



Metaflix World

White Paper

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INTRODUCTION

“The intersection of Generative AI, Gaming, Immersive Content and Crypto will revolutionize the entertainment industry. Our Mission is to accelerate this transformation”

MetaFlixWorld is looking to bridge the worlds of Generative AI, Gaming, Immersive content, and Crypto. We are building a next-generation portal where you can watch immersive content (3D, VR), play games, explore themed worlds and use generative AI tools (draw, write songs, create music etc).

MetaFlixWorld intends to partner with content creators, such as studios, independent creators, game publishers and select AI tool vendors. Some of the content and AI tools will be our own. This content can be accessed via a Netflix-like portal either via the web or a mobile app.

The business model will be to charge a monthly subscription price with upsell opportunity for partner content. The payment will be via fiat or crypto. The service will be marketed via an affiliate marketing scheme.

THE OPPORTUNITY

“The AI revolution is here and it will change gaming and entertainment”

Generative AI, such as ChatGPT and DALL-E2, will reshape the world of gaming and entertainment bringing unprecedented opportunities.

The rise of large language models (LLM) coupled with multi-modal AI systems (Text to Image, Text to Video, Text to Audio) will revolutionize many industries including gaming and entertainment. Recently, Facebook demonstrated “ImageBind” which can combine 6 different modalities (Text, Image, Video, Audio, Temperature and Motion sensing) to create truly immersive experiences.

Using such tools, it will be easier to create immersive games, virtual worlds that are more realistic, immersive music and movies. The possibilities are endless.

To take advantage of this we are building a portal to monetize immersive content, gaming and immersive worlds. We see Web3/Crypto as a key part of this and will integrate crypto into the platform.





“AI assisted immersive content is the future”

Facebook brought this nascent movement into the mainstream when it whole heartedly embraced it as the future of the internet and changed its name to Meta. According to Citibank, by 2030, there will be 5 billion immersive content users creating a potential market of \$13 Trillion.

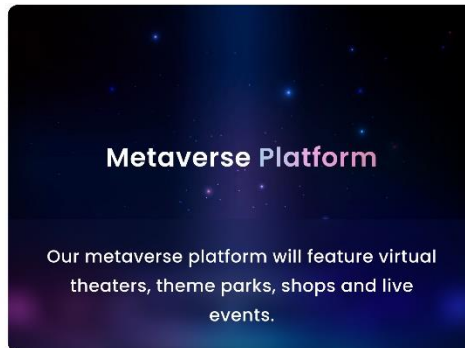
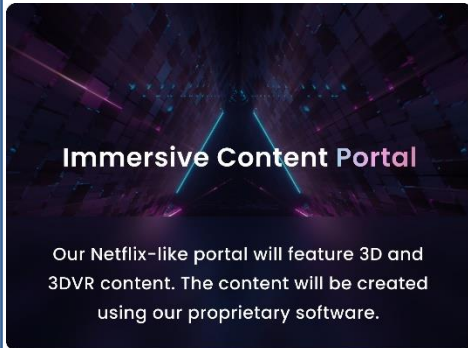
Since the advent of movies and television, video content has remained primarily 2D. Once in a while, there are 3D movies and 3D-stream TV content. With Generative AI tools it will become easier to create 3D and VR multi-modal content. This presents an opportunity for existing media enterprises as well as new entrants.

Gaming will also become immersive. AI will make it easy to create games. Already there are nascent tools to create games based on text prompts. There are over 3 billion gamers worldwide who will make a good target for AI assisted immersive games.



To accomplish this, we are developing

- A web based portal to access immersive content
- Mobile apps to access the platform
- Crypto linkage and token rewards



CONTENT

- Our own content and websites
- Partner content
 - Movie studios
 - Independent content producers
 - Game publishers
 - AI tools that we can promote and monetize



The graphic features a collage of various content images, including movie posters, game covers, and AI-related graphics, set against a dark blue background with a glowing, abstract pattern on the right side.

OUR OFFERING

FLIX3D

3D movies and shows converted from existing 2D content. The conversion will be via our proprietary AI based software.

Since the debut of Avatar in 2008, 3D movies have rapidly developed into mainstream technology. Roughly 10 to 20 3D movies are produced each year and the launch of Oculus Rift and other VR headsets is only going to drive up the demand.

Producing 3D movies, however, is still hard. There are two ways of doing this and in practice they are about equally popular: shooting with a special 3D camera or shooting in 2D and manually convert to 3D. But 3D cameras are expensive and unwieldy while manual conversion involves an army of "depth artists" who sit there and draw depth maps for each frame.

To convert an 2D image to 3D, you need to first estimate the distance from camera for each pixel (a.k.a depth map) and then wrap the image based on its depth map to create two views. The difficult step is estimating the depth map. Our approach is to use AI (neural networks) to solve this problem. To convert 2D to 3D content, images have to be processed by convolutional neural networks (CNNs) trained on 3D datasets. There are approaches by researchers to do such conversion such as Deep3D and DenseNet3D. We are working on a similar approach to tackle this problem.

FLIXAI

FlixAI is a set of AI tools that will leverage the power of Generative AI to—

- Create Images & Drawings
- Compose Music
- Write songs
- Write poetry, movie scripts, etc
- Create video based on textual descriptions
- Create games
- Create immersive experiences

Some of the tools will be our own and some will belong to partners.

FLIX3DVR

3DVR creation process is very similar to 3D game development. Instead of it being filmed, it is computer generated by the standard software used for game production such as Unity and Unreal Engine. 3DVR is more immersive than regular video. In regular videos, you cannot change your viewing perspective or angle. For example, you cannot watch around a corner if you move your head.

But in 3DVR, viewing from a different perspective is possible and enables you to see what's around you. Just like in real life, you can tilt your head, move and peek around the corner. In 3DVR, creators can use 6 DoF (degrees of freedom).

A VR headset lets you interact as if you were actually there, placing you at the center of the action. By contrast, sitting in a cinema seat is a passive experience — no matter how good the film is, you're still just watching. It's this potential for interactivity that makes VR such an enticing prospect for filmmakers. If you can transport someone into another world, then the possibilities are endless; they can move around and explore at their leisure. It could also open up new avenues for storytelling.

FLIXGAMES

FlixGames are games available from our gaming platform as well as games from our partners. These will include HTML5/Flash/Unity 3D/Crypto games. We are also exploring the development of AI assisted and AI generated games.

AI can be used to make the games feel more immersive, allow non-playable characters to have a mind of their own as well as generate multiple levels of difficulty.

FLIXWORLDS

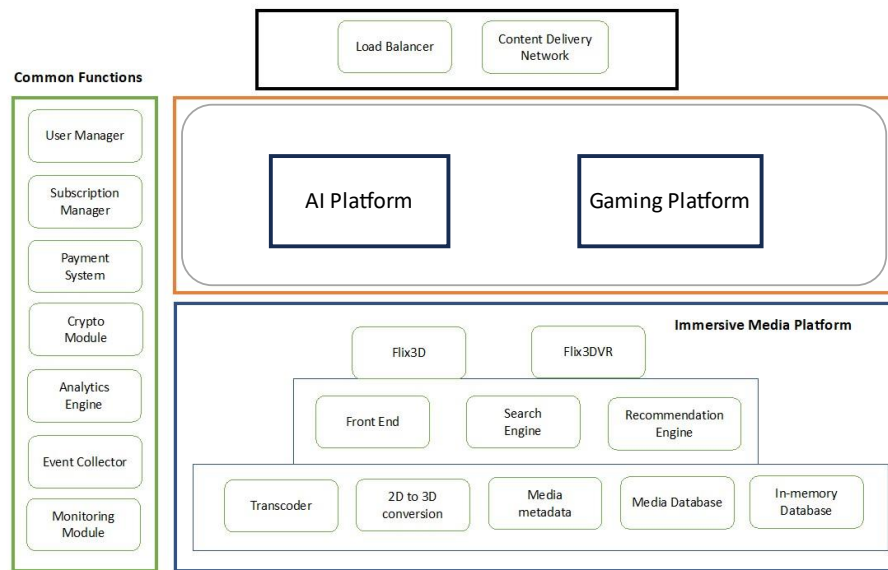
FlixWorlds are virtual worlds featuring moving characters, shopping, and land sales. You can think of them as a metaverse analog of a theme park such as Disneyland or Universal Studios. These worlds will be populated with movie characters. A FlixWorld can have shopping, NFT galleries, live events, etc. People can explore these worlds via avatars.

FLIXWALLET

We will have our own wallet (future) which will have the following features -

- Support multiple currencies / tokens
- Buy / Sell NFTs
- Invest via DeFi protocols
- Dapp browser

PLATFORM ARCHITECTURE



The platform architecture is depicted below –

AI PLATFORM: -

The AI Platform will host Generative AI tools. It will typically consist of the following -

- **Front End** – This is the UI the user interacts with.
- **Vector Database** – This stores the text/media embeddings.
- **AI Models** – This includes the LLM's and Image/Video Generative models.
- **Index Server** – This stores the indexes to the documents and media data.

GAMING PLATFORM: -

The Gaming Platform enables the user to play HTML5 , Unity and Crypto games -

- **Front End** – This is the UI the user interacts with.
- **Gaming Engine** – This provides the 3D rendering and game play.
- **Access to the blockchain** – For crypto games.

PLATFORM ARCHITECTURE

IMMERSIVE MEDIA PLATFORM: -

The Immersive Media Platform is used for watching 3D (Flix3D) and 3DVR (Flix3DVR) content. It consists of the following modules –

- **Front End** – This is the webserver which a user interacts with to select the movie and TV shows. It also handles the media streaming via protocols such as HLS and RTMP.
- **Search Engine** – This searches the Media metadata to provide the search queries.
- **Recommendation Engine** – This is personalized display list based on a user's viewing pattern.
- **Transcoder** – This encodes the input 2D video into multiple resolutions and frame rates suitable for different display devices.
- **2D to 3D conversion** – This module converts the 2D video into 3D.
- **Media metadata** – This database consists of the video metadata (title, actors, etc.).
- **Media database** – This stores the video files.
- **In-memory database** – This is like a cache for frequently streamed content.

COMMON FUNCTIONS: -

Functions common to both the platforms include:

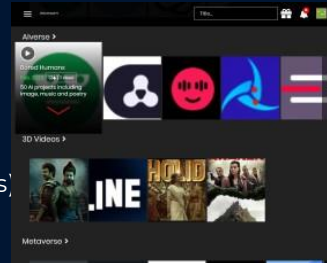
- **User Manager** – Manages users (add/delete/modify), user profiles and user authentication.
- **Subscription Manager** – Enables a user to subscribe to the various features of the platform.
- **Payment System** – Enables a user to make payments for platform content. Handles discounts and special promotions.
- **Crypto Module** – Connects to the blockchain to handle token rewards and NFTs.
- **Analytics Engine** – Enables the administrator to run analytics to identify system performance as well as gain intelligence on platform usage.
- **Event Collector** – Collects various logs and stores them in a central store for the analytics engine and monitoring module.
- **Monitoring Module** – Monitors the various system parameters to identify errors and system failure.

PLATFORM FEATURES

PLATFORM FEATURES

Frontend

- Stream videos (3D/360VR)
- Play Games (HTML5, Unity, Crypto games)
- Access virtual worlds
- Use AI tools (Create text / Draw / Generate Images, Write songs, Create music, etc.)
- Content is a mix of our own and partner content
- Mobile apps – iOS / Android



PLATFORM FEATURES

Backend

- Manage accounts (users, moderators, admins)
- Create categories
- Upload / manage content
- Payments / Subscriptions
 - Create payment plans
 - Monthly/PPV/User donations
 - Coupons, Redeems
 - Paypal, Stripe, RazorPay, Paystack
 - Crypto payment in the future



BUSINESS MODEL

BUSINESS

Revenue

- Monthly subscriptions (\$10 /mo)
- Pay Per View (PPV)
- Revenue share from subscription to partner content

Marketing Strategy

- Sell via Affiliates / MultiLevel Marketing (MLM)
- Over 100 million MLM distributors exist worldwide
- Provide unique value proposition

Sales Projections

Year	# of agents	Units sold per agent	Sales Revenue @ \$10/mo
1	1,000	10	\$1M
2	10,000	10	\$10M
3	100,000	10	\$100M

Use of Revenue:

USE OF FUNDS

Operations

- Development, Administrative, and Marketing.
- Platform costs.

Growth

- R&D
- Acquisitions and content funding

Other

- Community building
- Charity



Thank You