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**ATTENTION: For Immediate Release & Digital Publication**

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**Smart Community Technologies announces ‘DeCoy’**

**A Highly Coveted Customer Loyalty Experience for 2022 and Beyond. Fresh, fast and relevant. A completely decentralized experience for your membership base and following that highlights the best of your products and services, while modernizing the customer, consumer and community experience. DeCoy is decentralized and in conjunction with the Lightning Network on Layer 2 of the Bitcoin Network using Lightning Service Authentication Tokens. DeCoy is the “What’s Next” of points, miles and rewards.**

**It is time for you to deepen the relationship between your brand and your buyer.**

***How will SCT do this for you****? Using proven blockchain technologies, the proof of work process and the bitcoin network rails as compared to bitcoin the asset is completely transformative to the current monetary system. DeCoy is stablecoin agnostic. So, when an existing currency needs to add value to their ‘currency’ or incentivize consumers to use that currency on the bitcoin rails, while getting rewarded with bitcoin, the asset, then that possibility and reward model is completely open source and permissionless and ready to go with DeCoy.*

**Smart Community Technologies** is proud to announce **DeCoy**, a completely innovative customer loyalty, community loyalty, and currency loyalty solution.

Rather than reward or incentivize loyal consumers with points, miles, stars, or some other difficult to understand closed source, permission based loyalty currency; **DeCoy** uses *Satoshi’s* (the smallest known denomination of a bitcoin) to incentivize spending, deposits, brand purchases, merchant spending, dwell times, social posts, activitie, behaviors and much more.

**Steve Schroeder, Co-founder and CEO of Smart Community Technologies (SCT) and DeCoy** says the following, “Bitcoin is the clear winner in the store of value contest for the digital age. Bitcoin technology is far superior to any physical asset such as gold, silver, real estate, bonds, art, or stock investments due to it’s security, portability, and inflation proof design.”

He goes onto say, “We are on the threshold of a complete paradigm shift in monetary policy and monetary technologies. The ‘old’ way of doing things and rewarding loyalty will soon pass and become obsolete. And we, at **SCT**, feel it’s a National Security issue for the U.S. to be the digital leader in innovation. How that might look is wide open. **DeCoy** is currency agnostic, open source, and permissionless. So it can be used to solidify and validate any digital currency or stablecoin.”

**Jonathan Schroeder, Co-founder of SCT, CFO, and Digital Currency & Digital Asset Officer** emphasized the following, “It’s absolutely imperative for the U.S. to out innovate China with their digital Yuan. Any currency using the Bitcoin rails with Lightning Network as Layer 2 to Bitcoin the asset, will be the undisputed world leader and generate untold user loyalty and user adoption for these reasons alone! But, **DeCoy** is much more than that with real value rewards. Which can be spent anywhere in the world. Rewards for doing good things, purchasing certain brands, visiting select merchants, posting to social media, visiting the Metaverse, and so much more.”

He goes on to share that, “**DeCoy** completely reverses what everyone in the world views as value by not tying the definition to price. In the U.S. and many other countries, the phrase ‘CLEARANCE SALE’ or ‘SALE’ means a lower price. The exact opposite is true of **DeCoy**. It is not price related and the value **DeCoy** provides does not cost merchants anything, so it’s ideal for communities anywhere in the world.”

Jonathan continued in the interview, ”Our mission at **SCT** is to fight for those who have been left out of the monetary systems and reward models; while supporting small businesses, large brands, and big business all at the same time. ‘LOWER PRICE’ has been replaced now with ‘FREE’ and the value provided to members now protects price points for small business, allowing for everyone to play together in the consumer sand box and work for the good of everyone involved in the community, since now everyone wins.”

He closes with, “We bring hope to a world in need of hope right now. **SCT** provides a place to earn property rights in the form of money without having to spend money. We have founded **Behavior As A Currency (BAAC) that** rewards consumers around the world for certain everyday behaviors that benefit certain merchants, brands, locations, and or non-profit charities to align seamlessly with **DeCoy**.”

**DeCoy** uses a number of innovative concepts, such as:

* **Digital Drawing Engines** - A decentalized eBay type of technology for communities and consumers.
* **Geo Punch Cards** - Digital punch cards auto punched by Geo Location.
* **Geo Social Scavenger Hunts** - Real life gamification of everyday behaviors and rewards.
* **Geo Social Learning & Communication** - Sharing value and knowledge with people around the world.
* **Free Items** (with no strings attached) - Deploying value using **Geo Location** for paperless redemptions.
* **Automated Tiered Benefits By Geo** - Rewarding Satoshi’s for visiting a SuperStore, Wal-Mart, without spending any money, increasing the consumer’s reward as money is spent using **SCT’s** **Tweet Receipt**.
* **Global Exchange & Transfer** - Multiple FIAT currencies are converted instantaneously on the back end so remittances or payments to friends and family can be transferred anywhere in the world for very little cost.

**DeCoy** uses a mix-and-match concept in development, which opens up tremendous value for their members and consumers. **DeCoy** is constantly innovating and can be a huge boost to any currency adoption and loyalty interest anywhere in the world.

**What is SCT:**

**SCT** is an innovative mobile device technology and blockchain technology development firm specializing in innovative value using the Lightning Network as Layer 2 to Bitcoin.

**SCT Value System:**

**SCT** also deeply understands the connection between theology and technology. At one time in our world history, there was such a massive shift in theology that it changed Western culture forever. Ironically, cryptography, the foundation technology for digital assets, was at the heart of this first theology movement and now cryptography is, again, at the heart of this global cultural shift.