# NEO 3D LIVE

The Metaverse for the *most* of us!

*Preface*: There is a **live demonstration** of the integrated video conferencing technology in a virtual world here:

https://neo3d.live/metaverse

## THE PROBLEM & THE OPPORTUNITY

There a reported 58.9 million people who are virtual reality users, but that is only 1.2 percent of the total number of Internet users!  In other words, any Metaverse venture that focuses on that segment of the market is ignoring almost 99.8 percent of the population, and the giant pile of cash and opportunity that segment of the population is eager to provide!  That percentage may be even lower because what percentage of that tiny group will wear cumbersome VR headsets for the large amount of time they will spend in the Metaverse?

More daunting is the fact that any startup that focuses on that group first is going up against some of the biggest most powerful tech companies on the planet, like Facebook and Microsoft who have already announced their plans to dominate that space. How will they compete against those companies' war chests and worse, as in the example of Facebook, their massive dominance of the most important social media space on the planet?  Who will hear the message of these aspiring startups when drowned in the mass media campaigns that a company like Facebook or Microsoft can finance?  Yes some venture capitalists will in their desperate need to have participation in the most exciting and promising tech revolution of the new millennium will sink millions into some fortunate companies.  But sink is the correct term because they will be drowned by the billions the giants are willing to pay to have their companies own the Metaverse.

# JACK BE NIMBLE, JACK BE QUICK!

The answer is to strike fast and hard with a focus on the majority user base that are eager to join the Metaverse, but either don't have, can't afford the expensive hardware VR requires. But you must have something they really want. You have to excite and intrigue them by giving the full true benefits of the Metaverse without the flashy graphics. Neo3D Live will have VR support when the time comes. But in the meantime it will focus on building a rich 3D universe with lush, amazing 3D sound that will entertain and enrich the lives of millions of people, desperate for meaningful human interaction, especially given the persistent nature of the Covid-19 pandemic.

# THE QUICK AND THE DEAD!

Many of the other Metaverse projects are creating there own blockchains, tokens, or platforms. While they are updating their roadmaps with the latest delay, hack attempt, or bug report, **Neo3D Live** will be leveraging the existing *power* or the NEO N3 platform. N3 is a mature *second generation* blockchain with fast transaction speeds, low gas fees, *native Oracles* and *file system*, and a host of other extraordinary features that will allow **Neo3D Live** to race to market while its competitors are making painful excuses to their investors.

# IF IT'S NOT FUN, THEY WILL NOT COME!

These are bold ideas. How does **Neo3D Live** intend to make them a reality? By combining the existing power of *real-time video conferencing* with a true 3D world supported by a beautiful soundscape. **Neo3D Live** leverages the stunning sound quality and engineering of the most respected name in audio engineering on the entire planet. **Dolby Labs**. **Neo3D Live** was one of the very first companies to jump feet first into the **DolbyIO Spatial SDK**. This SDK is an amazing toolkit that transforms dull, boring video conferences with their bland monaural soundscapes or at best, static stereo environments, into 3D tapestries of audio candy that delight the ear.

**Neo3D Live** is one of the first dApps on the planet to capitalize on the most exciting prospects the SDK has to offer.  That of integrating that technology with a fun, lively, interactive 3D environment.  In Neo3D Live conference members zip around a colorful world rich with intelligent objects that offer information and entertainment.  But the most exciting aspect of this world is that participants can interact with each other in real time in a 3D environment.  This is a new and exciting way to experience the Metaverse because instead of looking at *cartoon characters* or quirky avatars, they can see each other's faces in real-time, just like in the real world.  And because it's a true 3D environment, the soundscape is truly immersive.  Members can break off into little groups and talk amongst themselves or explore the virtual world and strike up conversations with others that they meet.  But with one drastic difference.  They can hear people all around them, just like at a party or a convention center, and naturally gravitate to what delights and intrigues them.

Neo3D Live will obliterate the tired checkerboards of talking heads where most people are muted anyways that comprise the typical video conference.  Those relics of the old Web will be replaced by dynamic interactive and immersive environments where they can fulfill their desperate need for personal interaction in a way that emulates real life, not a contrived video game or a simulation.  Real people, real faces, real conversations.  **Neo3D Live** allow that "other" ~4.6 billion people to join the Metaverse as full-fledged citizens, recreating the social dynamics of their daily lives before the pandemic, and in much more exciting and fulfilling ways than are possible in the analog world.

## THE KEY TO WINNING

*Don't* compete on flashy graphic!  That part of the market will be dominated by billion-dollar companies and their marketing budgets.  True, you can create amazing photorealistic worlds with game engines like the Unreal or Unity engines.  But the entrepreunerial landscape is littered with the budget-busting carcasses of aspiring startups that tried to base their projects on heavyweight game engines, only to be drowned in delays that are inherent to the monumental time and talent it takes to create assets for those engines.  Worse, those engines require the

latest & greatest hardware to work properly and that cuts out a huge segment of the population from any project that uses them.

**Neo3D Live** uses the lightweight **ThreeJS** engine.  An open source 3D graphics engine that was made for the browser and runs on nearly PC or smart phone out there.  Instead of focusing on graphics, give people a *real life purpose in a virtual world* that supports decentralized business relationships ensured and secured by the power of the blockchain.  Let them form *meaningful connections* in a virtual world that will run on common hardware, including the millions of smartphones that may be the only link to a struggling citizen in an economically disadvantaged region and the Metaverse.  This is a link that has the true power to uplift the millions if not billions of hard-working, intelligent, decent human beings whose have the misfortune of being be born in a region that is not economically gifted like other parts of the world.

# RECREATE THE MARKETPLACE EXPERIENCE

One of the most primal, human experiences in the marketplace.  Almost as old as humanity itself, the marketplace historically has been the main place for people to meet, share information, and trade goods or services.  Between the global pandemic and the rise of online shopping, that vital experience is all but lost for millions of people around the world.

**Neo3D Live** has a solution.  Recreate the marketplace in the Metaverse by combining a 3D world accessible by nearly every web-enabled device on the planet, with lush interactive 3D sound and real-time video conferencing.

The current batch of popular conferencing services are *dull 2D, coma-inducing, and stale*.  People want to be surrounded by the delightful sound of people speaking, laughing, and sharing ideas.  They want to break off into groups, like at a party, to freely pursue any line of conversation they want with anyone they want.  They don't want to be in a suffocating l emulation of a classroom environment where they, even as adults, have to raise their hand and

ask for permission to speak.  They want to be able to move about freely and explore while sharing that experience with anyone they choose.

Neo3D revives this wonderful experience of being with people in a common location by providing true 3D sound that reflects your movements and the movements of everyone around you.  In addition, the Neo3D world is full of interactive picture displays and video screens that create an intriguing and soothing ambience that is not only relaxing but also inspiring.  By combining true video conferencing where participants can see each other's faces as they talk to one another and move about a fun virtual world, people can once again feel the natural human joy of forming groups based on both social and spatial relationships like they would at a party or a shopping mall.

# TEACH A MAN TO FISH

There are millions if not billions of people world-wide who are suffering painful economic condiitions.  Inflation is on the rise at the worst possible moment and automatcion is wiping out whole employment categories and both meta-trends are predicted to get far worse.  The Metaverse will be where they seek gainful employment.  Here are just some of the employment opportunities they will find in the **Neo3D Live** universe:

- Booth attendants or virtual sales people for marketplaces where they will dial in and help facilitate the sale of digital goods and service, answering buyer questions and drumming up business for the makers of those goods and services.
- NFT auction barkers held on retainer by NFT marketplace designers.  These auction barkers will entertain and delight visitors as they drive up the price and therefore the profits for NFT artists at scheduled auction events.
- Virtual tour guides who **Neo3D Live** world owners and renters will hire to show visitors around their properties and answer questions they have, directing people to parts of the world that interest them the most.

- Tradesman and craftsman skilled in creating content for **Neo3D Live** worlds who will wander the Metaverse offering their services to those who need them.
- And much, much, more!

# NFTS, NFTS, NFTS!

NFTs are the hottest, most exciting trend on the blockchain. There are *legions* of budding NFT buyers and sellers who are incredibly frustrated by the current landscape. Their creative works are *buried* in an ocean of tiny 2D squares that no one will ever see, and if they do manage to make a sale, then they soon make a YouTube video *bitterly complaining* that it's not even worth it to collect their payment since it is dwarfed by high gas fees!

These artists *need* a way to express themselves and showcase their works in a way that lets their creativity and hard work shine individually, not as tiny footnotes in a bland tableau of mind-numbing similar offerings.

# WHY RENT A PATCH OF DIRT WHEN YOU CAN OWN YOUR OWN NFT PLANET!

With the upcoming **Neo3D Live** toolkit, you can create an *entire interactive world* that potential buyers can explore as they browse your art pieces in an exciting 3D environment designed by *you*! The toolkit will be a *drag and drop, no-code* app that anyone can use. If you can arrange the furniture in your room, you can use the toolkit!

# SOCIAL GAMES

**Neo3D Live** will also provide games to encourage users to spend more time in the Metaverse. The nature and scope of these games is to be determined.

# INCOME STREAMS

**Neo3D Live** will profit from these income streams:

- Virtual land purchases
- Virtual land rent payments
- Managed virtual properties (additional services offered to land owners like virtual attendants, promotion activities to drive traffic, etc.)
- NFT auction fees (live auctions held in the 3D environment with an auction barker)
- Deluxe world services (intelligent avatars with natural language capability, enhanced sound services and custom, advanced world object behaviors)
- Custom world development services. **Neo3d Live** will act as as *optional* broker between content creators and those that seek their services.
- More…

# THE TEAM

Robert Oschler is an Expert software developer with experience developing natural language processing & understanding applications, currently focused on: Natural language applications involving speech recognition (Alexa Skills and Google Assistant Apps), Neo N3 dApps, Ethereum Blockchain Dapps, intelligent chat-bots, speech recognition and apps that use OpenAI's GPT-3 natural language generation API.

He has deep experience with with C#, C/C++, Prolog, Javascript, Solidity and several other languages on the Windows PC desktop, Linux server and client web pages, NEO N3 & Ethereum blockchains, and other platforms. He also is a veteran Node.js server app developer, including skill in developing client side web pages that work with the server app.

For more details please visit his LinkedIn profile here:

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