



## MIKE TYSON IS LAUNCHING HIS OWN BITCOIN WALLET BRAND



(Isaac Brekken/Getty Images)

Mike Tyson's Bitcoin ambitions don't stop with a branded ATM. Now, the former boxer is launching a Bitcoin wallet in collaboration with Bitcoin Direct, the company behind his ATM. Users will be able to buy and sell Bitcoin from the branded wallet by going through the Gildera exchange and can use it to store Bitcoin they purchase at any digital currency ATM, including Tyson's own. Both iOS and Android users can download the wallet.

The wallet's menu background consists of Tyson's face tattoo, taking cryptocurrency branding to a literal level. Bitcoin Direct says it hopes Tyson's approval will convert a wider section of the population, including his international fans, to the digital currency. Meanwhile, as Tyson tries to turn general consumers into devout Bitcoin users, the search continues for the real Satoshi Nakamoto.

