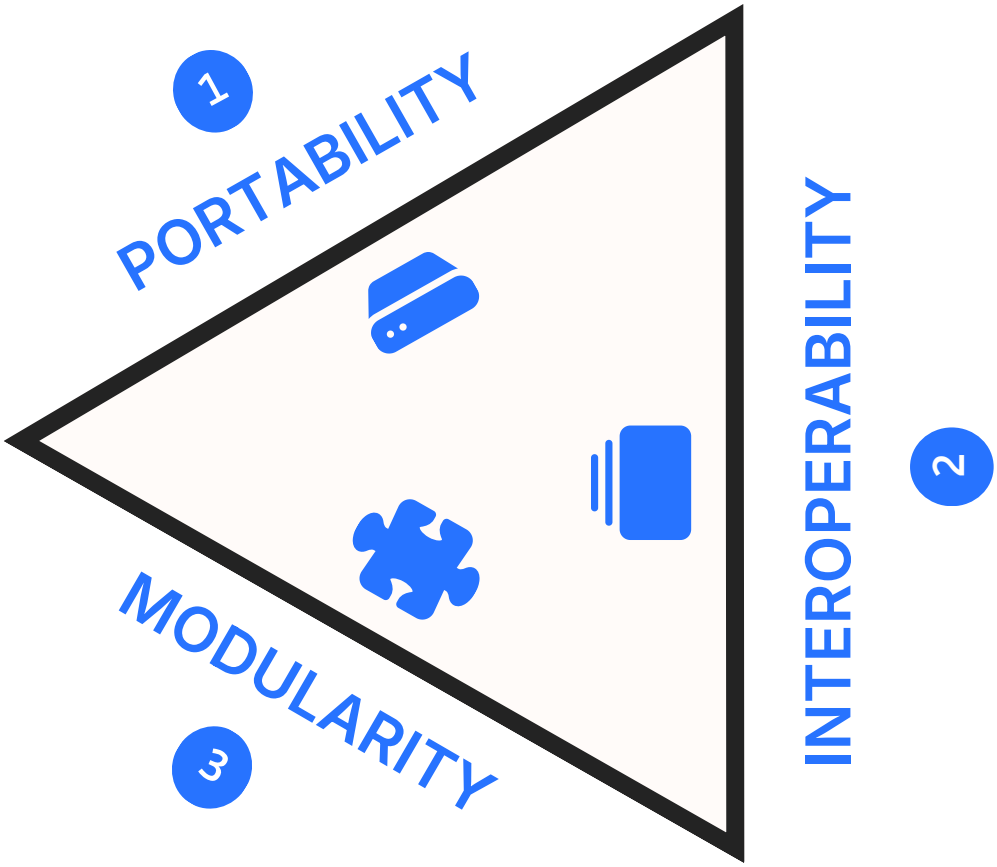
# The technology behind

Plaz

v1.1

# The Framework

**Plaz** aims to be the first fully operational platform-application to implement next-generation **decentralized technology**, setting the benchmark for the future of social media (and the internet) through **three core** data-related infrastructural capabilities:



# 1 PORTABILITY OF USER DATA

Traditional platforms and applications in general rely on **centralized data structures**, meaning user data is strictly bound to a single infrastructure. Content – posts, photos, videos – is stored and **locked within their servers**.

This creates **captive (locked-in) users**: people unable to leave or carry their own data elsewhere and **reuse it**. The result is **high exit costs** and the unnecessary **duplication** of content and social graphs (follower bases) across platforms – which is not only **unfair**, but massively **inefficient** for the broader social media ecosystem.

An infrastructure that enables true multiformat data portability is essential for the **next generation** of the internet, which go back to its roots, where decentralization and user-ownership was the goal.

One that breaks monopolies, eliminates redundancy, and drives competition for better features and not for users.

# Enabled by
# Portable Data Storages (PDSs)

## What are they?

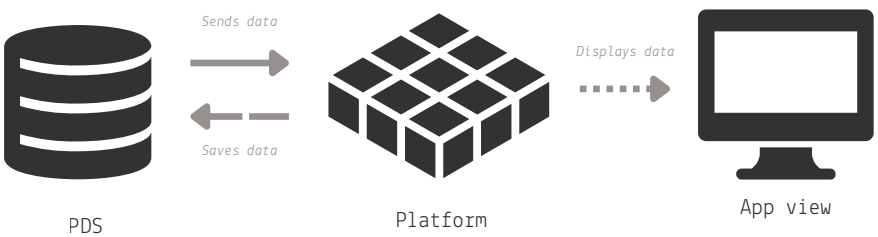
Are **self-hostable data storages** designed to **function as standalone trusted digital identity anchors** and **broadcast nodes**, that can be **interacted within** compatible ecosystems.

> **So users do not need to depend in a single vendor to store data, save credentials, or communicate across the internet.**

These *Portable Data Storages* are **external** to *Plaz*, meaning that they **belong to the user itself**, and can be enabled in different hosting services, home servers or even in a Personal Computer (PC).

Which can **interact** with a vast array of compatible applications/platforms/spaces.

By **sending** (allowed by the user) data to applications, and **to save** generated data by the applications back in to the PDS.



## Sovereignty

Shifting the center of data control/ownership from platforms and the organizations behind them, to the user itself.

Implying that users should have structural authority over its own data,

With implementations like custom access permissions, storable data acess privacy rules, and file signatures that claim authenticity.

## Mobility

The capacity to move data freely across different applications, environments, and hosting services.

So that when switching or leaving a space, the same data can be used elsewhere — without friction or loss.

In contrast to vendor-locked infrastructure, where data is trapped within a single place, creating high exit costs and forced dependency.

## Consistency

Using the same data everywhere — rather than maintaining fragmented, duplicate sets of it scattered across different places.

This means having consistent communication, unified authentication, and a single social graph — one follower base that is the same across platforms.

Eliminating redundancy, duplication, and parallel data mantaince.

## Versatility

The capacity to self-customize data itself — shaping and adapting it according to personal preferences and taste.

Whether it's layout or styles, content structure, or functioning infrastructure behind a space.

Users shouldn't have to rely on third-party platforms that typically offer rigid, one-size-fits-all experiences.

# What they can ENCOMPASS?

Designed to store multiple different types of data, which can be interactive (or not) acording to the user-owner preferences

# 2 MODULARITY OF COMPONENTS

Traditional platforms are **built on monolithic**, **tightly coupled** architectures, where core infrastructure components – moderation, algorithms, user data, and others – are **glued** together and unable to interact with external alternatives.

This lack of modularity significantly reduces **flexibility, user agency, local control,** and the range of **available features** and **customizations.** Because wahtehver the app displays, is only that which a single organization decides.

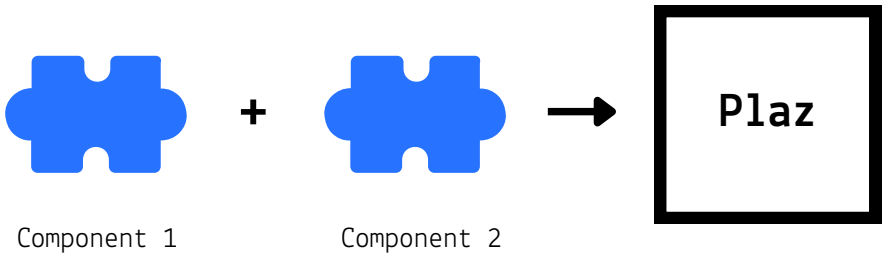
**Modularity** must therefore be a foundational requirement for the next generation of social media.

One where applications and users can **combine components** from a **broad ecosystem** of jurisdictions and specialized services, each serving a distinct function.

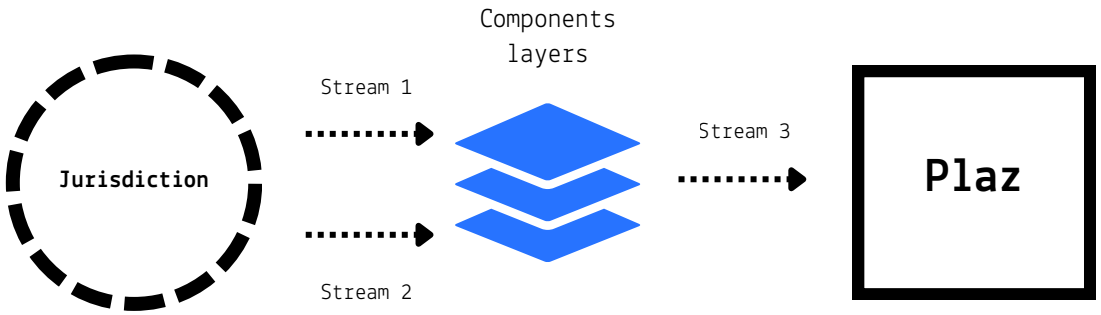
These will make possible the emergernce of more diverse components with better quality and customer specific adaptations.

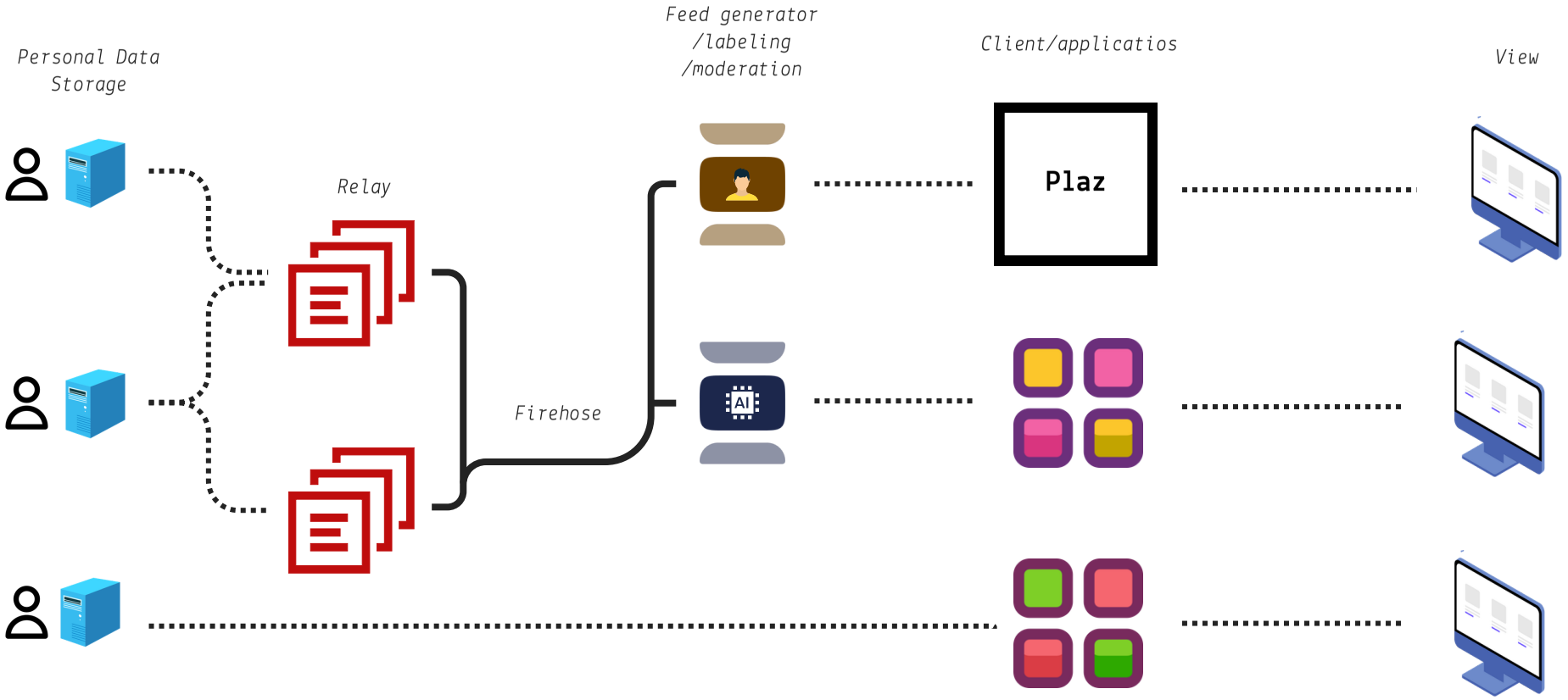
In practice, this means that different elements across the ecosystem will **emerge independently** – and in diversity – to be **adopted by applications or the user directly.**

**Plaz** will draw from a range of modular components within the ecosystem (across different jurisdictions): compatible PDS services, streams and relays, external advertising infrastructure, custom algorithms, feed generators, and moderation systems.




Modularity also enables **glocality** – meaning that data distribution can operate **across different geographical and legal layers**, each capable of channalizing and filtering content streams and applying its own moderation standards.






They store user data in external, dedicated infrastructure designed to send across and save pertinent data

Dedicated to collecting, aggregating, filtering, and routing different types of data of different sources

Classifies content, generates feeds and deals with moderation in general

Responsible for rendering and composing all modular data flowing through the infrastructure .

Displays the data in different formats and styles, for the user to see it

# 3 INTEROPERABILITY OF SPACES

Traditional platforms rely on **siloed** spaces that **don't communicate with one another**. As a result, all content distributed within a platform stays within that platform/application – and anything outside of it simply won't be seen.

This is **deeply detrimental** to user experience – it forces a critical mass of users to converge on a single platform, while every new application must compete from scratch just to build its own network effect.

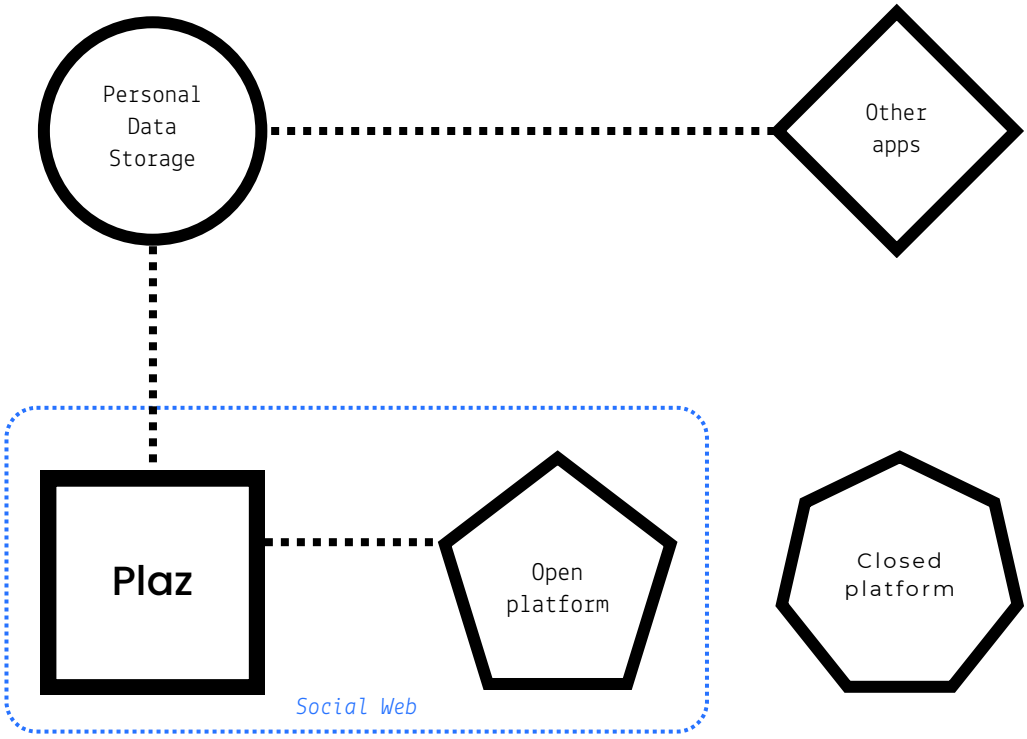
**Plaz**, by contrast, will be **built on interoperable infrastructure** – meaning it can retrieve and interact with content from other spaces and platforms that share the *ActivityPub protocol*.

Being capable to retribte data from very different spaces at the same time respectivly.

In this sense, **Plaz** will communicate not only with modular infrastructure, but also with any other space or application that shares the protocol.

This will significantly **improves user experience** over the platform and the social media ecosystem itself— the vast breadth of content across the social web **becomes accessible** without even changing to other platform/application.

It also puts an end to the **exhausting cycle of competing for users**, **locking them in**, and **rebuilding network effects** from zero every time a new social space emerges. Making much easier the **emergence** of new spaces and apps.



And more technology coming...