

## Idea

Creating a meta layer on top of our physical world. Thereby allowing to drop any op return to specific locations while ensuring that only people at the location could read the content.

## Perspective

While social media enables us to find a variety of connections and events, they also take away a sense of locality and the willingness to explore the unknown. Here we connect the free user experience of reddit with their multi-interest heterogeneity with the excitement of roleplay games (solving quests) and the exploration aspect of pokemon go.

## Challenges

- getting users onto the app
  - what initial motivation?
    - sticker on the physical location - "download this app for more information on this site"
    - starts to build awareness of the app's existence and build broader interest
  - how do they find out about the app
- initial bitcoin injection
  - payments from advertisers seeking to connect with their customers
    - ie customer gets paid to accept ads from products they already enjoy
- medium/long term bitcoin injections
  - users uploading content get paid in micro-payments
  - incentivises good quality/tailored content

## Use Cases / Features

- fun/interactive ---
- editable content - like wikipedia
- content to have the handle, identifier, qualifications of the person who added it (adds credibility/weight to the content)
  - user could select a tour of a city based entirely on content uploaded by PhD level content loaders
  - eg Kings college professor uploads a history of kings college chapel, including personal anecdotes about his experience of the chapel (charge 5c to users to listen)
  - phone of user buzzes each time they are standing beside a site that has such content <- don't think it should buzz all the time unless set

- boosting tourist numbers at tourist locations
- helping preserve historic sites/natural spaces/local wildlife
  - visitors deposit small fee after enjoying interacting with that space
- making micro-transfers to charities (eg homeless people on the street?)
  - uses facial recognition software to identify the individual and transfer bitcoin-based currency to geographically proximate homeless shelter
  - homeless man can then cash-in the bitcoin received throughout the day for food/shelter
  - benefits - removes the risk of addicts spending money on drugs/alcohol
  - negatives - citizens waving smartphones in faces of homeless - bad optics; incentivise more beggars/homeless people on streets?
- leaving messages/media at specified locations
  - eg song recommendation for that particular geographic location
  - film location - linked to that site
  - book recommendation that would suit that site
  - poem written about that site
  - photos previously taken at that site
  - visiting former home/gravesite of famous person - access biography, interactive content on their life
- comment thread attached to a geographic location
  - including jokes from previous visitors
  - can add to the banter/chat around the statue/site/location
  - can vote for best jokes/puns on each location
  - can make small payments to best joke/pun
  - good for people travelling alone to tap into the kind of experience group travellers have - ie the interpretation/cultural interaction/experiencing of the sights/locations
- getting location based ticket for event in proximity (eg a museum, niche concert)
- Rewarded in micropayments for: Reading warning signs for X seconds
- Exchange for some rewards
- gym access --> while a tourist?
- buying virtual tours all around the city (audiobook / description)
- local users upload recommended jogging routes in the area
  - useful for visitors who don't know the lie of the land (eg quiet backstreets, good parks)
- getting tips for interesting insights left behind
- receiving bitcoins after certain "achievements" (running, exploring)
- drop bitcoins to everyone at the current location
- "green" list of valuable locations connected with information
  - child/family friendly content

## Implementation

Tools: moneybutton, "unwriter tools", react-native, google maps sdk, unity engine

op\_return 106 schemata:

- [1] protocolID (BitCom)
- [2] uploader (to enable following people)
- [3] type (to enable filtering)
- [4] encryption type (msg, wifi, image catpcha)
- [5] open message header
- [6] open message
- [7] location
- [8] fade away time
- [9] secret message (encrypted)
- [10] image
- [11] hash of full op\_return

UI: <https://github.com/archriss/react-native-snap-carousel>

Maps: <https://github.com/react-native-community/react-native-maps>

### **What's new**

- bringing in contributors whose knowledge/experience is only relevant/transferable in a specific geographic location (ie tapping very local/niche knowledge eg history of the local town statue)
- getting paid to view ads (could exist already)
- use of money button incorporated into an app
- bringing in advertisers that seek only a very geographically proximate market - eg local independent coffee shop (that would ordinarily not consider advertising)
- providing geographic specific content for users (locals/tourists) - when they want it (no need to search for content eg short history of the place)
- content can be attached in very specific locations - eg not just GPS coordinates but specific parts of a building if emphasising a unique architectural style

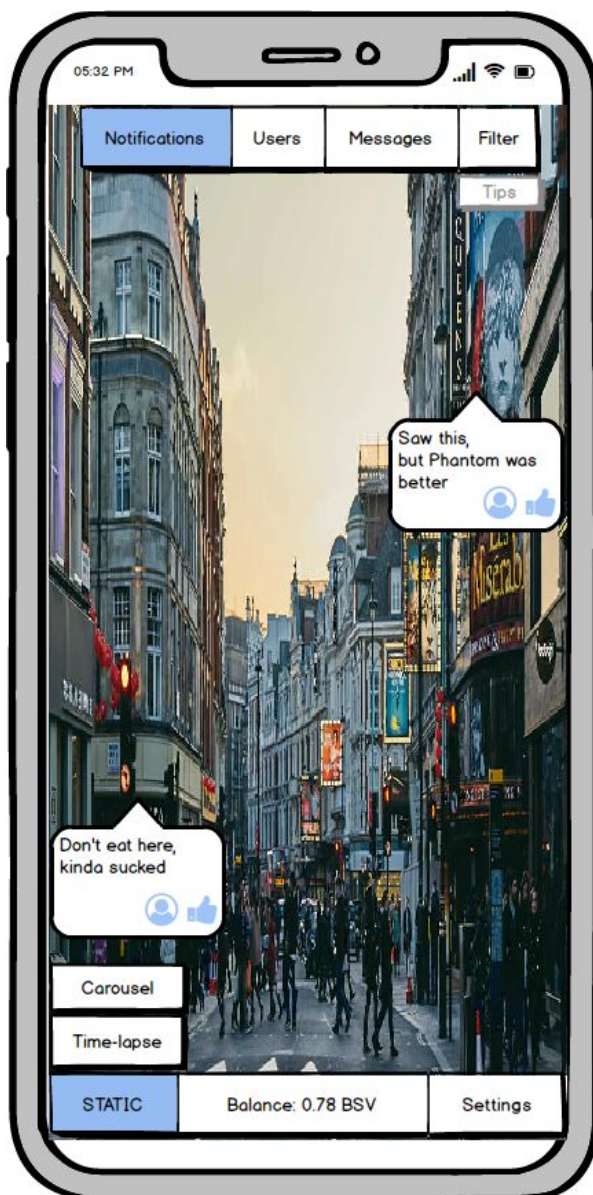
### **Legal Requirements / Problems**

grey and black list  
liability handling

### **Documentation**

Questions for ourselves:

- How do we order the content in a location? Newest on top? Impermanence: Post automatically fade, but before it fades, you can also flag it to report it to police etc, AI image recognition for (illegal content): **potentially in reddit style: “popular” “new” trending” “controversial”**
- How to filter this information
- Notifications
- Name: Veil, Alter, Metavision, MetaVeil, EnVi (Enhanced Vision), Psi, Metaland, MetaLife, MetaSight, Envelop, Metavibe, Metaspore



wireframe of the kind of menus and options we would like?

[https://docs.google.com/presentation/d/1uQmfxb2AVT\\_-3oyqTLf3y6\\_SEYECJtXFnryalp2diM/edit#slide=id.gc6fa3c898\\_0\\_0](https://docs.google.com/presentation/d/1uQmfxb2AVT_-3oyqTLf3y6_SEYECJtXFnryalp2diM/edit#slide=id.gc6fa3c898_0_0)

Content to be uploaded to Meta Vibe - for Cambridge

HISTORY WALK Walking and Punting Tour
Location of digital marker: along the backs - punting company location
<a href="https://www.airbnb.co.uk/experiences/375437?location=Cambridge&amp;currentTab=experience_tab&amp;federatedSearchId=9ed7ca60-6f60-42e1-a4eb-e6aadb395881&amp;searchId=d6035096-9c32-4852-a550-9b3fee6ad17d&amp;sectionId=7192e8b3-d820-496d-8901-8532fa99943d&amp;source=p2">https://www.airbnb.co.uk/experiences/375437?location=Cambridge&amp;currentTab=experience_tab&amp;federatedSearchId=9ed7ca60-6f60-42e1-a4eb-e6aadb395881&amp;searchId=d6035096-9c32-4852-a550-9b3fee6ad17d&amp;sectionId=7192e8b3-d820-496d-8901-8532fa99943d&amp;source=p2</a>
Audio tour guide
Location of digital marker: Market Square
<a href="http://www.tourist-tracks.com/tours/cambridge.html">http://www.tourist-tracks.com/tours/cambridge.html</a>
Alan Turing short biography and photographs
Location of digital marker: blue plaque on King's College
<a href="http://www.blueplaqueplaces.co.uk/alan-turing-blue-plaque-in-cambridge-10783#.XM9TEuhKg2w">http://www.blueplaqueplaces.co.uk/alan-turing-blue-plaque-in-cambridge-10783#.XM9TEuhKg2w</a>
Kings College Chapel
<a href="http://www.kings.cam.ac.uk/chapel/history.html">http://www.kings.cam.ac.uk/chapel/history.html</a>