as are the individuals who bid on and bought Brendan Murphy’s digital artwork as part of the initial Boonji Project auction. That’s why it was also important to the Jupiter Group that Storj DCS has built-in global distribution with massive storage capacity, high-performance bandwidth, and easy scalability. As a result, its customers can access their purchased digital artwork quickly from anywhere across the globe.

“Our community is global,” Norman says. “So, the ability to use Storj DCS to effectively scale our system across the world with the flip of a switch is not only unique, it’s vital. People are going to want instantaneous access to the digital assets they own. With their assets stored globally and decentralized across the cloud, they’ll be able to access them from anywhere at any given moment.”

“Storj DCS also helps us connect our global community,” Norman adds. “Not only are their digital assets spread across the globe, but they can also see on a map where they’re hosted. That connects our community closer and more intrinsically than some random centralized cloud storage warehouse in some unknown location.”





## Serving up and Securing Valuable, High-Resolution Digital Art

When Jupiter Group first started the Boonji Project, they experimented with having the digital artwork's NFT metadata on AWS. It looked fine, with a resolution of about a 1MB PNG file. But what they wanted was to be able to provide digital art owners 4K resolution within the NFT's metadata. That wasn't feasible on AWS.

"The only way we could push out 4K resolution to the NFT holders efficiently and at scale was using Storj DCS," Norman says. "Without Storj DCS, NFT owners would have had to go to one of the project's websites to download high-resolution images of the art. But now we can embed that high-resolution natively into the NFT's metadata stored on Storj DCS."

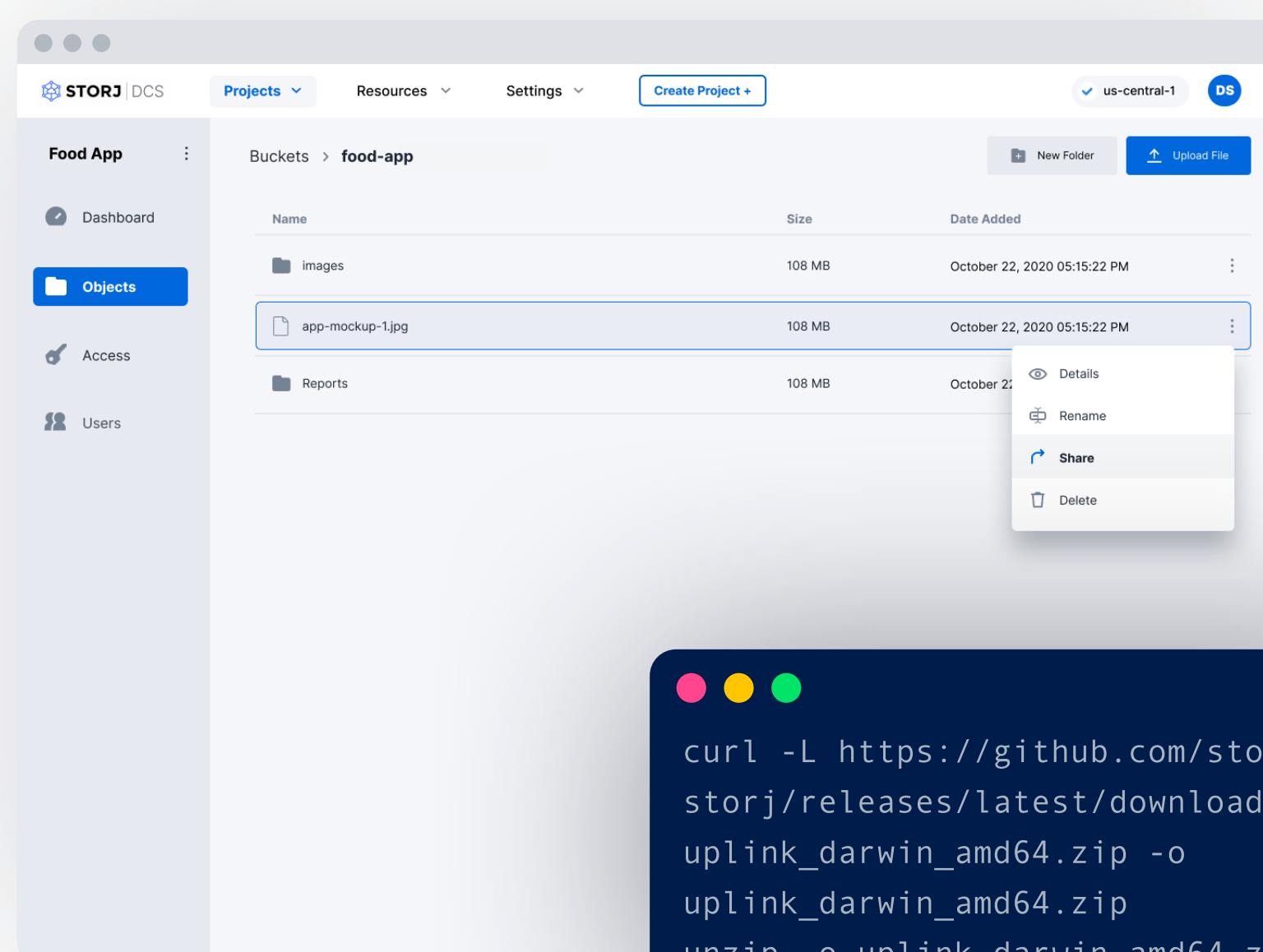
Additionally, with people spending thousands to hundreds of thousands of dollars on Brendan Murphy's digital art, security was another critical factor in Jupiter Group's selection of Storj DCS. The ability to distribute the storage of those digital assets across a decentralized network of 13,000 geographically diverse Storage Nodes provided Jupiter Group and the buyers of those assets the assurance that no single provider, central repository or third party could take down the digital art's high-value NFT data.

"We set out with the goal of being able to tell our customers that they would be able to receive high-resolution digital art in a safe and secure way," Norman concludes. "We've achieved that goal by leveraging the Storj DCS network to deliver 4K resolution digital art in the most secure format possible with the scalability and accessibility our business model needs."



# Experience the benefits of Storj DCS today.

Decentralization is already here, and it's only going to get bigger, better, and more mainstream as more people discover the benefits of a decentralized model. Head over to [www.storj.io](http://www.storj.io) and see how the unparalleled security, performance and economic features of Storj DCS can start benefiting your organization today.



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curl -L https://github.com/storj/storj/releases/latest/download/uplink_darwin_amd64.zip -o uplink_darwin_amd64.zip
unzip -o uplink_darwin_amd64.zip
chmod 755 uplink
```



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