MODOVIEW
WHITE PAPER

Version	Date
0.1	14.08.2017

CONTENTS

ModoView Token

ModoView is offering an innovative Mixed Reality (MR) framework for companies interested in easily creating easily their own MR applications, training courses and games that can be fully compatible with the common MR hardware (e.g. Microsoft Hololens, HP/Acer/Asus/Dell/Lenovo devices). This blockchain solution can be implemented and integrated in mainstream applications when requested by clients.

ModoView is committed to offer professional services to clients in every step of development. We offer an end to end MR development life cycle ensuring clients are successful in their MR product and also have the ability to sustain future MR development.

ModoView will develop its own applications and demo's showing the market the potential scale of the ModoView framework. Demo's and applications will be tailored to each market. For example, Mixed Reality training simulations can be developed for medical or oil/gas specific scenarios. Our desire is to create use-case based demo's and scenarios that industry leaders understand and can find ways to adopt within their organizations.
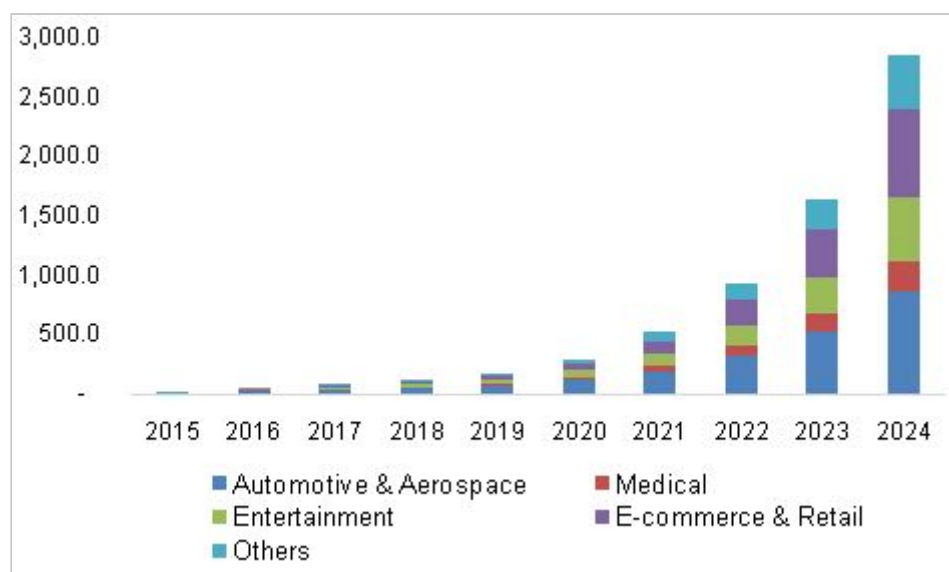
Market and Industry

The MR market is expected to witness a substantial growth over the forecasted period, owing to advances in hardware technologies and sophisticated mobile software. Trends, such as MR, Internet of Things (IoT), and the rising conjunction between the wearable device

fabrications, are anticipated to drive the market growth. The convergence amongst these technologies will provide more interactive and immersive experiences. The increasing number of advanced wearable devices will make interaction in the human-world more immersive and realistic.

MR manufacturers require raw materials such as displays, sensors, processors, and cameras, among other components. There exists a moderate degree of vertical integration between the raw material suppliers and the manufacturers.

The increasing adoption of MR in architecture and interior designing is another emerging trend in the industry, which is expected to significantly impact the market growth. MR in architecture refers to the layering of computer simulation models over the physical arrangement of the present surroundings and using that information to improve process efficiency. For example, the MR technology can make product repair and reverse logistics processes much simpler, it can help train employees in a safe environment, reduce costly fines and lawsuits from safety hazards, increase survival rates in medical treatments and procedures to delighting millions through gaming and entertainment   The chart below demonstrates the rapid growth in various market sectors of the use of Mixed Reality and the associated revenue.

North America mixed reality market revenue by application, 2015 - 2024 (USD Million)

The Martine Jarlgaard London show at the London Fashion Week (LFW) would be incorporating the use of Microsoft HoloLens to enable the audience to view their spring summer collection 2017 in mixed reality. This novel appearance of the mixed reality technology at the London Fashion Week is with the intention to reimagine the catwalk show. The incorporation of the MR technology in fashion is anticipated to eliminate the barrier between the physical location and the audience, thereby allowing the audience to move about freely and explore the assortment from all angles while it appears real, solid, and lifelike before their eyes.

MR is in its nascent stage and companies are profoundly investing in its R&D operations as well as setting up centers to develop and analyze innovative technologies and gain a competitive advantage. The MR industry positions frontward favorable growth prospects, offering dynamic application platforms that are still unmapped. In order to gain a substantial lead over their arch rivals, the companies in this segment finance on deploying R&D ingenuities that are devoted to technical and business innovations.

Market segmentation, on the basis of applications, includes energy, automotive & aerospace, medical, entertainment, e-commerce & retail, and others. The automotive and aerospace segment is anticipated to be one of the leading industry segments with over 46.81% of the overall industry share in 2015.

For example, in April 2016, BMW Group (Germany) introduced a mixed reality system into the automobile design that has been developed entirely using the equipment from the computer gaming industry. This system promises noteworthy benefits over the virtual reality systems that have existed to date, thereby delivering virtual reality on developer workstations.

Allocation of ModoView Tokens

100 Million ModoView Tokens will be created. These will be issued once the crowdsale is completed.

Discounts will be available for first days crowdsale participants. Discounts may be available for interested parties prior to the crowd sale. For information contact info@modoview.com.

ModoView Tokens can be purchased with Waves, Bitcoin and Ethereum. All funds will be received and held in multi-signature wallets.

Distribution of ModoView Tokens

100 Million Total

65 Million to crowdsale participants

35 Million retained by the ModoView Team with the purpose of:
- Create and maintain an internal infrastructure
- Framework creation and final product marketing
- Employee expansion
- Future developments over the next years

Development and Release Roadmap

1st October 2017 - 1st November 2017: ModoView crowdsale

November-December 2017: ModoView website public launch

Q1 2018: ModoView Framework Alpha launch

Q2 2018: ModoView Framework Beta launch & Demos

Q3 2018: ModoView Framework 1.0 Final launch & Marketing campaigns

Crowdsale Schedule

Dates for the crowdsale launch October 1st 3pm UTC until November 1st 3pm UTC.

We will announce with weekly reports on the details of the partnerships with investors and our first clients.

ModoView Tokens

A successful ModoView crowdsale should have a positive impact on the Augmented & Mixed Reality ecosystem and will be the first ICO in this market.

How to buy ModoView Tokens

The sale of ModoView token (MODO) will be available exclusively on Waves Platform.

It will be possible buy MODO tokens using the Waves DEX (Decentralized Exchange) included in WavesLite Chrome app, Waveswallet.io or Waves Wallet Android app.

The MODO token will be easily to identify because it should have a green mark (verified asset) and the identifier/asset ID is: 9kEcosT68xX1Azx2ZkUkgWmwQ5SxzN9rssFieiaxT1PN.

The price per 1 MODO token will be 0.15 euro.

Technical Aspects of Issuance

Technical Specifications

The token has a fixed supply of 100 million tokens, with the full supply created on WAVES blockchain. Tokens purchased in BTC, Ethereum and WAVES will be released on the WAVES blockchain.

At any given moment there will be no more than 100 Million available ModoView tokens.

Advantage of WAVES Blockchain

WAVES offers several platform characteristics that we find appealing. These include an intuitively easy to use universal Chrome wallet and UI and the ability for fiat gateways.

WAVES decentralized asset exchange allows for native token trading without inherent 3rd party regulation and fees. This exchange will be used to buy back ModoView tokens with platform profits.

Bounty Program

All the prizes will be transferred to the contributors from the tokens balance retained by the ModoView Team. The tokens transfer will take place at the end of ICO.

Logo Contest
Prize: 5000 MODO
Description: If you are a designer, it's your moment to propose a logo for our project! It will be used for every communication (internal and external) regarding ModoView.

Send your application: https://goo.gl/forms/d5zOX9ustaFkbC7b2

White Paper translation
Prize: 2000 MODO
Description: We're looking for a native speaker person with a technical background - preferably with knowledge about blockchain and mixed reality - that is able to translate our White Paper document from english to his/her language.

Send your application: https://goo.gl/forms/JbvCw5c3Qluwwvu12

BitcoinTalk post translation
Prize: 1000 MODO
Description: We're looking for a native speaker person with a technical background - preferably with knowledge about blockchain and mixed reality - that is able to translate our BitcoinTalk post from english to his/her language.

Send your application: https://goo.gl/forms/QOMerNovCmsMJoNj1

ICO website translation

Prize: 1000 MODO

Description: We're looking for a native speaker person with a technical background - preferably with knowledge about blockchain and mixed reality - that is able to translate our ICO website (www.modoview.com) from english to his/her language.

Send your application: https://goo.gl/forms/05HBh1kKIzbRS8Yf1

Tweet on Twitter

Prize: 300 MODO (max 1 tweet per account)

Description: We need people that would like to share on Twitter the advantages of our project and details about our ICO. The Twitter account needs to have at least 500 followers.

Send your application: https://goo.gl/forms/5fY9Ryr4Cg3pDHJu1

Facebook post

Prize: 300 MODO (max 1 post per account)

Description: We need people that would like to share on their Facebook page the advantages of our project and details about our ICO. The Facebook page needs to have at least 500 fans/likes.

Send your application: https://goo.gl/forms/QAwFbtNDbu6FskHF3

Join in our Telegram group

Prize: 150 MODO (max 1000 users)

Description: Stay with us in our Telegram group: https://t.me/modoview We're going to check regularly the presence of people in our group (since when the forms is sent till the end of the ICO).

Send your application: https://goo.gl/forms/HNaMnWrwUlAYVay53

Team

Milan Dave, Co-Founder & PR Manager - Management Consulting Executive. Deep experience in Oil, Gas, Utilities while focusing on Organizational Change and Adoption. Successful leader in multiple start ups

Michele Scotellaro, Co-Founder & Product Manager - Management Consulting and Technology Leader. Experience in a variety of markets and growing start ups.

Lorenzo Sinisi, Lead Developer - Masters in Digital Economics & Entrepreneurship. 10+ years of experience in software development across a variety of companies and startups. Highly versed in multiple programming languages.

Marco Avoledo, Community Manager - Involved in the crypto since several years. Moderator of Waves community, and already founder of a project based on Waves (WavesNotify.me).

References

- http://www.grandviewresearch.com/industry-analysis/mixed-reality-market