



PixelBit
THE GAMING CURRENCY

ICO WHITEPAPER VERSION 0.61
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DISCLAIMER

The purpose of this Whitepaper is to present PixelBit – a digital currency based on blockchain technology – to potential community members who might want to join in on the proposed PixelBit Token Launch, or “Initial Coin Offering” (“ICO”) and Crowdsale.

The information set forth below should not be considered exhaustive and does not imply any form of contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the PixelBit project with the intent of acquiring PixelBit Tokens (PXB).

Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors.

Certain statements, estimates, and financial information contained within this Whitepaper constitute forward-looking, or pro-forma statements and information. Such statements or information might involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.



ABSTRACT

Being one of the fastest growing markets over recent years, the wider gaming industry has long since started exploring additional ways for generating revenue. Many of these ways include microtransactions of some sort, usually involving some kind of virtual currency: gems, rubies, silver bars - whatever they want to name it.

With the emergence of blockchain technology and crypto currencies, new possibilities for the way transactions (both data and financial) are handled online emerged on the horizon. With the current trend of the gaming industry, heavily relying on recurring in-game microtransactions, blockchain unlocked new doors for the sector.

With PixelBit we aim to utilize cryptocurrency for in-game purchases as well as to implement a way to earn real-world currency during gaming. PixelBit (PXB Token) is a dedicated crypto currency based on the Ethereum blockchain that serves as a foundation for In-Game purchases, unlocking additional content as well as it constitutes an ingenious system for earning PXB coins while playing games. With PixelBit, we are targeting both gamers and game developers by offering them an innovative system incentivizing them to play and create.

Join us in revolutionizing gaming economics by helping us to bring the worlds of digital currency and gaming together.



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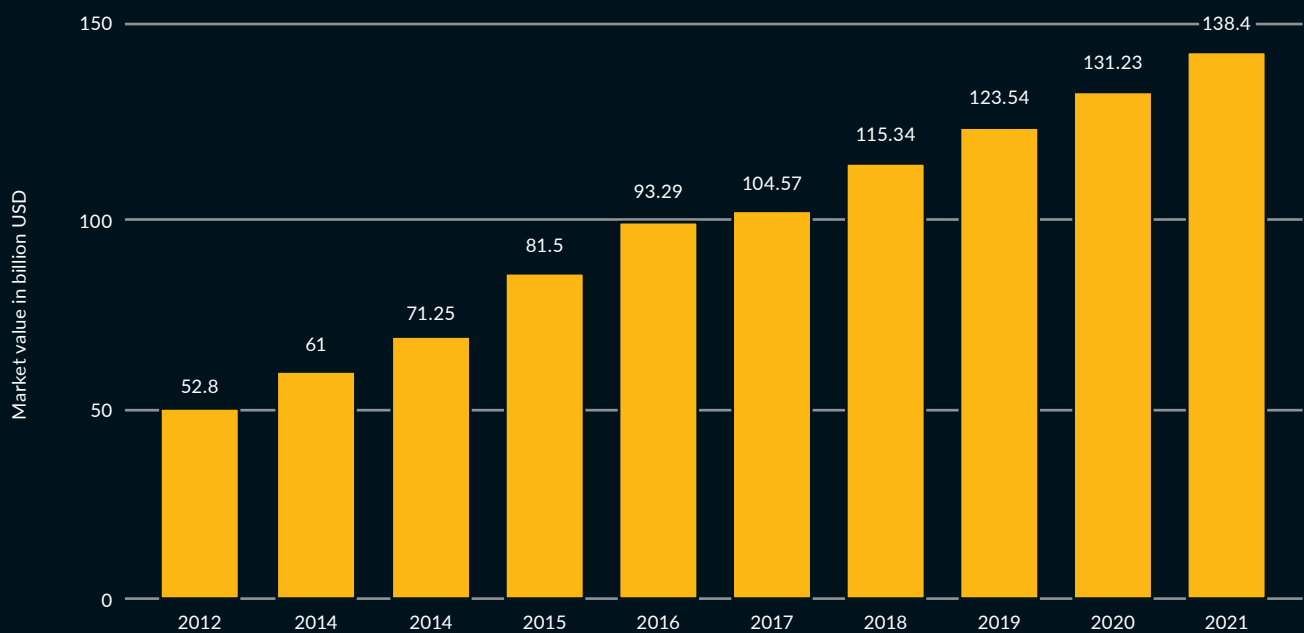
INDUSTRY OVERVIEW





INDUSTRY OVERVIEW

The video gaming industry has seen an unprecedented growth over the last years. Since its emergence approximately 50 years ago, the sector has been expanding every year. Forecasting a stunning 138.4 Billion USD revenue by 2021, the industry is quickly becoming one of the most prominent sectors in entertainment.



Graph: The market value of the gaming industry in US dollars. Source: Statista

In 2018, the market was expected to be worth about 115 billion USD and the industry is expected to surpass 138 billion in revenue by 2021.

The gaming industry started with video arcade games in the USA, boomed during the 60s and laid out the foundation of what gaming is today. The '70s, however, brought with them the personal computer hobby culture on a wider scale and home video game consoles slowly started to take over the video game market.¹

¹ <https://www.statista.com/statistics/246888/value-of-the-global-video-game-market/>

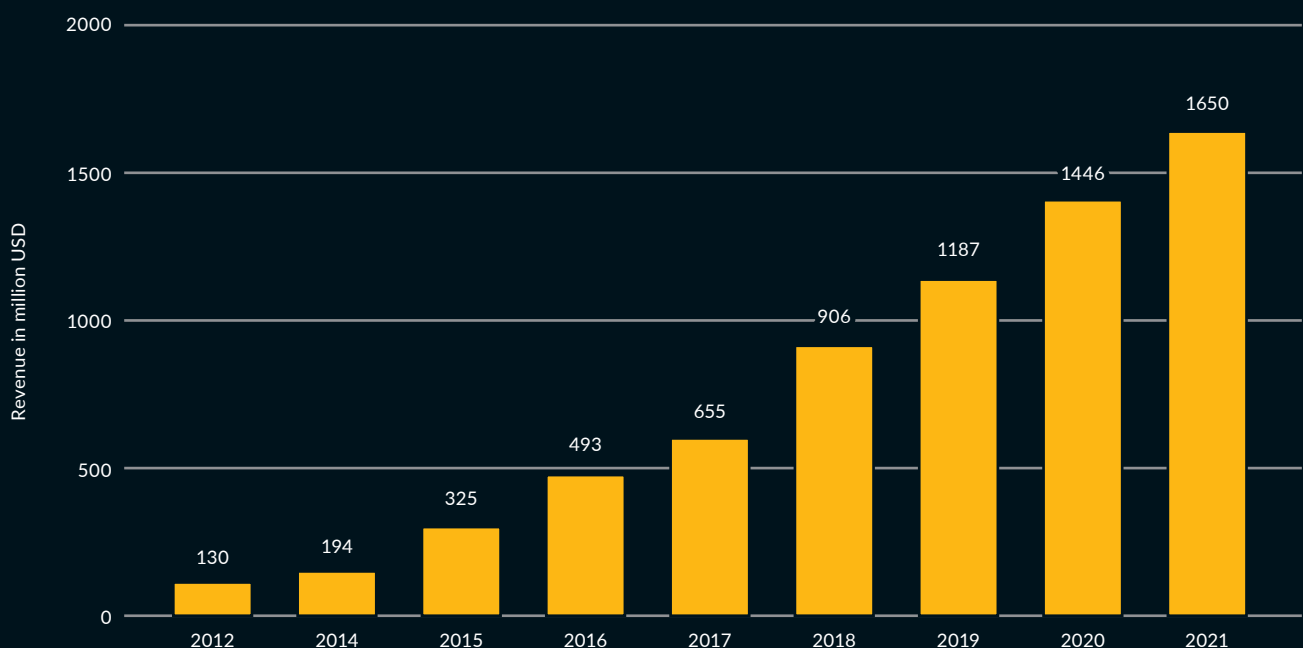


INDUSTRY OVERVIEW

COMPETITIVE GAMING

With competitive gaming gaining in popularity worldwide, especially over the course of the last 10-15 years, turnover of the gaming industry has skyrocketed. The term eSports was born years ago; today, gaming is already officially considered a sport. Tournaments in popular online competitive games such as Counter Strike, Dota 2, League of Legends, Starcraft 2 and many more have set huge prize pools of 25 Million USD and more.

The leading sports game in 2017 worldwide that attracted the most prize pool of \$38 million was DOTA 2 (Esports-betting.pro, 2018)²



The eSports market revenue worldwide from 2012 to 2021 in million USD. Source: Statista.

According to Statista, the global eSports market revenue will reach 1.65 billion USD by 2020.

² <https://blog.liveedu.tv/10-interesting-2018-video-game-industry-statistics-trends-data/>



INDUSTRY OVERVIEW

In 2015, worldwide revenues generated in the eSports market amounted to 325 million USD. At the pace of 40 percent year-on-year growth, the market is expected to generate close to 1.5 billion USD in revenue by 2020. It was calculated that nearly 80 percent of these revenues came from sponsorships and advertising in 2016, and the rest from eSports betting, prize pools, tournaments, merchandise and ticket sales.³

GAMING CONTENT

Today, gaming is one of the most popular sources of entertainment. Consecutively, gaming content is it's all-time highest demand. Live streaming video games has evolved into a profession and platforms such as TwitchTV have over 900M unique monthly visits. Youtube has launched its own streaming platform and gaming-related videos are among the most searched topics on the platform. Gamers are able to become millionaires at a young age just by playing one single game (think of any of the top battle royale streamers), something that older generations are still finding hard to believe.

WHO LIKES TO PLAY GAMES

The initial generation of gamers, namely millennials, are now in their 30s, which means that they are able to spend more money than they used to 20 years ago. Fun and mental agility are among the main reasons cited by the older gamers as to why they choose this pastime. In fact, it was found that video gaming is gaining on popularity among the seniors in the United States.

⁴ Not surprisingly, this is one of the reasons for the rapid growth of the industry over the past years. In the U.S. alone, 64% of the general population are gamers (Nielsen, 2017), with the average age of male gamers around 33 years old (Entertainment Software Association, 2017)⁵

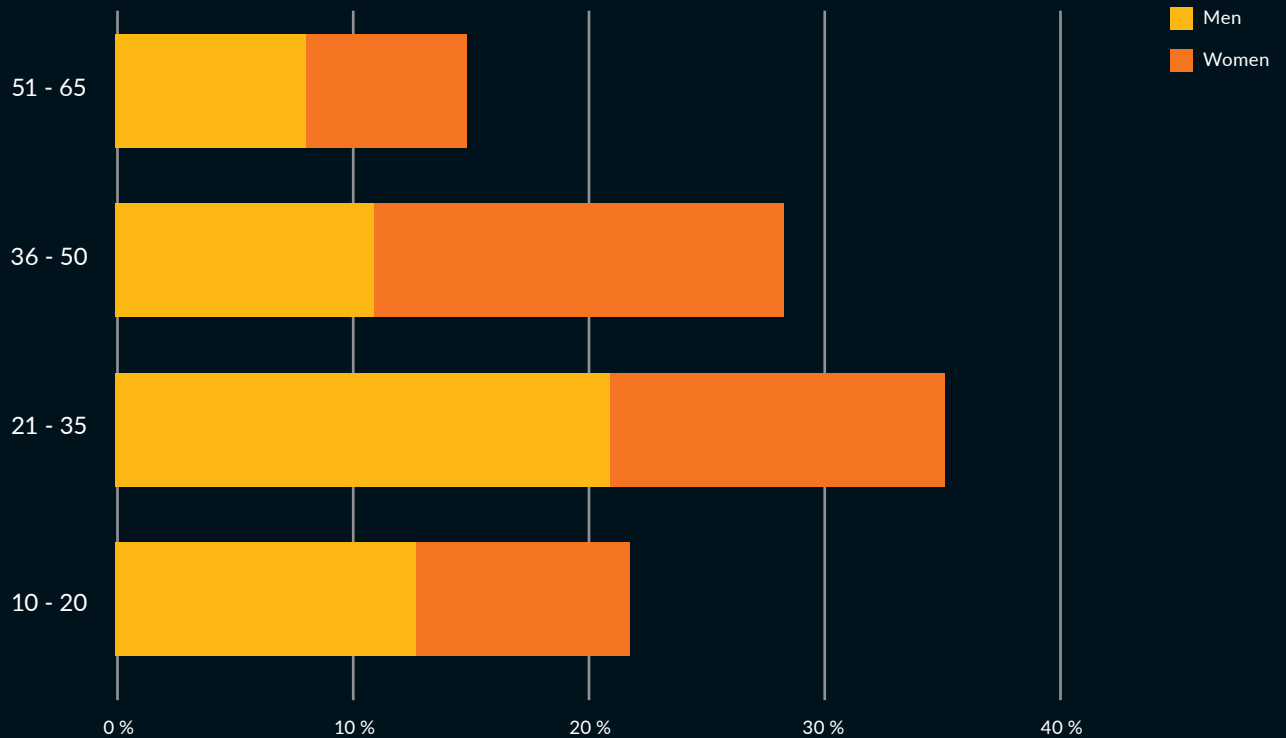
3 <https://www.statista.com/statistics/490522/global-esports-market-revenue/>

4 <https://www.statista.com/topics/868/video-games/>

5 <https://blog.liveedu.tv/10-interesting-2018-video-game-industry-statistics-trends-data/>



INDUSTRY OVERVIEW



Graph: Game players by age. Source: Filmora

Contrary to the popular belief that most gamers are teenagers, the statistics show otherwise - 35% of all gamers are between 21-35 years old, which also puts them in the driver seat because they have a significantly higher spending power than teenagers, who are trailing the race with 3rd place and 22%. Interestingly enough, people between 36-50 years old are just 6% behind teenagers, almost catching up. We have to take into account the average time spent by each group, with teenagers having considerably more free time than adults, but the results are still impressive.

The younger target group of gamers is not falling behind. Although they do not possess any spending power, due to the wider acceptance of video games today, parents are willing to allow their kids to spend more time playing than before. From in-app purchases, the premium children's games generated 30% of revenue for the mobile gaming industry (Super-Data Research, 2015)⁶

There are more than 2.5 billion video gamers from all over the world. (The European Mobile Game Market, 2016)⁷ this number is expected to further grow to 2.73 billion by 2021.⁸

6 <https://www.wepc.com/news/video-game-statistics/>

7 <https://www.wepc.com/news/video-game-statistics/>

8 <https://www.statista.com/statistics/293304/number-video-gamers/>

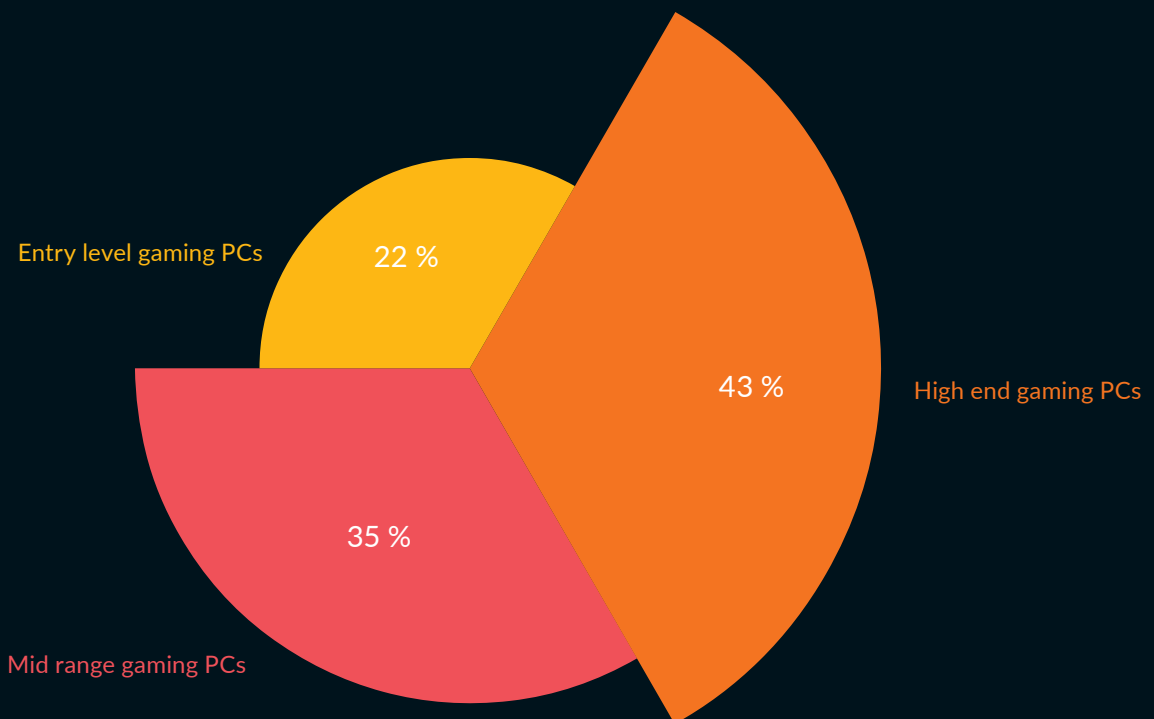


INDUSTRY OVERVIEW

GAMING ACCESSORIES AND SPONSORING

Additionally, the demand for gaming-related products such as gaming PCs, keyboards, mice, graphics cards, monitors, gaming chairs and many, many more is rapidly expanding, proportionally to the interest of the general public in video games. eSports players and streamers are sponsored by famous brands in the industry such as Razer, AMD and others to use their products and showcase them on stream.

- 43% of the worldwide gaming PC and accessory sales revenue are from high-end gaming PCs.
- 35% of the worldwide gaming PC and accessory sales revenue are from mid-range gaming PCs.
- 22% of the worldwide gaming PC and accessory sales revenue are from entry-level gaming PCs.



Graph: Sales revenue of gaming PCs. Source: Jon Peddie Research, 2017⁹

⁹ <https://www.wepec.com/news/video-game-statistics/>



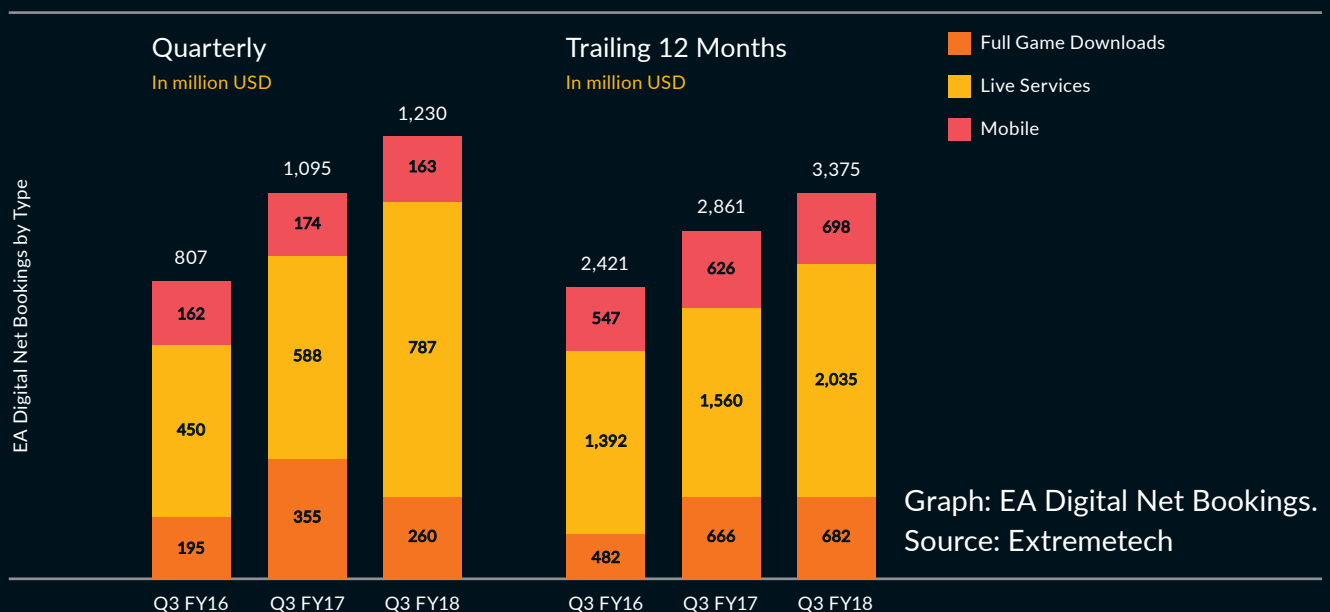
INDUSTRY OVERVIEW

The interest in high-end gaming PCs is a result of both the willingness of gamers to play the latest games and to have the competitive edge with a better performance, which is reflected in their high spending power.

However, sponsoring does not stop only at computer or gaming accessory manufacturers - other products such as clothing, food and beverages are also capitalizing on the possibility. Take for instance Red Bull, who are sponsors of one of the most famous video game streamers, Tyler Blevins (also known as Ninja). He has a small branded fridge full with red bulls in sight of his webcam and sometimes, he opens a can and takes a sip. We can only guess how much Red Bull is paying him to do that, but judging from the marketing expenses of the brand, it can be reasonably assumed to be a significant amount.

MIKROTRANSAKTIONEN UND IN-GAME PURCHASES

As we touched upon briefly before, video game monetization is highly fractured at the moment. In addition to the traditional model of simply asking an upfront price for the purchase of a game, the meteoric ascent of mobile gaming and “live service” games has given rise to new forms of monetization. The post-launch sale of additional content, levels, cosmetic items, gameplay advantages and so forth is abundant in today’s gaming world and is generating revenue streams that rival and often surpass traditional game sales revenue. As an example, AAA games publisher Electronic Arts is now generating the vast majority of its revenue through post-launch microtransactions (Live Services), rather than upfront unit sales.





INDUSTRY OVERVIEW

IN-GAME PURCHASES - NUMBERS AND FACTS

- In 2016, mobile gamers in the United States playing Game of War - Fire Age spent an average of 336 USD on in-game purchases. (Slice Intelligence, 2017)
- Mobile gamers in the U.S. who play Mobile Strike spent an average of 309 USD on in-game purchases. (Slice Intelligence, 2017)

Spending over 300\$ on in-game rewards for a mobile game surpasses the usual cost of a gaming app by a factor of 30. This only shows how effective the new monetization methods could be compared to charging one-time for the app download.

- 11% of gamers in the United States stated that they have spent more than 250 US\$ on in-game purchases. (Statista, 2017)
- In 2020, the global in-game spending is estimated to reach 32 billion U.S. dollars, up from 2015's 22 billion. (CNET, 2016)

Consoles have also found a way to break out of the classic way of game monetization. Playstation PLUS subscription allow users to get free games per month as long as they are subscribed. In terms of costs, this is a perfect equilibrium for both groups - gamers are able to play new games all the time for merely 10 USD a month, while Playstation potentially has a steady stream of income secured, managing to utilize synergy effects of game development and promotion.

PlayStation Plus has a subscription of an estimated 39% of gamers in the United States (Statista, 2017)

MOBILE GAMING

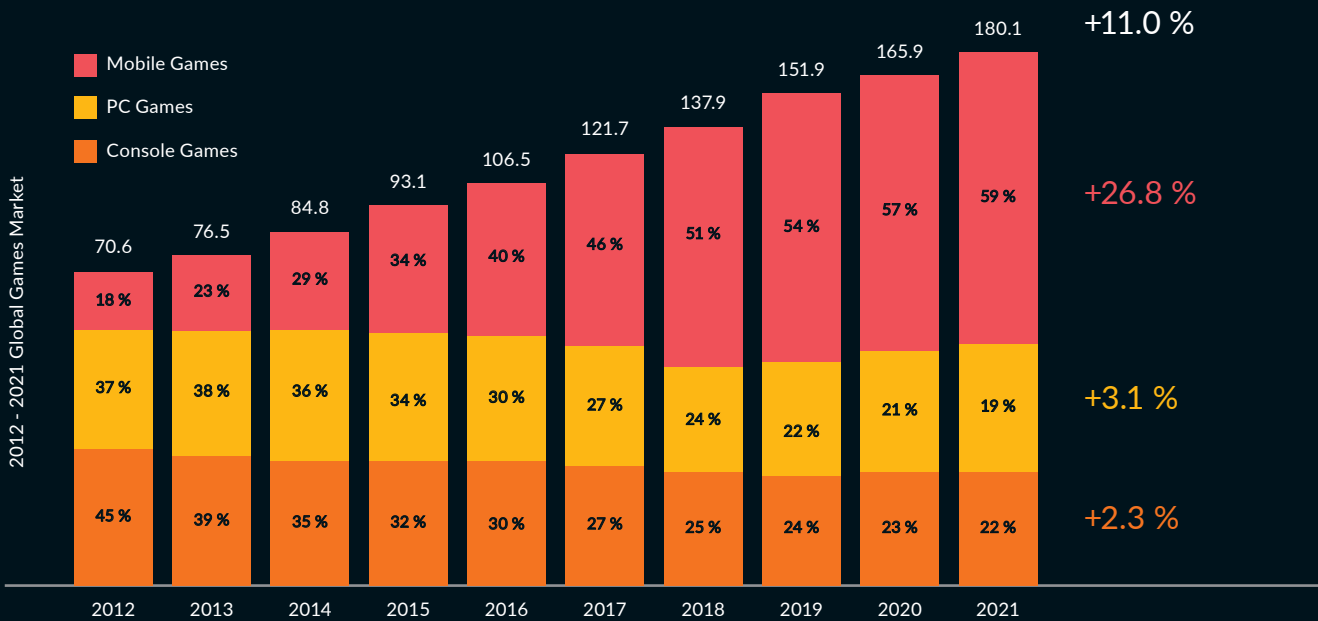
Mobile gaming has been seeing its greatest numbers in terms of growth. Although it is considered a casual form of gaming, the market share mobile gaming occupies has surpassed 50% last year.



INDUSTRY OVERVIEW

Revenues per Segment 2012 - 2021 with compound annual growth rates

In billion USD



Graph: Global games market in 2018. Source: Newzoo¹⁰

In the span of a decade, mobile gaming will have grown from the smallest segment in 2012 to a 100-billion-dollar industry in 2021.¹¹

In terms of competitive gaming, some popular online games such as Fortnite have had a decent success with their mobile versions. Others, such as Mobile Legends, a game quite similar to the PC game League of Legends, were even more successful and have their own tournaments with prize pools in the 6 digits.

MOBILE GAMING

Consecutively, game development studios are adjusting their focus to the demand accordingly. The focus remains on PC with 60%, followed by 38% for smartphones and tablets, approximately 30% for consoles and nearly 20% for VR headsets and AR (Statista).¹²

¹⁰ <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

¹¹ <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

¹² <https://www.statista.com/chart/4527/game-developers-platform-preferences/>

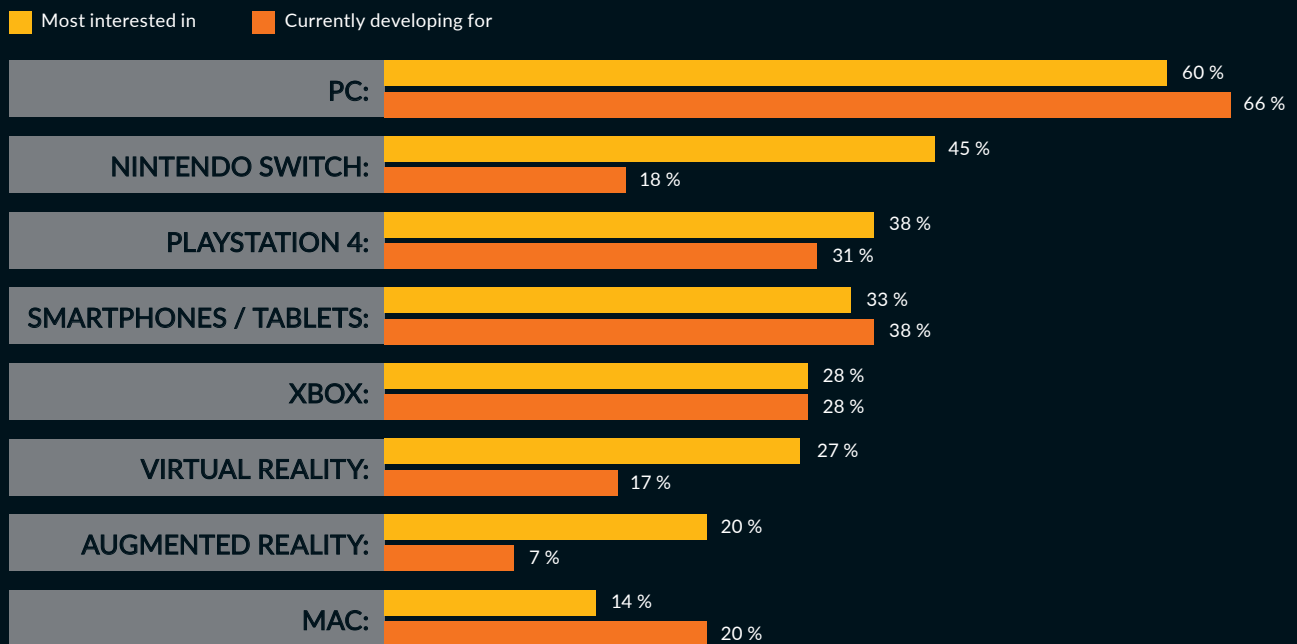


INDUSTRY OVERVIEW

As a result, game development is becoming more and more popular of a profession, which is also a consequence of the rising demand for IT specialists.

THE MOST IMPORTANT GAMING PLATFORMS IN 2019

% of game developers most interested in / currently developing for the following platforms



Graph: The most important gaming platforms in 2019. Source: Statista

NEW TECHNOLOGIES

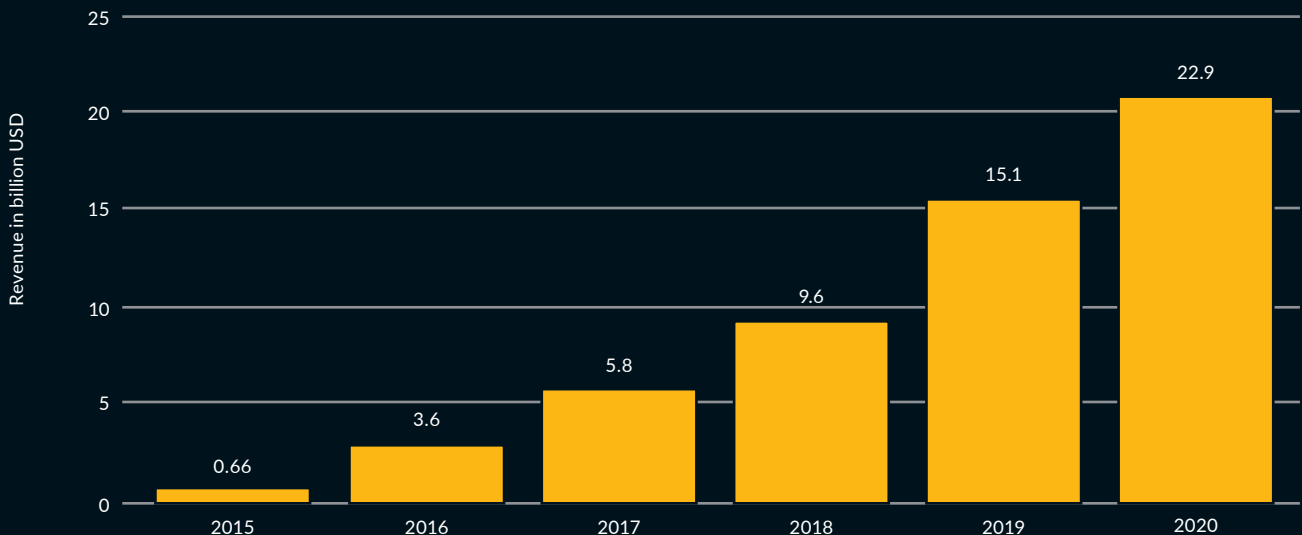
New technologies such as VR, AR, A.I., and smart technology are becoming more and more popular. Even though they are arguably still not refined to the point where they can propose an equally enjoyable gaming experience as PCs and consoles, especially in term of gameplay and competitiveness, it is just a matter of time until they catch up. We would not be surprised if in a few years VR and AR games are the market leaders, at least in casual gaming. As we already pointed out earlier, 24% of game developers were developing games for VR headsets in 2018.



INDUSTRY OVERVIEW

VIRTUAL REALITY (VR) VIDEO GAMING SALES REVENUE WORLDWIDE 2015 - 2020

In billion USD



Graph: Virtual reality (VR) video gaming sales revenue worldwide from 2015 to 2020 (in billion USD). Source: Statista

The global VR gaming market size in 2016 will be worth 3.6 billion U.S. dollars. This number is expected to grow to 22.9 billion by the end of 2020. Europe and North America are the two biggest markets for virtual reality video gaming. Between 2016 and 2020, mobile VR gaming sales are expected to show the highest growth in sales revenue, followed by the PC and console segments.¹³

NEW TECHNOLOGIES

Gamers are generally tech-savvy and thus correlate with the profile of the average crypto investor. In fact, gamers are much more likely to invest in crypto currencies than non-gamers. The same fact applies to gamblers as well, who have many things in common with gamers, mostly the thrill-seeking spirit.

¹³ <https://www.statista.com/statistics/499714/global-virtual-reality-gaming-sales-revenue/>



PROBLEMS OF THE INDUSTRY





PROBLEMS OF THE INDUSTRY

As we can clearly see, the gaming industry is growing extremely fast in all of its aspects. As with any other industry facing such unprecedented growth, the need for innovations is rising proportionally to its growth. Some problems still remain while others are just starting to take shape as a consequence of the increased interest in video games and the commercialization of the sector.

PROBLEMS OF THE GAMING INDUSTRY

No cross-platform system for monetization

However, as much as the gaming industry has come to rely on these alternative sources of revenue, there has never been a directed effort to establish a coherent, cross-platform system for games monetization that not only allows developers and publishers to open up additional revenue streams, but also benefits the players themselves in a tangible, real-world manner.

The issues with microtransactions

The trend for pushing microtransactions in every game is not always received well, especially in games that are not free to play. Consumer reactions to the inclusion of microtransactions in games of popular franchises such as Dead Space 3 and Grand Theft Auto Online, which cost \$60 each, haven't been overly positive.¹⁴ Even freemium games who make gamers feel pressured to pay (pay to win) have to deal with a certain degree of dissatisfaction. Obviously, if an mechanism that somehow eases the negative effects of microtransactions is introduced, that will positively influence this monetization model.

One of the core issues of microtransactions is that the in-game rewards, which can be unlocked by paying additional real-world cash, or grinding a certain currency in-game, are not transferable from game to game. Many gamers complain of low drop rates, which forces them to spend more money in-game, which inevitably discourages them to spend or even to play anymore. Furthermore, there is virtually no in-game currency that can be exchanged for real money outside shady marketplaces for trading (Counter Strike Global Offensive in-game content for example can be traded through 3rd party marketplaces and the Steam Community Market, however, 3rd party marketplaces offer no protection while the Steam Community Market is exclusively usable only for games playable on Steam).

14 <https://www.statista.com/statistics/499714/global-virtual-reality-gaming-sales-revenue/>



PROBLEMS OF THE INDUSTRY

Declining game quality

Another issue of the industry lies ironically in its unprecedented growth. With game studios rushing game development to satisfy an ever-hungry public, quality is being sacrificed for quantity. Just take the following famous example of Activision buying the majority of shares of Blizzard and taking over the famous franchise World of Warcraft. The results became immediately noticeable - trying to capitalize on the popularity of the game and by focusing only on the financial KPIs, Activision started rushing Blizzard to release expansions almost every year, leading to an outrage in the World of Warcraft community who felt that the quality of the game is being sacrificed for the means of profit. As a result, the long-term subscriptions started dropping and the image of the franchise was hurt.

In fact, very few new games of popular franchises today manage to live up to the expectations built by their predecessors. If we take a closer look at the charts and the reviews on popular websites such as IGN and Gamespot, we can see how many franchises like Assassins Creed, Call of Duty and others, previously praised for their amazing story or gameplay, fail to achieve good ratings and are deemed by gamers as disappointments.¹⁵

It seems that overall, originality and new gameplay are becoming a rarity. At the core of the issue lie the compromises that are made by big game studios in terms of quality as well as the state of the market, where trends are defined by the big game development studios, making the work of many game developers who cannot compete with them much more challenging.

High competition for game developers

Further issues concerning game developers derive from the high state of competition coupled with the motives of big games studios to rush games as soon as possible with the sole purpose of getting the next cash grab out on the market. Creativity and quality are being sacrificed for speed and deadlines are pushed more and more aggressively.

Many game developers in big studios are under a lot of pressure and are supposed to work overtime, without being compensated well enough for their efforts. The infamous case of the EA spouse blog, which gave a sneak-peak of how pressured game developers in big game studios are and what effects this pressure has on their personal lives is one of the many proofs for this reality.

15 <https://www.makeuseof.com/tag/big-game-studios-killing-video-game-industry/>



PROBLEMS OF THE INDUSTRY

Furthermore, independent game developers or those who are working for smaller game studios find it extremely difficult to compete with the giants. Their talent might go unnoticed and there is virtually nothing they can do to combat the powerful competition.

Biased reviews

Biased game reviews from influencers and journalists in the sector are another issue that the gaming industry has to bear with. It is not a secret that many game development studios are trying to buy positive ratings and press releases to increase the interest in their games. This is another natural consequence of its radical growth and is rather common across many industries that are commercialized.

Blockchain games are still unplayable

Another problem that is associated specifically with blockchain-based games are how slow they are. The problem lies in the internal processes that rely on mining blocks on the go, while the players are waiting for a result or a certain outcome. Unfortunately, at their current state, almost all blockchain-based games are unplayable due to this issue.

All these issues are pressing for both gamers and game developers and need quick resolution.



THE PIXELBIT PROJECT





THE PIXELBIT PROJECT

To address as many of the pressing issues of the gaming industry as possible, we have created the PixelBit project – a dedicated crypto currency based on the Ethereum blockchain that serves as a foundation for In-Game purchases, unlocking additional content as well as an ingenious system for earning PXB coins while playing games.

When we first came up with the PixelBit idea, our goal was to create a new way for monetizing video games in a way that would benefit both the player and the developer. After talking to industry experts, game developers, investors and marketing folks, we realized that we actually might have something here. Feedback was overwhelmingly positive and a surprising amount of people expressed interest in joining or financing the project. Thus, PixelBit was born. We immediately went to work on developing the technological foundation, APIs and implementation frameworks. Simultaneously, our game development team started working on two simple games that would serve as a testing and demoing platform as well as genuinely entertaining games to familiarize players with the concept of PixelBit and allow them to earn real-world digital currency right away.

It is our goal to build an innovative system that not only incentivizes game developers to implement, but also provides tangible, real-world rewards to gamers playing PXB-enabled games. By both giving gamers the ability to earn currency during gameplay as well as directly allowing them to spend that currency for in-game rewards and additional content, we aim to create a living, economically sound ecosystem that makes gaming even more lucrative, enjoyable and worthwhile.

With PixelBit we aim to utilize crypto currency for in-game purchases as well as implementing a way to earn real-world currency during gameplay.

WHAT WE ATTEMPT TO DO

One of the main reasons crypto currency based monetization endeavors in gaming have so far been largely unsuccessful is due to the insular nature of previous implementations. Systems were clunky or difficult to incorporate into existing code and they have been mostly restricted to certain apps and platforms.

We attempt to avoid these shortcomings by designing PixelBit from the ground up for maximum cross-platform interoperability and by providing a set of intuitive and easy to use tools for developers.



THE PIXELBIT PROJECT

To make it as easy as possible to implement PixelBit into games, we'll be launching a set of tools and APIs, both tailored towards certain third-party game engines like Unity, Unreal, etc. as well as custom solutions. Our backend will handle the heavy lifting, processing and verifying transactions and providing a reliable backbone. The protocols used are based on the Ethereum system with additional instruction sets and attributes unique to PXB.

Our goal is for PixelBit to be available on every gaming platform imaginable, from mobile gaming to PC to dedicated game consoles while maintaining a high level of compatibility and cross-platform capabilities.

FOR GAMERS

PASSIVE INCOME GENERATION WHILE YOU ARE GAMING: PixelBit allows the implementation of an in-game reward system similar to trophies / achievements on certain platforms. Only instead of a worthless popup, gamers earn actual digital currency by completing certain tasks in game.

Another implementation would be in-game stores and purchases, traditionally handled via microtransactions using some fancy-named virtual currency like "Gems", "Silver Bars", "Gold Stars" et al. Using PXB instead, gamers can use an open, cross-platform marketplace, following actual market developments.

PixelBit has been designed from the ground up to encourage viral uptake. All PXB enabled games are encouraged to be designed for easy invites and sharing so that users can create virtual groups and play with their friends. Additionally, functionality will be integrated which allows developers to grant affiliate revenue sharing to social players. The possibility for passive income generation for developers also will lead to higher quality games, something gamers will greatly benefit from.

P2P TRADING MECHANISMS: Another important innovation unique to PXB are P2P trading mechanisms allowing for direct trade of additional content such as skins, cosmetic assets and the like directly using the PXB system. This allows for the circumvention of third-party marketplaces and gambling sites - most of which employ dubious business practices and charge high transaction fees.



THE PIXELBIT PROJECT

FOR DEVELOPERS

PixelBit is designed by game developers, with game developers in mind. No other platform thus far has to date been able to offer instant, cost-effective real crypto currency gaming to players and developers. PXB is going to change that.

PROPRIETARY DEVELOPED APIS:

First and foremost are specific APIs to allow implementing both the earning process as well as payments and transactions into common third-party game engines and custom solutions. We offer intuitive tools to make it almost trivial for game developers and publishers to implement our systems, allowing for virtually immediate revenue generation.

Our APIs allow for game developers and publishers to set up a dynamically adapting pricing system that constantly monitors PXB value and adjusts the pricing for digital items to the current market value, thus offering continuity and predictability to customers.

EASY TO USE AND IMPLEMENT:

The process for implementing PXB in games couldn't be easier: developers creating PXB-enabled games can request our free toolkit that is compatible out-of-the-box with many third party game engines such as Unity, Unreal, CryEngine and others as well as easily adaptable for custom solutions. This toolkit handles all the heavy lifting, i.e. the actual processing of transactions. All the developer has to do, is set up their in-game store and use the modules included in our toolkit for handling the transactions. That's it.

To date, developers have not been able to create blockchain-based games that are worth playing. Nobody wants to sit for a minute (or longer) while the dice rolls waiting for multiple blocks to be mined before it can report the result back to the player. Yet this is the state of blockchain gaming today. This complex problem has not been solved — until now. PixelBit technology does the hard work of making truly instant blockchain games available to everyone.

PIXELBIT IN ONLINE GAMBLING

Another huge market for PixelBit to conquer is online gambling. We define gambling as playing games for the chance of real monetary rewards. There are a plethora of online casinos



THE PIXELBIT PROJECT

that all offer basically the same games, services and opportunities. However, competition is very strong and gambling sites struggle to differentiate themselves from others and it is very tough to achieve the prominence necessary to establish a significant user base. Adopting PixelBit early as the main currency used in all games can give online casinos a significant advantage in the form of a semi-unique selling point.

PROBLEMS AND SOLUTIONS

Problem: Lack of coherent, cross-platform system for games monetization

Currently, a lot of games employ their own proprietary monetization schemes. It generally works like this: Players purchase a set amount of in-game currency (gems, rubies, gold bars, etc.) that is valid only for this specific game and usually can't be converted, paid out or used in other games. While developers might see some lock-in effect binding players to a certain game simply by holding the player's money hostage, this principle tends to lead to fatigue among players and, ultimately, declining income simply due to users getting fed up with the system or losing interest in the game.

Solution:

PixelBit gives developers the opportunity to handle their in-game purchases via an actual, inherently valuable digital currency that is compatible across all kinds of platforms and games. This results in several measurable benefits for both publishers and gamers. For one, the unified, cross-compatible system allows for very easy implementation across different games. Another huge benefit is the actual economy surrounding PixelBit. Since PXB is a valid crypto currency that will be traded not just in games but in the real world as well. What this means is, that PXB will have inherent value that is projected to rise steadily for the foreseeable future. Therefore any earned PixelBit tokens stand to gain in value all by themselves as adaptation rates rise.

By virtue of being a universal in-game currency, PixelBit aims to keep gamers interested in not in certain games, but the entire ecosystem for a long time. Not only does the prospect of earning actual money through gameplay significantly increase the chance of gamers staying engaged long term, due to it's cross-compatible nature, no funds converted to PXB will ever become obsolete, leading to a greatly increased willingness to keep spending. Even if the player no longer has interest in the game they originally purchased the currency for, they can



THE PIXELBIT PROJECT

simply use these same funds in other games, keeping them invested in the ecosystem and, ideally, willing to spend even more over time.

Problem: Centralized and monopolistic structures benefit mostly the big game development studios

As we already pointed out earlier, with the gaming market gaining in popularity and game studios going for the next cash grab as fast as possible, they are not only sacrificing quality for quantity, but are also coming up with additional tactics to force people to spend more money for in-game purchases such as DLCs and expansion packs. At the same time, developers are pressured with strict deadlines and have to constantly deal with bug fixing due to the numerous updates and new content that is added to the game, without receiving additional compensation for their efforts. The only one really winning from the scenario is the game publisher that is pulling the strings.

Solution:

PixelBit allows both gamers and game developers to benefit from the unlimited possibilities of decentralization - developers will have the chance to be more independent of publishers, which receive all the credit for the success of a certain game, and gamers will benefit from the motivation of game developers to focus more on quality than on quantity.

Problem: Lack of natural economic mechanisms for sustainability in the industry

Solution: Due to the nature of digital currencies, every single transaction on the PXB blockchain can benefit every single user - end user and game developer / publisher alike since an organic increase in PXB value results in a global increase in spending power for consumers and liquid capital for gaming companies. In addition, the fluidity of digital currency allows for the generation of passive income for users and incentivizes users recommending the system to friends and relatives as a way to increase the value of their own held stock of PXB tokens. The PixelBit ecosystem is designed to function and develop fully on its own.





TECHNOLOGY

WHY BLOCKCHAIN AND ETHEREUM

We decided to use the ERC20 token as the foundation for PixelBit due to its inherent security and compatibility, allowing for easy cross-platform trade. This ensures that neither users nor developers have to take any additional steps to start handling PXB as it's standardized protocols are already compatible with virtually all major exchanges and wallets.

THE PIXELBIT EXCHANGE

The PixelBit exchange will be a web application that act as a platform facilitating all transactions made with the PixelBit wallet. While the receiving of PXB earned by the player in-game is possible, exchanging these PXB tokens for other currencies or any other items that require cross-platform compatibility must be done through the PixelBit exchange. The exchange will be accessible directly through the PixelBit website.

The exchange will allow users to trade items with each other, even if they are from different games. With the help of our APIs, developers will integrate dynamic price mechanisms, which will convert the value of all items in PXB, thereby making trade much easier, safer and on one single platform. With the help of blockchain, transaction fees will be much lower and fully transparent to all participants.

THE PIXELBIT WALLET

The PixelBit wallet will be a web application that allows users (both gamers and developers) to safely store their PXB tokens, cryptocurrencies and fiat money. With the wallet users will be able to access the PixelBit exchange, where all types of transactions will be executed. Furthermore, thanks to the cross-platform compatibility of PixelBit, the wallets also give users the possibility to execute both in-game and cross-game transactions.

The PixelBit wallet allows users to cross-trade in-game items across different games. Additionally, the wallet will allow the storage of PXB and other crypto currencies, giving users more options and flexibility.



PIXELBIT USER ACCOUNTS

The in-game user accounts will be created through the PixelBit website and will be integrated with the player's PXB wallet. The account will act as the intermediary between the PixelBit exchange and PixelBit wallet. Every user will have its own dashboard, where they will be able to edit their settings, see statistics, earn referral bonuses and many more options that will be made available as the PixelBit project progresses.

The accounts of the users will have a built-in element of gamification, meaning that the account will earn levels and additional rewards such as badges based on the achievements of the user. These achievements will be based on the user's activity in PixelBit enabled games and the amount of currency the user has acquired. The same mechanisms are applied both for gamers and developers, with the difference being the nature of their activities.

THE TECHNOLOGY BEHIND PIXELBIT

As we discussed earlier, the PXB APIs have various implementation options. One of these options is the possibility for developers to create their own in-game marketplaces to sell in-game items for PXB. Users can buy these items for PXB tokens with their PXB wallets. The whole process is wrapped up by a Smart Contract that is responsible for the secure transaction. All transactions are stored on the blockchain and are thus fully transparent, however, they cannot be changed. This way every user will have the proof that he transferred the required amount of tokens or is eligible to receive a defined number of tokens.

The PixelBit APIs are easily integrated to top game development engines such as Unity and Unreal, thereby making it easy for developers to integrate them in their own games, as long as the platform they are creating with is supported. We will release separate documentation and guidelines on how the PixelBit can be implemented in any of the supported platforms. However, it is the responsibility of the developer to execute the implementation process correctly in their own game.

Just like with mobile apps and an app store, the function of the smart contract will be constantly audited by PixelBit. All games will have to adhere to certain standards that will be made publicly available. Any fraud attempts will lead to the irreversible ban of the game and the developer will be not allowed to submit any further games.



TECHNOLOGY

Game developers will have the right to only 2 reviews per game, unless they have knowingly engaged in deception and fraud, in which case it will be their first and last submission and we will explore legal action.

HOW DOES THE PASSIVE INCOME GENERATION WORK

Let us look at a simple example how gamers will be able to receive passive income while playing games. Developers are able to implement PXB in their game instead of coming up with their own internal currency which will not be tradable across different games and will not be refundable. Implementing it with our developer tools and APIs will not pose any difficulties for them, as they will be compatible with the platform they are likely to be working with.

Once implemented, the process looks just as it is with traditional in-game rewards: for example gamers receive a challenge that requires them to achieve 2 hours of playtime or to slay 100 enemies, for which they will be rewarded with an X amount of PXB. This is also profitable for game developers, as it will incentivize people to spend more time playing their games, knowing that they can be rewarded with something that holds value outside the game itself.



MARKETING

HOW WE ARE LETTING THE WORLD KNOW





TARGET GROUPS

We have designed a multilayered profile of our main target groups, further segmenting them into subgroups:

GAMERS

Describing the profile of the average gamer could be a complex task: for example, contrary to the popular belief that almost all gamers are male, the statistics show that this is not true. Generally, an average gamer is a male between 15 - 35 years old with an average to higher average income.

However, the most important distinction is between casual and “die-hard” gamers, as it has the biggest influence in terms of marketing. Obviously, die-hard gamers are much more likely to spend money on games or any gaming related content, including projects such as PixelBit. Their geolocation is another variable that greatly influences their profile - for example, differences in income and culture could have significant differences on their decisions. The gamers on the Asian market for example are known to spend comparatively much more money than eastern Europeans. The reason for this does not lie that much in their higher income, but in the meaning of video games purely from a cultural aspect. Games such as Starcraft have virtually become comparable with religion for some Asian countries.

GAME DEVELOPERS

Since game developers would directly benefit from the successful implementation of our project, we believe that they comprise a target group vital for our success.

GAMBLERS AND BETTORS

Gamblers and bettors are another target group we will be targeting with our marketing activities, because their profile is quite similar to the profile of the gamers. As an example, some of the most famous poker players today used to be professional gamers (think of Elky Bertrand Grospellier, who even moved back to professional eSports in 2015 to play Hearthstone for team liquid after making a fortune as a professional Texas Hold ‘em player).



A MULTI-PRONGED APPROACH

Even the best ideas are worthless if nobody knows about them. In order to make the launch of PixelBit a resounding success, we have spent countless hours sitting down with marketing and advertising experts, divining a multi-layered marketing strategy designed to generate as much publicity as possible in the shortest possible time. To achieve that goal, we have decided to utilize several channels for generating buzz:

CELEBRITY ENDORSEMENT

To make our brands and products known to a wide audience, we have recruited FABIAN VETTEL to the team, brother of German Formula One superstar Sebastian Vettel and an up and coming racing star in his own right, to serve as the face of Brandito during the initial marketing phase.

Additionally, acknowledging that gaming content platforms such as Twitch are immensely popular, we are planning to attract notorious streamers playing some of the most popular games to promote our project. Youtube streamers and video game content creators are also part of our marketing strategy, as gaming content on Youtube is extremely popular. Advertisements and project mentions are possible inside the video, thereby bypassing Youtube Ads that can be blocked with Ad Blockers, which are used by most gamers today.

CROSS-CHANNEL ADVERTISING

In order to reach as many people as possible, we will be launching an advertising campaign across multiple mediums, such as TV and radio spots, billboards, magazine / newspaper and online ads (Google Adwords and Facebook Ads) as well as social media.

Ad networks, especially those focusing on the crypto market are another channel we plan to target. These networks are extremely cost efficient in terms of cost per click while being delivered to a highly targeted user base.

Another important channel we are planning to target are game conferences, expos and eSports tournaments. Generally, these events gather a lot of passionate gamers, professional players and brands in the industry.



By becoming a sponsor to the event we can increase the exposure of PixelBit to a highly targeted audience.

TARGETED DIRECT SALES

Investors are notoriously hard to reach by regular marketing means. In order to get affluent people to invest in a startup, it is generally required to contact them directly with personalized offers. Our experienced sales team is doing exactly that - so far with great success.

COMMUNITY MARKETING

As with any other project in the crypto space, we acknowledge the importance of community marketing and the potential benefits it brings to the table. We will be developing our community channels such as Reddit (including the promotion in gaming and cryptocurrency-related subreddits), Telegram and any other social media, with the ultimate purpose to create a loyal base of followers that are genuinely interested in seeing our project succeed. We plan to grow our channels strictly organically, as we believe this is the only way to build a sustainable follow base that will be active.

Another channel that will receive special recognition is Discord, which is very popular among gamers. We will work on developing our discord channel including the promotion of the project across other related channels on the platform by providing incentives and free useful content to Discord users.

To further expand our community we will use airdrop and bounty campaigns that will give away tokens to members who are willing to spread the word about PixelBit. This has been effectively used by numerous ICOs with success.

However, we do not stop here. We plan to host contests that will give our community the chance to contribute to our project while having the chance to win great prizes. Such contests could be creating an article or any other type of content, as well as some other interesting options that are related to gaming, such as frag compilations, best plays compilations and many others. Discord in combination with YouTube is a great way to increase the exposure of the project - promoting compilations of best plays across the Discord channels used by gamers for a specific game will ensure that the content is delivered to a highly targeted audience.



E-MAIL MARKETING

E-Mail marketing takes a vital part in our marketing strategy, not only because it is one of the best marketing channels in terms of cost / success ratio, but also because all of our target groups could potentially be reached with a carefully tailored E-Mail marketing campaign.

We will utilize our existing community channels, most importantly social media and Telegram to collect as many email addresses as possible. By designing different landing pages and numerous A/B tests, we will be able to create high turnout funnels.

GAMIFICATION

Gamification is a relatively new marketing technique that is very successful in incentivizing people to spend more time using a product. The idea behind it is to reward the user for their activity with rewards that are focused more on prestige than any game-related value. These rewards could be levels, badges (such as a rank that is displayed before the players' nickname, indicating that he is experienced) and others.

We intend to implement gamification mechanisms that will be integrated to the player's PXB accounts, which will yield not only prestige rewards, but also additional tokens, discounts for loyal members of the PXB community and more.





COMPETITOR ANALYSIS

In terms of competition on the blockchain market, we believe that PixelBit is a project which is one of a kind. Most blockchain projects in the industry are focusing either on creating blockchain-games or using the benefits of the technology such as transparency and speed in the areas of content creation, payments...

Perhaps one of the most noteworthy competitors of PixelBit is GGPro, one of the most successful blockchain project in the industry to date. The project creates a blockchain platform that proposes new opportunities for interaction between the gaming community, sponsors and game developers. GGPro allows for passive income generation for gamers while they are gaming on the Steam platform (including seamless integration) as well as benefits for sponsors and content creators due to their intelligent promotion system. The platform has many sub-functionalities such as the possibility to host tournaments, voting systems, trading, donations and many more. The GGP project team has designed the GGPro.API which allows game developers to integrate the functionalities into their games.

Another similar project to PixelBit is FLUX, another global gaming platform that also allows for in-game monetization, generation of passive income and trading with the FLUX Utility token. The project has numerous benefits for gamers, game developers, streamers and traders.

A third project worth mentioning is BitGuild, which is focusing mostly on securing the ownership of in-game assets for gamers and developers with the help of blockchain, making cross-game trading of in-game items possible. Other core functionalities of the project are a special wallet, which can store diversified assets such as in-game items, an auction house for trading and others.

We should also mention TriForce Tokens, a project aimed at the creation of a game publishing framework, which provides new revenue models for developers as well as tools for the continuous analysis and improvement of key variables that influence the gaming experience. The project is focusing on both gamers and developers, rightly recognizing how close the interdependence between the two groups is.

Crycash, a dedicated cryptocurrency for gamers, is a project creating a whole new gaming ecosystem. Similar to the previous projects we discussed, it allows gamers to monetize their playtime and offers developers more ways to attract players to their games. The ecosystem



COMPETITOR ANALYSIS

consists of the mobile Plink application, an advertising Platform, a decentralized Marketplace for trading games and in-game items, as well as a cybersport platform.

HOW IS PIXELBIT DIFFERENT

One area where PixelBit is building upon the concepts of its competitors, is that the PXB token proposes the widest integration possibilities and a more diversified set of tools for developers. By creating a unified gaming currency, we strive to replace all exclusive in-game currencies with a cross-platform solution that will be applicable to any game. The integration of PixelBit in the leading platforms for game development such as Unity and Unreal is the fundamental key for the unlimited integration possibilities, which will allow for the global acceptance of PixelBit as the one-stop in-game currency. Once this target has been achieved, the possibilities become endless.



THE PIXELBIT ICO





THE PIXELBIT ICO

ICO ROLLOUT

In order to give early adopters an easy opportunity to get into PixelBit as well as provide time-frames for in-game implementation, we are planning a staggered release of initial PXB supplies. While the total stock of PXB tokens will be fixed at 100.000.000 PXB and will be mainly available through the in-game APIs, we will sell certain amounts on public exchanges.

The planned rollout is as follows:

TOTAL SUPPLY

100.000.000 PXB

ISSUED ON ICO

55.000.000 PXB (55%)

RESERVED STOCK

5.000.000 PXB (5%)

FOUNDERS' STOCK

20.000.000 PXB (20%)

INITIAL IN-GAME STOCK

20.000.000 PXB (20%)

PRIVATE SALE

5.000.000 PXB (5%)

MAIN SALE

50.000.000 PXB (55%)

FOUNDERS' STOCK

20 %

IN-GAME STOCK

20 %

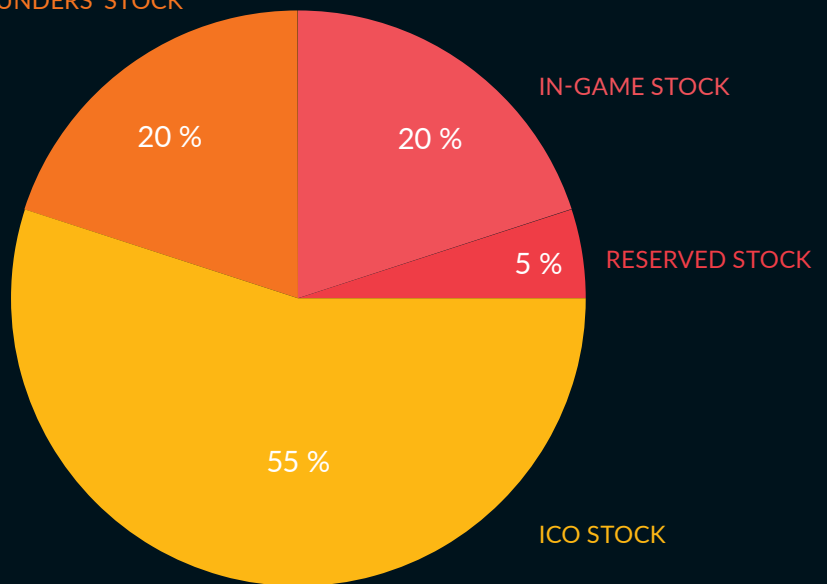
RESERVED STOCK

5 %

55 %

ICO STOCK

Graph: Token distribution in PXB.



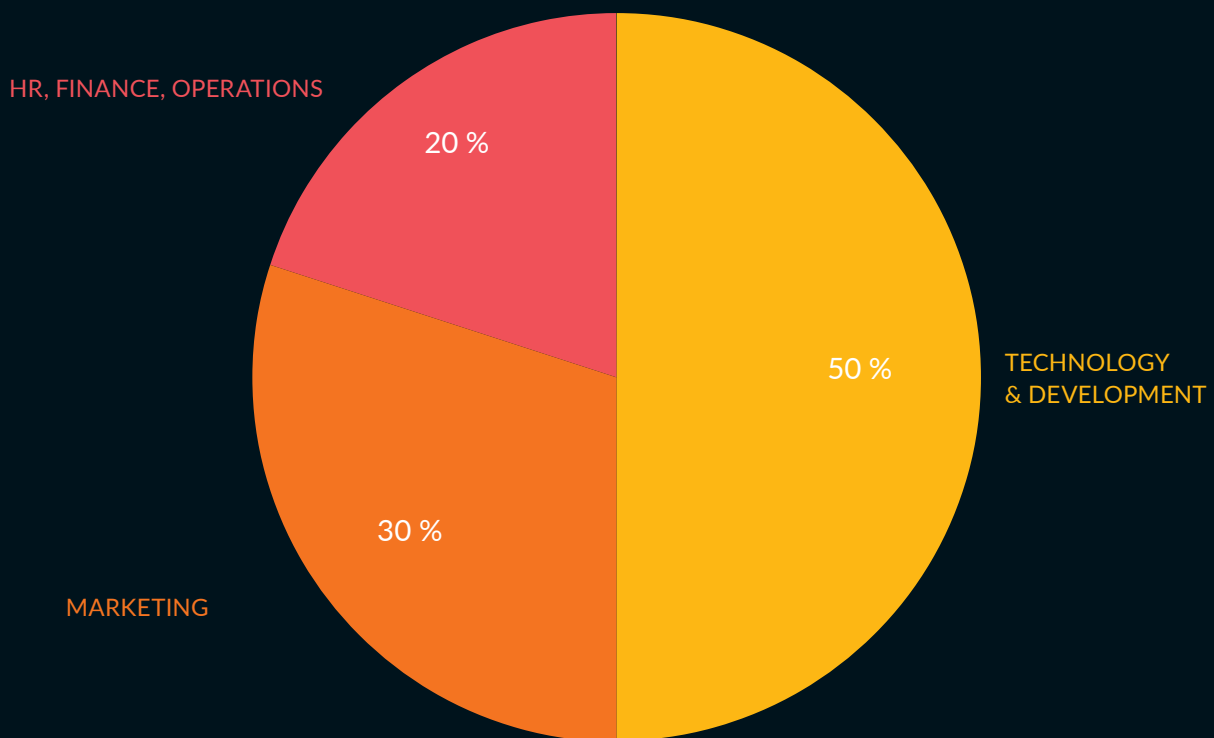


THE PIXELBIT ICO

We will be conducting three rounds of token sale:

- Private sale (15.05 - 15.06.2019): Price 0,50 EUR
- 1st Main sale (16.06 - 15.07.2019): Price 0,75 EUR
- 2nd Main sale (16.07 -31.08.2019): Price 1 EUR

The APIs for in-game implementation will be available for select partners by 04.2019 and publically by 06.2019. This gives us a timeframe to do extensive testing and smooth out the kinks in a controlled setting before going fully public. The reserved stock of 5.000.000 PXB will be made available if needed but held in reserve until then. The founder's stock of PXB tokens is divided among the four founders, each holding 5% or 5.000.000 PXB, half of which will be available for purchase.



Graph: Funds distribution of PXB (as % of collected funds).

We will dedicate the majority of the funds we collect via the crowdsale to the development and technology of PixelBit, as we believe that this is the core of our product which is essential to its success. We plan to dedicate 30% to marketing in order to use all of the aforementioned channels we discussed in the Marketing chapter. The remaining funds will be used to cover HR, financial and legal costs respectfully.



ROADMAP





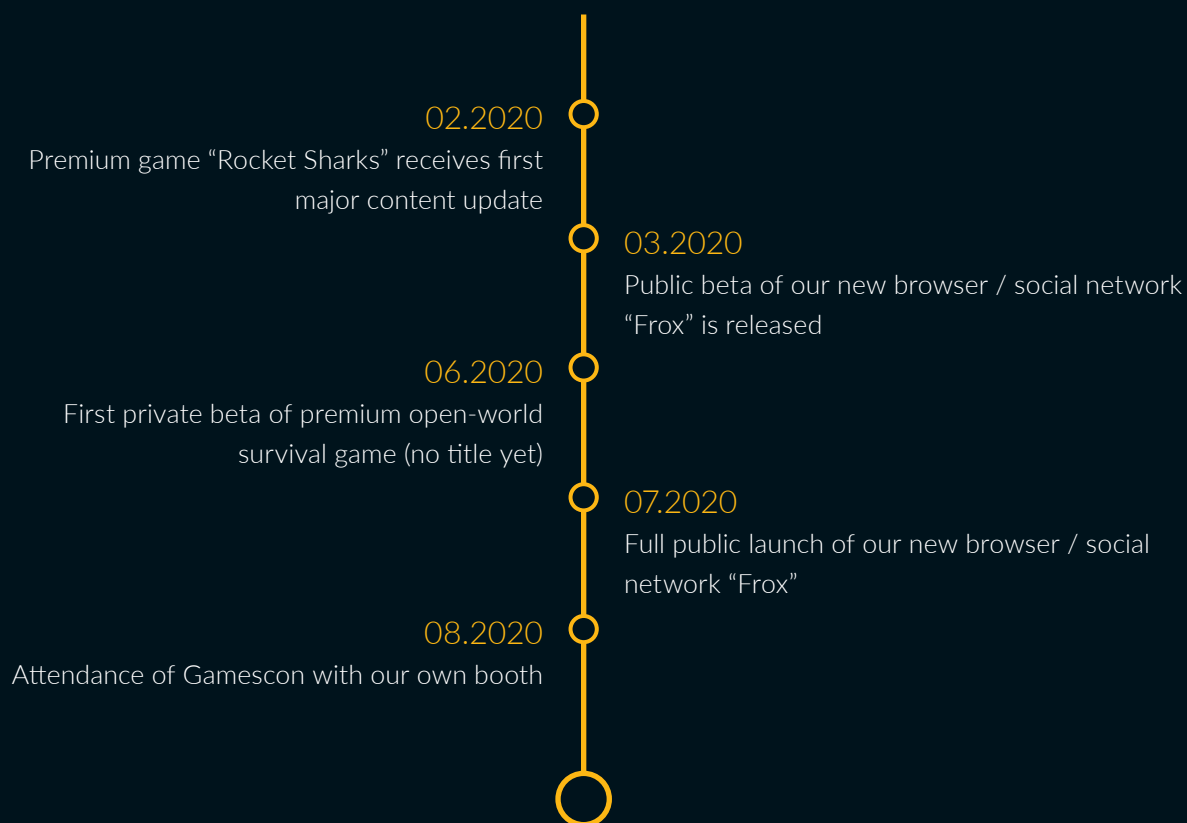
ROADMAP

The launch of PixelBit is only the first step. We have big plans for the years to come and are excited in sharing some of these plans today. Obviously, due to the ever-changing nature of our industry, this roadmap may be subject to change, as timeframes shift, problems become apparent and technology advances. Nonetheless, these are some of the milestones we are planning on hitting in the foreseeable future:





ROADMAP





TEAM





TEAM



DIPL.-MATH. R. SAUER
CEO

WITH GREAT EXPERIENCE IN SEVERAL AREAS OF RESEARCH, MATHEMATICS, PROGRAMMING, SCIENCE, THEOLOGY AND SALES, RUDOLF WAS AN EXCITING CHOICE AS CEO.

DUE TO HIS EXCELLENT PEOPLE SKILL, HIS GREAT INSTINCTS, VALUABLE INSIGHT AND SENSE OF LEADERSHIP, HE KEEPS A FIRM HAND ON THE WILD BEAST THAT IS BRANDITO.



H. KAPIN
COO

AFTER DECADES IN BANKING, FINANCE AND INVESTMENT, H. KAPIN DECIDED TO GET INTO CRYPTO CURRENCY AND START HIS OWN COMPANY.

HE NOW OVERSEES DAY-TO-DAY OPERATIONS AT BRANDITO AS WELL AS HUMAN RESOURCES AND INVESTOR RELATIONS.



P. MAREWSKI
EXECUTIVE CREATIVE DIRECTOR

WITH MORE THAN 12 YEARS OF EXPERIENCE IN DESIGN, ANIMATION, PROGRAMMING AND MARKETING, PHILLIP WAS AN IDEAL CHOICE FOR CREATIVE DIRECTOR.

HE HANDLES AND SUPERVISES ALL OF OUR CREATIVE PROCESSES - FROM APP DESIGN AND DEVELOPMENT TO OUR ONLINE PRESENCE AND MARKETING CAMPAIGNS.



K. KALCIK
CFO

K. KALCIK COMES FROM THE BANKING SECTOR AND HAS EXPERIENCE IN THE AREAS OF PAYMENT PROCESSING, BUSINESS OPERATIONS AND CREDIT MANAGEMENT.

HE HAS BEEN FOLLOWING THE CRYPTO MARKET FOR THE LAST 5 YEARS AND WITH HIS EXTENSIVE KNOWLEDGE IN THE FIELD, HE HANDLES ALL ASPECTS OF FINANCE AND CRYPTO DEVELOPMENT AT BRANDITO.



T. ARMANN
DIRECTOR OF COMMUNICATIONS

IN SEARCH OF A NEW CHALLENGE AFTER GAINING CUSTOMER RELATIONS EXPERIENCE IN REAL ESTATE AND THE HOTEL INDUSTRY, TIM WAS BROUGHT INTO THE FOLD AS DIRECTOR OF COMMUNICATIONS.

HE MANAGES MOST OF OUR ADVERTISING, PUBLIC RELATIONS, B2B RELATIONSHIPS AND GENERAL COMMUNICATIONS.



D. KRALJEVIC
SENIOR ART DIRECTOR

WITH YEARS OF CREATIVE EXPERIENCE IN A HUGE RANGE OF GRAPHICS AND DESIGN, FROM BRANDING AND CORPORATE DESIGN, UP TO ADVERTISING AND DIRECT MARKETING, D. KRALJEVIC HANDLES MOST OF OUR VISUAL IDENTITY AND GRAPHIC COMMUNICATION.

DUE TO HIS CREATIVITY AND BEING AN EXCELLENT TEAM PLAYER, DAVID IS AN INTEGRAL MEMBER OF OUR TEAM.



RISKS AND CONCERNS





RISKS AND CONCERNS

REGULATORY RISKS

Any industry is exposed to a certain degree of regulatory uncertainty. We hereby warn you that there is a risk that the project may not meet the new regulatory environment of both the gaming industry and the crypto currency sector at a certain point in time.

RISKS OF EXTERNAL FRAUD

No technology, even blockchain, is immune to hacking and security breaches. Attacks also extend to the open source algorithms of smart contracts, which is why we must consider the risk of attempted hacking of the PixelBit currency.

We hereby acknowledge that we will do everything in our power to ensure the maximum degree of security, but we cannot be held accountable for any security breach / hacking attempt that manages to bypass our defenses.

RISKS OF THE INDUSTRY

We warn you that we do not guarantee that the project will receive a profit sufficient for successful operations. The competition in the online gaming industry is fierce.

REGULATORY RISKS OF THE BLOCKCHAIN INDUSTRY

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). There are no legal documents regulating the crypto industry yet - the laws will appear later and can significantly affect the activities of blockchain projects, including our project. We hereby warn you that such laws can significantly limit and even stop the project activity and we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

FINANCIAL RISKS

Contributions in crypto currency projects are a big risk. PXB tokens, like any other crypto currency, could be subject to strong fluctuations and may decrease in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange PXB tokens for fiat. Governments can pass laws that will obligate paying taxes on profits made from PXB tokens. PXB tokens do not grant you the right of voting or ownership in PixelBit. The PixelBit project does not guarantee any income, you can incur significant losses.



LEGAL DISCLAIMER





LEGAL DISCLAIMER

PURCHASE CONTRACT OFFER

The seller offers the buyer the purchase of PixelBit Coins.

The purchase is agreed and executed upon acceptance of this offer by the buyer. The acceptance takes place by triggering the corresponding order on our website.

Pixelbit coins can only be acquired by means of a cryptocurrency.

The purchase price for 1 PixelBit Coin (also called "Token" in the following) amounts to Ethereum within this ICO.

TRANSFER OF OWNERSHIP

The seller keeps the PixelBit Coins to be transferred in his wallet.

The seller pays the purchase price by transferring the Ethereum owed as purchase price from his own wallet. The buyer acquires the right to transfer the acquired PixelBit Coins into his wallet with a corresponding purchase price payment. The transfer takes place immediately after receipt of the purchase price.

SUPPLEMENTARY CONTRACT CONTENTS AND INFORMATION

The contact details of the seller are as follows:

Brandito GmbH, registered with AG Darmstadt under HRB 97465, represented by GF Rudolf Sauer, located at Wilhelm-Leuschner-Straße 28, 64374 Griesheim.

Telephone , fax , e-mail mail@brandito.de

PixelBit tokens are legally crypto currency tokens, they are used as means of payment within the PixelBit network for transactions between the users and also between the network operator and the users. The benefit of the acquired PixelBits depends on functional access to the Internet.

The purchaser might incur costs in setting up his wallet and acquiring Ethereum. These costs amount to less than 3% of the total investment.

DISCLAIMER

The acquisition of PixelBit Coins is inherently associated with high risk. Transferees confirm with their signature that they have carefully examined the following information about these risks before deciding on a purchase.

If one of the following risks occurs, it can significantly affect the value of the PixelBit Coin. The seller has summarized the risks to the best of his knowledge and belief. Nevertheless, it is conceivable that the risks and uncertainties described below are not the only ones. Additional risks and uncertainties, including the Seller's failure to know or consider them immaterial, could materially affect PixelBit's business, PixelBit Platform's functionality or the PixelBit Coin (PXB) value.

The "PXB" is at the earliest on 01.04.2019 or transferable to other wallets at a later date.

The "PXB" must at the earliest on 01.04.2019 or be tradable at a later date.

The "PXB" is not a security and / or equity, it has no rights, uses, attributes, functions, or functions that are expressed or implied, including, but not limited to, uses, uses, attributes, functions, or functions on the platform.

The sale of "PXB" may not result in an active or liquid market for the tokens, and their price may be very volatile. Although applications for tokens for trading have been submitted to the cryptographic token exchanges, an active public market may not develop or sustain after the token sale. If there is no liquid trading market for the tokens, the price of the tokens may become more volatile and the token holder may at no time sell or otherwise do business in the "PXB".

The valuation of a digital token in a secondary market is usually not transparent and highly speculative. The traded price of the "PXB" can fluctuate greatly within a short time.

Negative advertising can materially and adversely affect the market perception or market price of the "PXB" regardless of whether it is justified or not.

In the worst case, the "PXB" could become worthless. The "PXB" may not have value and there is no guarantee or guarantee for the liquidity of the token. The seller is not responsible for the respective market value of the "PXB" and is not liable for its transferability and / or the liquidity of the tokens and / or the availability of a market for the tokens by third parties or otherwise.

The buyer acknowledges that neither the seller nor any third party, for any reason, is obliged to reimburse the acquirer of a "PXB" for the "PXB" and that the holder of the "PXB" does not pay any money or other Compensation instead of the refund receives.

The tax characterization of the "PXB" is legally not yet fully understood. However, profits from the purchase and sale of "PXB" are usually taxable. The Buyer must obtain its own tax advice in connection with the acquisition, storage, transfer and use of the "PXB", in particular with regard to any adverse tax consequences including, but not limited to, withholding, transfer taxes, VAT, income taxes and similar Taxes, duties, duties or other charges as well as requirements for the tax return.

Most blockchains used for crypto currency transactions - as well as Ethereum - tend to be periodic overloads, during which transactions may be delayed or lost. Individual users may also intentionally spam the network to gain an advantage when purchasing cryptographic tokens. This may result in block producers possibly not including the buyer's transaction if the buyer so desires or the buyer's transaction is not included at all. The intelligent contract concept for tokens, the underlying software application and software platform, i. the Ethereum, are still in the development phase. There are no representations or warranties that the process of creating the "PXB" is always uninterrupted or error free. There is an inherent risk that the software may contain weaknesses, vulnerabilities or errors that may cause, among other things, the complete loss of "PXB".



LEGAL DISCLAIMER

The PixelBit platform, the "PXB" token and all the points described in this document are innovative. It is possible that there will never be a blockchain that uses the PixelBits. Therefore, the purchaser of the "PXB" should not rely on the existence and / or functionality of the PixelBit Platform, the ERC20 Token Agreement described in the Whitepaper, or the ability to obtain the tokens associated with the Platform in the future. Even if the PixelBit Platform is completed, implemented, and incorporated, it may not work as intended and "PXB" may not have the functionality that is desirable or valuable. Also, the technology is changing so rapidly that the PixelBit platform and the "PXB" may soon be out of date.

The "PXB" can be kept by the owner in his digital wallet, which requires a private key to access. Accordingly, the loss of the required private keys associated with the digital wallet in which the "PXB" is stored will result in the loss of these tokens, access to the token credit of the token owner, and / or initial balances Blockchains created by third parties. In addition, a third party gaining access to such private keys, including by accessing a hosted wallet credentials used by the token holder, may misallocate the "PXB" of the token holder.

The "PXB" token may therefore be subject to expropriation and / or theft. Hackers or other malicious groups or organizations may try to interfere with the ERC20 token agreement, which creates the tokens or tokens in several ways. These include malware attacks, denial of service attacks, consensus-based attacks and Sybil attacks, smurfing and spoofing. In addition, because the platform used relies on open source software, there is a risk that smart contracts may contain intentional or unintentional errors or weaknesses that may affect the tokens or result in loss of tokens or loss of access or control. In the event of such a software defect or such weakness, there can be no remedial action, so the tokens are not guaranteed remedy, reimbursement or compensation. The blockchain used for the smart token deal that creates the "PXB" is vulnerable to mining attacks, including low-budget attacks, mine-mine-force attacks, suicidal attacks, and other types of attacks. Successful attacks pose a risk to the token agreement. The wallet service or crypto exchange used to acquire and store the "PXB" must be technically compatible with the tokens. Failure to do so may result in the buyer of the tokens being denied access to their tokens.

The seller of the "PXB" or the operator of the PixelBit platform may be adversely affected in material form, as the business activities are dependent on the positive development of the offer. Negative developments would directly affect the ability of the seller or platform operator to maintain and operate the platform.

The gaming business and the crypto currency industry are highly competitive and technology dependent. The challenging global economic conditions may from time to time contribute to a slowdown in information technology as a whole. The economic weakness could negatively affect the business and financial condition of the PixelBit platform operator. As a result of this ever-changing environment, the platform operator may encounter operational difficulties, which may affect the sustainability of the supply. The seller cannot guarantee that the PixelBit platform operator will be able to compete successfully in the future.

The PixelBit Platform, although complete, will, in whole or in part, rely on third parties to implement, implement, develop, deliver and otherwise support them. There can be no assurance or guarantee that these third parties will complete their work, duly fulfill their obligations or in any way satisfy another's needs. This can have a significant negative impact on the PixelBit platform. The ability of the management team responsible for maintaining the PixelBit platform's competitive position depends to a large extent on the performance of each member of that team. Losing or reducing the services of members of the respective management team or the inability to recruit, retain and retain additional leadership personnel could significantly impact the PixelBit platform.

The PixelBit platform is under development and may change significantly over time. Although the Project Management Team intends that the PixelBit Platform has the features and specifications specified in the Whitepaper, changes to these features and specifications may be made for a number of reasons that may cause the PixelBit Platform to meet Buyer's expectations of "PXB" not met.

Any proceeds from a further sale of "PXB" will always be in crypto currency and may be converted into other cryptographic currencies and other currencies. If the value of cryptocurrencies fluctuates adversely during or after the sale of the "PXB", the platform operator may not be able to finance further platform development or maintain the platform. It is possible that the use of "PXB" will decrease for a number of reasons, including, but not limited to, adverse changes in the value of Ethereum, Bitcoin or other cryptographic currencies and fictitious currencies.

The regulatory status of crypto tokens, digital assets and blockchain technologies is unclear or unclear in many countries. It is difficult to predict how or if government agencies will regulate such technologies. It is also difficult to predict how or whether a government agency can make changes to existing laws, regulations, and / or rules that will affect cryptographic tokens, digital assets, blockchain technology, and their applications. Such changes could adversely affect the "PXB" in a number of ways, for example, by stating that a "PXB" is a regulated financial instrument that requires registration or confirmation by a taxing authority. The seller or platform operator may decide to sell the "PXB", resp. discontinue development of the PixelBit Platform in a jurisdiction that is affected by adverse regulation if the government's actions make it unlawful or stop doing business for business.

While there are currently no legal requirements that require the vendor or the platform operator to hold special licenses to carry out their activities, there is a risk that such regulatory requirements may be adopted in the future. Requirements imposed by the authorities or required by one of the parties to comply with a large number of standards, hire qualified personnel, maintain the necessary technical and quality control systems, monitor the operation, file and file appropriate documentation Submitting request information may be costly, time consuming and may result in delays in starting or continuing to operate the platform.

If a supervisor terminates the business of the "PXB" seller or platform operator and / or requires a license to operate the company, the value of "PXB" will decrease and the "PXB" may become worthless. Failure to comply with existing laws and regulations or the results of government inspections or increased government regulation of operations may result in significant additional compliance costs or various sanctions that could materially affect the "PXB" business and the "PXB" platform. Failure to comply with existing laws and regulations or the results of state inspections may result in the imposition of fines or penalties or stricter penalties or restrictions that may lead to the termination of certain business activities or result in criminal and administrative penalties.

This offer is dated from 02.2019



PixelBit
THE GAMING CURRENCY



BRANDITO