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Sui Blockchain Surges on Big Tech and Bank Backing

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Sui (\$SUI) has jumped 8.7% to \$3.73, drawing strong interest from both institutions and developers as it edges closer to the \$4 mark. With a \$13 billion market capitalization and rising activity in decentralized finance (DeFi), the Layer-1 blockchain is showing signs it's more than a fleeting altcoin trend; it's building toward long-term relevance.

One of the key drivers of this momentum is the launch of **zkTunnels**, an advanced zero-knowledge technology that enables real-time, fee-free operations across **Internet of Things (IoT)** devices. This innovation could reshape how smart machines interact, pushing

blockchain technology deeper into industrial automation, logistics, and other sectors reliant on real-time data.

Major institutional players are also placing bets on Sui's future. **Mill City Ventures**, a publicly traded investment firm, made headlines with a massive \$450 million purchase of \$SUI tokens, demonstrating rare confidence in a project still considered emerging by much of the market. Meanwhile, **AMINA Bank** of Switzerland became the first fully regulated global bank to offer both custody and trading of SUI, adding a stamp of legitimacy and opening doors to wider financial adoption.

Sui's strategic partnerships are equally notable. The blockchain is entering the \$600 billion digital advertising market through a collaboration with **Alkimi**, a decentralized ad platform. The integration brings ad transactions on-chain, improving transparency, speeding up settlement times, and reducing fraud, an ambitious step forward for Web3-based marketing.

Enterprise backing is also on the rise, particularly with the announcement that Sui will now integrate **Google Cloud** services. This includes **Application Programming Interfaces (APIs)** powered by artificial intelligence, advanced analytics, and live blockchain indexing via BigQuery. The partnership gives developers better tools and positions Sui as a serious infrastructure layer for real-world business applications.

On the DeFi side, Sui's **Total Value Locked (TVL)** has reached \$2.093 billion, according to DefiLlama, an important indicator of real user activity and trust in the ecosystem. Sui's top decentralized exchange, **Bluefin**, recently launched **Bluefin7K**, a new aggregator that ensures traders get the best available rates by routing orders across multiple exchanges for maximum liquidity.

In staking, **Volo**, the largest platform on Sui, has introduced the **Volo wBTC Vault**, enabling users to access Bitcoin liquidity inside the Sui ecosystem through a single command. This opens the door for greater capital efficiency and cross-chain asset utility.

To support growing adoption, Sui has rolled out beta support for **gRPC (gRPC Remote Procedure Call)** APIs, which allow real-time data transmission for developers and crypto exchanges, crucial for keeping up with a fast-growing network.