



ovr
Over the Reality

The decentralized world scale
augmented reality platform

EXECUTIVE SUMMARY

OVR is a World Scale, open-source, AR platform powered by the Ethereum Blockchain.

OVR makes it possible for users provided with a **mobile device or smart glasses** to live interactive augmented reality experiences customized in the real world.

OVR can be defined as a new standard in **augmented reality experiences** by placing itself as the first content browser where the user does not choose the contents but the world submits the possible experiences based on its geographical position.

OVR adopts the **open source** philosophy, meaning that the entire OVR community contributes to its growth, thus making the platform independent of its creators.

OVR uses Ethereum blockchain to decentralize all the token exchange dynamics between the users.

OVR token is an **utility token** based on the Ethereum's smart contract ERC-20 standard.

OVR Lands are parcels stored inside a blockchain-based ledger that make up the digital layer of subdivision of our planet into hexagons.

OVR Land token is a **non-fungible token** based on the ERC-1155 standard that also allows decentralized possession of digital assets such as OVR Lands and OVRExperiences, that superimposed on reality through the eye of a mobile device or a smart glass, give life to augmented reality experiences.

OVR Lands are **freely tradable** among users **in a decentralized fashion** through the use of the marketplace OVROwner. This means that OVR Land owners can decide what kind of experience the user will experience once entered in the OVR Land.

Therefore the community has complete control over OVR Lands, OVRExperiences.

AR experiences can range from static 3D content and interactive highly complex and **hyper real scenes that make virtual content merge with the real world** by engaging the user to a physical interaction with the surrounding world. So far, the system exploiting these experiences are mobile devices based on iOS and Android and Smartglasses such as Hololens, Magic Leap and AR lowcost headset based on the holokit project.

OVR, acting as a platform, supports the current hardware available on the market and with software integrations will support all-next generation hardware launched on the market. The platform therefore stands as a **hardware-independent standard**. The **OVRExperiences** can be realised thanks to a **Unity3D-based SDK** and community users can undertake buying and selling experiences inside the platform.

Unity3D, among the leading realtime 3D development environments on the market, has been chosen for its versatility, diffusion and ability to manage a cross-platform compilation of projects thus supporting mobile devices and smart glasses.

OVR implements a **decentralized advertising** system based on publisher/advertiser principle where the OVROwner can earn OVR token by inserting the sponsored content proposed by advertisers into the augmented reality experience.

OVR is **unstoppable** because, once implemented in the blockchain, no one will have the power to change the software rules, the OVRLand contents and the crypto token economy.

The moderation activity will be managed by the community itself with a reporting system with a management of blacklists maintained by the nodes.

OVR is focused on the rapid growth of the mobile AR and Smart Glasses sector and introduces the following main innovations:

- Development of a decentralized and unstoppable open source platform managed by the community with its own coin and its own ecosystem.
- Buying and selling digital assets (lands, contents, advertising) with the OVR utility token
- Development of a combined tracking system that uses GPS, computer vision algorithms and the inertial system on board the device to bring the user experience to a new state of the art of outdoor AR.
- The use of the IPFS* like protocol to decentralize the storage of 2D/3D assets by making the entire platform unstoppable and independent and remunerating the nodes that share their storage space.
- Decentralization and community powered ecosystem

OVR, as you will realise in the following paragraphs, is disruptive for different sectors in addition to augmented reality such as:

- Digital content monetization
- Digital advertising
- Digital experience monetization
- P2P jobs



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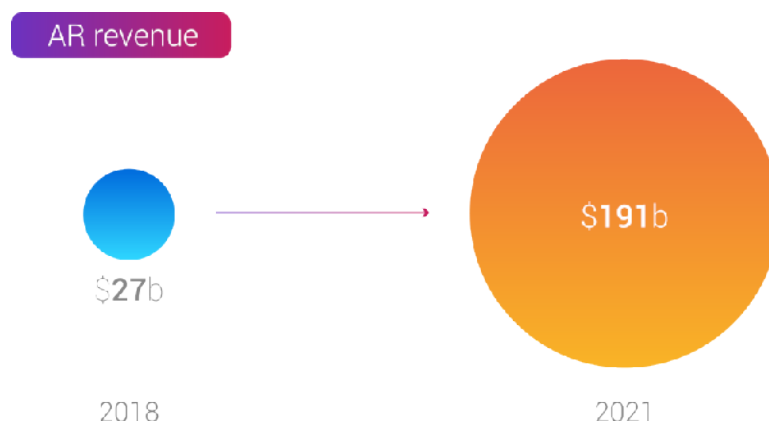
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1.1 Overview

In 2017 several Augmented Reality technologies were introduced on the market. Technological giants such as Apple, Facebook and Google made major investments and acquisitions increasingly aimed at implementing such technology with contents devoted to consumer market.

According to a recent forecast published by IDC, consumer industry will expand his position as largest spender in AR and VR closely followed by Retail. This growth is also due to the fact that the smartphone market goes in such a direction that all the devices produced since 2018 fully support Augmented Reality. Also the market related to smart glasses technologies is highly growing and many technological companies are investing to try and launch a powerful and affordable product on the market. According to IDC, the augmented reality market will reach \$27 billion in 2018, a 92% increase year over year, while the expected CAGR 2017-2022 is 71.6%.

Research highlights how the investments of the most important technological giants show how these companies have understood the enormous potential of the Augmented Reality, not only as a technology, but as a new and powerful communication channel, able to convey any type of content and usable in any sector.



Source: IDC: <https://www.idc.com/getdoc.jsp?containerId=prUS43860118>

1.2 Market opportunities

After almost 2 years of research and analysis, we have identified the following pain points that the OVR Platform will address:

- Mobile app ecosystem fragmentation
- Attention drop in digital ADV
- Difficulty to monetize digital assets
- AR as single experiences in a multitude of vertical apps
- AR as simple marker augmentation with low interactions and low engagement

2.1 Augmented Reality's Technologies

The Augmented Reality is a technology capable of superimposing various types of contents (video, audio, 2D, 3D) in the surrounding environment. All this happens in **real time** and from any device equipped with a camera. This innovation actually makes it possible to “track” the elements present in the real scene and add others, virtually. The spectacular combination of real and digital generates a unique experience.

2.2 Persistent AR Experience and Shared Experience

For persistent AR, we mean the possibility for a user to relive the same augmented reality experience in time and in the surrounding world. This is possible thanks to a first environmental scan saving .

The ability to reload the environment mapping allows to obtain a **shared experience** where users see the virtual elements positioned in the same way in the space.



03 Addressing Market Needs

OVR is an aggregator, a community that uses a real economic system that can revolutionize AR worldscale experiences. Thanks to this system, OVR represents the solution to various market segments needs.

OVR aims at providing a single free augmented reality tool that allows you to live 3D quality experience contextualised in the surrounding environment.

End User - The explorer of the OVR World

NEEDS	SOLUTIONS
A single AR worldscale platform as a new 3D browser on the world	A single mobile application for smartphones / tablets / smart glasses compatible with all platforms on the market
A new advertising channel, going beyond the classic and overcrowded mobile advertising	Advertising merges coherently with AR experiences, making promotional initiatives less invasive and more engaging
Multiplayer engagement experiences in augmented reality	OVR allows realtime interaction between multiple users in the same place
Stable and geolocalized experiences in order to fuse virtuality and reality	OVR guarantees a precise positioning of 3D elements in the real world for a quality user experience and consistent with the surrounding environment thanks to the software innovations introduced

Digital assets investor - The one who collects OVRLands

NEEDS	SOLUTIONS
Create passive income from digital assets	Collect fees from publishers who want to use your OVRLand for distributing their contents
Enhance the value of digital asset	The selection of the experience present on the OVRLand and the promotion aimed at bringing more visitors increases the potential resale value

Digital Media Agencies

NEEDS	SOLUTIONS
New communication channels	OVR provides a new way of conveying brand contents thanks to world scale experience of augmented reality
Technological opportunities to catch the customer's attention	Augmented reality is a fast-growing trend that is increasingly requested in brand's communication methods. OVR responds to this trend with the state of the art of augmented reality experiences
Geolocalized customers experiences	OVR is based on geolocation of contents and on their tracking inside the augmented reality experience
New investment opportunities	When acquiring strategic OVRLand the agency can associate sponsored experiences in strategic locations of interest to the brands

For the advertiser - A brand who wants to promote its product/service

OVR provides the advertiser with the opportunity to enjoy an innovative and non-congested new communication channel.

NEEDS	SOLUTIONS
Innovative communication channel	Advertising in OVR merges with the 3D experience, thus enhancing the sponsored message.
A not congested communication channel	The OVR platform, born at a time when there is no standard for augmented reality, creates a new and not inflated communication channel
An advertising system with a transparent pricing	The decentralization of the marketplace on the blockchain allows to manage supply and demands with utmost transparency and traceability

3D digital artists - The builders of the OVR experience

NEEDS	SOLUTIONS
Global platform to sell augmented reality experiences	World scale distribution channel for AR and VR content
Possibility to receive requests for new projects in a quick and practical way	OVR Marketplace where to find OVROwners development requests
Monetize from your augmented reality experiences	By becoming an OVROwner the 3D digital artists will be able to insert advertisers' content and monetize with their experiences

OFFLINE SHOPS and Chain stores in general

NEEDS	SOLUTIONS
Provide trade proposal even at a closed shop	Experiences on an OVRLand in front of stores can stimulate users even in a closed shop
Provide interactive gamification situations	Gaming experiences or general engagement on OVRLand in front of shops become a pretext for generating store traffic
Increase the number of customers with new initiatives	The user is invited to access the store through augmented reality experiences located in strategic areas or near the store itself

04 OVR Key Features

OVR uses augmented reality, a technology capable of adding different types of content to the surrounding environment (video, audio, 2D, 3D), creating the illusion that reality and virtuality live together in the same space.

All this in real time and from any device with a camera, such as smartphones and smartglasses. This innovation makes it possible to “trace” the elements present in the real world and add other, virtual ones. The union between real and digital generates a unique experience.

The Augmented Reality, in this sense, generates a new dimension, a completely new media space and a rapidly growing market.



The OVR platform is made up of:

- 4.1 OVR Ecosystem
- 4.2 Marketplace
- 4.3 OVRLands: Buy, Sell, Rent
- 4.4 OVRExperience: Buy and Sell
- 4.5 OVRAdv: Buy and Sell

4.1 OVR Ecosystem



OVR Owner

Who uses OVR token to buy the digital lands (OVRLand) and anchor an AR experience.



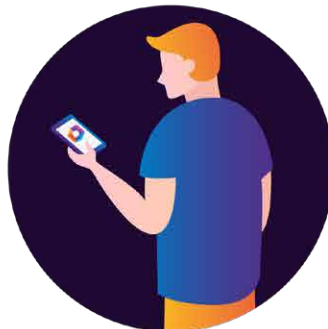
OVR Creator

Who creates the 3D digital experiences (OVRExperience).



OVR Miner

Who activates an OVRNode.



OVR User

Who has the AR experience.



OVR Advertiser

Who uses OVR token to publish sponsored AR elements on digital lands (OVRLand).

4.2 Marketplace

The OVR marketplace is **decentralized** and **managed** by smart contracts. The main function is to facilitate the intersection between supply and demand for every digital assets that can be traded on the OVR platform.

All transactions are handled in OVR tokens and the smartcontract ensures decentralized assets exchange.

4.3 OVR Lands: Buy, Sell, Rent

In OVR the entire planet is virtually subdivided into hexes of the 300m2 area and the OVR Lands represents the single unit.

BUY

After the closing phase of a ICO using the OVRs ("token"), the OVR Land can be purchased on the OVR Marketplace through an ascending price auction with a starting price of 1 OVR. If an OVR Land has already been purchased and has been put on sale on the marketplace, it will be possible to buy it at the proposed value. OVR Land is compliant with the **ERC-721 standard**, thus the token can also be stored and sold peer-to-peer on platforms outside the OVR Platform.

SELL/RENT

The OVROwners can sell or rent their OVR Lands at any time using the marketplace features. The OVR Lands are sold or rent with the existing OVRExperience.



OVR Lands

The OVR ecosystem is underpinned by a grid of hexagons covering the whole earth's surface. The hexagons are called OVR Lands, have specific geographic positions and a standard dimension of 300 Square Meters. The total number of OVR Lands is 1.660.954.464.112.

OVR Lands can be further divided in 7 exagons allowing for even more precise localizations.

OVR Lands are not only a reference system used to position AR and VR content, are also the fundamental digital asset that will enable our community to generate the economic incentives for development and growth. OVR Lands will be bought* by OVROwners, their property will be granted by a non-fungible token – ERC-721 standard – recorded on the Ethereum blockchain allowing for decentralized and censorship resistant property rights.

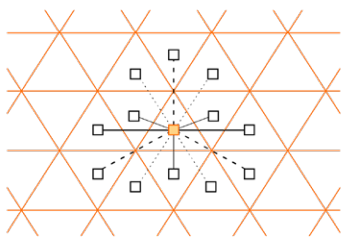
Property of OVR Lands will ground the economic incentives to generate, distribute and curate high quality AR and VR content.

WHY HEXAGONS

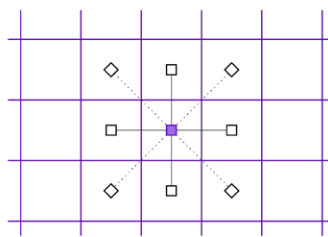
There are only 3 regular polygon tilings that can be used to cover earth's surface: Squares, Triangles and Hexagons. We chose hexagons because of two specific properties that well combine with OVR project:

NEIGHBOUR TRANSVERSAL

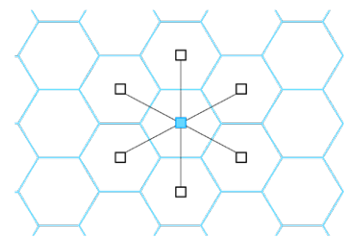
We envision multiple opportunities of interaction between neighbour OVR Lands and geometry will have huge impact on those relations, our objective is to multiply interaction opportunities while keeping those simple. Hexagons exhibit a very simple neighbourhood distribution: contact points are only on sides, never on hedges, moreover all neighbors are positioned at the same distance from the center. Those qualities are not shared by triangles and squares and allow for faster and easier neighbour map calculations .



Triangles



Squares



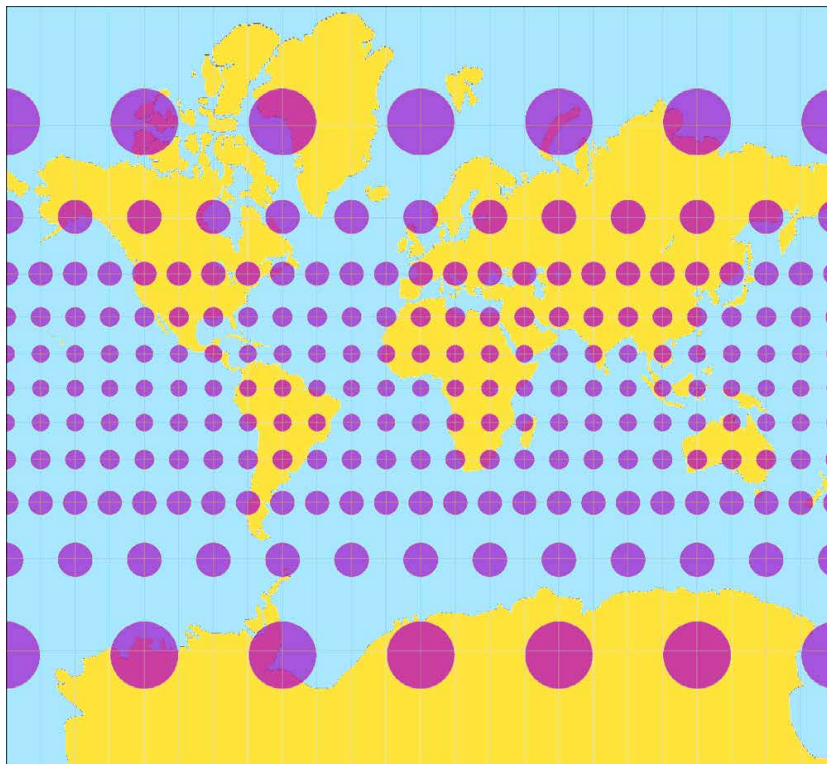
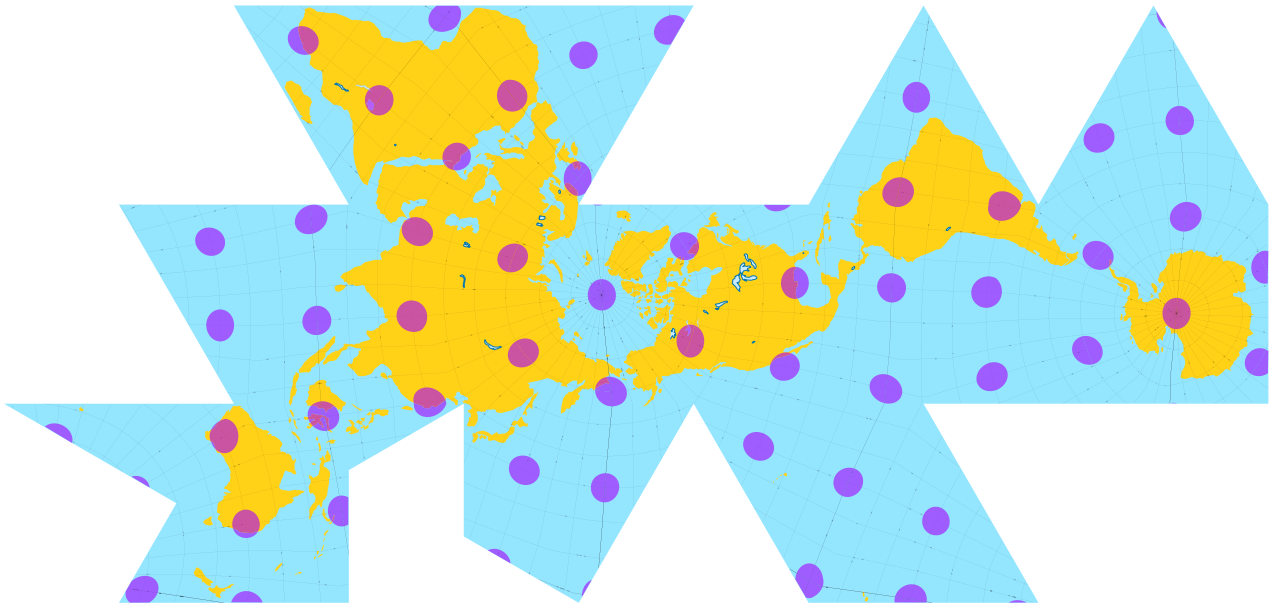
Hexagons



Distortion

OVRLand is covering the whole planet and we want the same coherence between coordinates and OVRLands in all possible locations. Sounds reasonable but is not that easy! Projecting the spherical earth surface on a plane causes map distortions, indeed most classic earth map projection techniques such as Mercator creates huge distortions while we're moving towards the poles.

Tiling the earth's surface with hexagons allow for Dymaxion projection which minimizes distortion.



Dymaxion VS Mercator with Tissot's indicatrices of deformation

OVRLands Natura Language URI

Humans have an exceptional ability to process natural language, generally at the age of 4 a child can already recognize and remember more than 5.000 words and this number grows to a range between 20.000 and 35.000 for an adult. The same ability does not extends to numbers, our cognitive functions are not wired to recognize and remember not even dozens of number sequences.

OVRLands are defined by their geographic position, a pair of numbers defining latitude and longitude. In order to align with the aforementioned human cognitive abilities we developed an algorithm – that will be open source – capable of mapping the pair of coordinates of each single OVRLand with a unique triplet of english words (e.g. blue. sky.dream).

Each one of the single 1,66 trillions of OVRLands will be defined by unique an easy to remember triplet of english words. To achieve this result we used a word list extracted by Google N-Grams containing 20K of the most commonly used english words.

Private Utility Layer and Public Utility Layer

OVRLand property is the fundamental substrate for the whole OVR tokenomics. Total control on OVRLands content is granted to OVROwners as it underpins the existence of the economic incentives of our ecosystem. This space is defined as the Private Utility Layer.

OVR aims to become the reference decentralized platform for AR content, with such a vision while establishing the Private Utility Layer we also need to enable the creation of contents that have a public scope and are not privately owned.

There are contents that have public utility but cannot be created and maintained by private owners of single OVRLands, both for lack of coordination between individual owners and lack of sufficient economic incentives. Some examples of such contents could be: information on public buildings and services, infrastructures, public institutions. For this reason we decided to create the Public Utility Layer, it will coexist on the same coordinates of the hexagons of the Private Utility Layer but will not be owned by any entity.

Contents on Public Utility Layer will exist on the same coordinates of the Privately Owned OVRLands and they will be displayed on the OVRLands merging with the Private Utility Layer only if the OVRLand owner allows for it. This principle may be changed in the future with a referendum of the OVRLand Owners.

For the first year since the closing of the ICO the selection of entities allowed to publish on Public Utility Layer will be exclusive privilege of OVR development team, from the second year onwards such a choice will be demanded to the community.

4.4 OVRExperience: Buy and Sell

Community users can develop AR experiences with SDK OVR based on Unity3D and can then decide to sell it on the marketplace.

The asset storage takes place on IPFS OVRNodes.

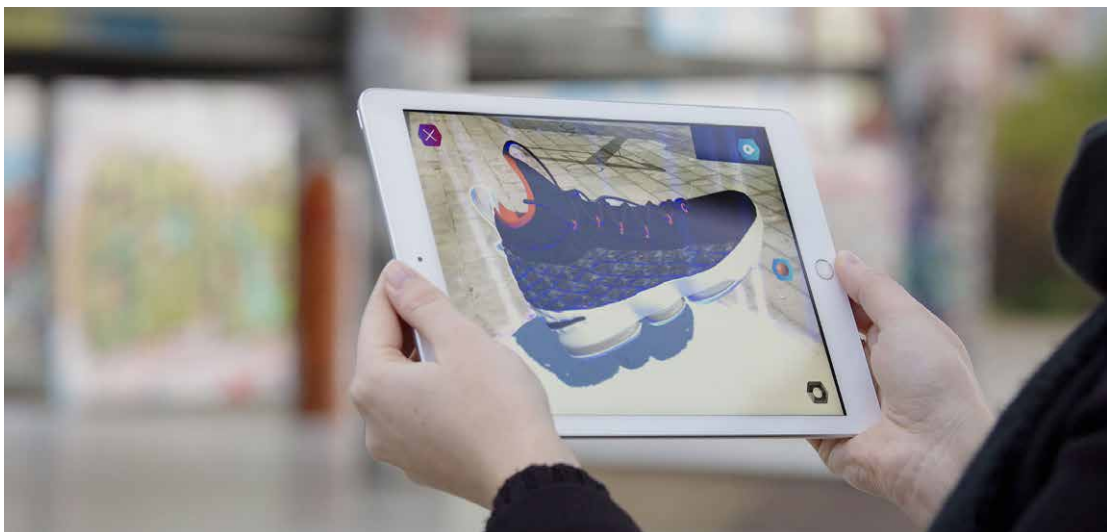
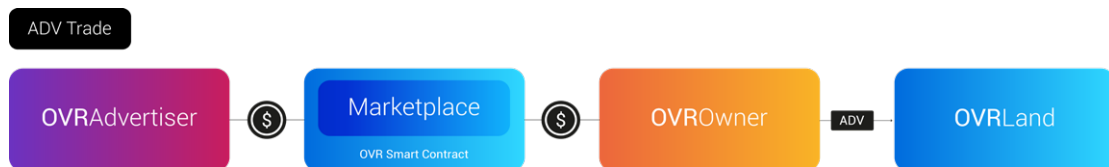
The amount desired is passed on from OVR Owner to Content creator upon association OVRland->OVRExperience. The smart contract guarantees the correctness of the transaction.



4.5 OVRAdv: Buy and Sell

The functions offered by the SDK contain the objects required to manage promotional items such as 3D virtual banners or, generally, plans with dynamically assignable textures to give the advertisers the possibility to insert their promotional elements.

The marketplace manages the buying and selling of these spaces on a time basis or on performance.



5.1 OVR Geo Positioning and Tracking

5.1.1 GPS Issues

The OVR app aims at making the user live various AR experiences depending on where he or she is. For this reason the app uses the GPS device data to track the user's geographical position.

The data obtained from the GPS report the geographical coordinates and the relative accuracy level. The value of this last data does not allow a precise positioning of the AR contents. Moreover, in addition to the metric accuracy error, there is a percentage uncertainty not guaranteed in the location; this causes a potential reception of anomalous data, which also deviates a few tens of meters from the actual position. An augmented reality experience that relies only on GPS for anchoring content is approximate, uncertain, and not sufficiently stable.

5.1.2 New Positioning Technique – The Fourth Dimension

The first development phase focused on the matching between localization and coordinates of the hexagonal OVRLand, and then moved on to work out a method for positioning contents in an augmented reality beyond the GPS limits.

The logical concept is to merge two positioning technologies: SLAM, with high local accuracy, and GPS, which works at a global level, so as to identify similar data and cancel anomalous data.

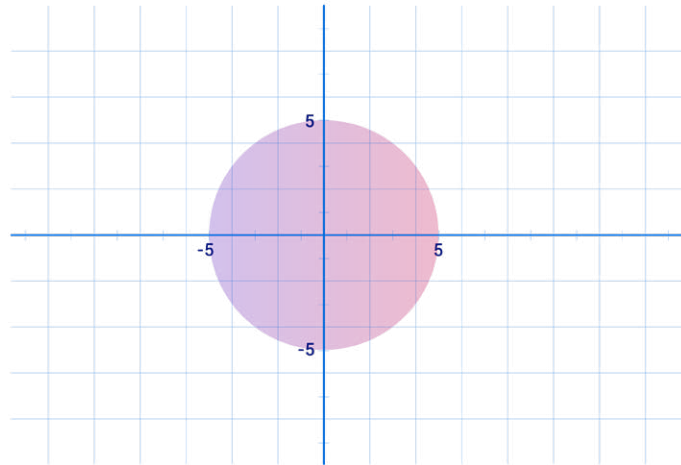
SLAM is a technology that, thanks to the use of a camera, recognizes key elements of the framed environment and to create a three-dimensional point map. This map allows you to calculate the camera position very precisely compared to other physical objects around it.

The conceptual innovation that led us to an optimal result was to understand that, SLAM technology makes it possible to add a variable to the GPS information that was not usable so far: **time**.

In fact, the system detects GPS data recorded at a specific point in time and compares them with those surveyed at the later moment. This is made possible by checking any modification of local positioning data returned by the SLAM technology.

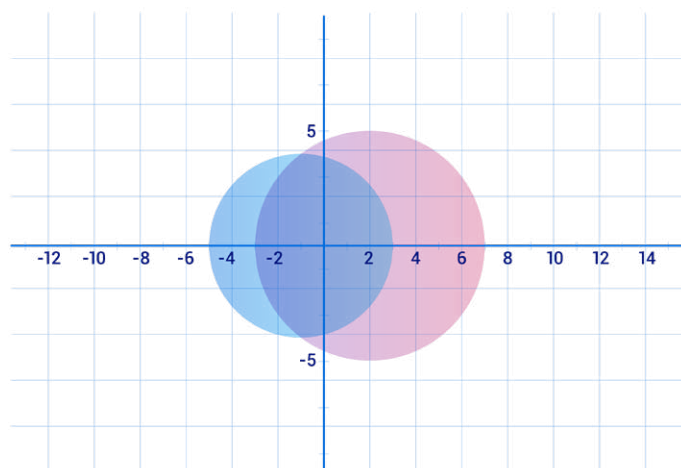
Example

We assume that the user is using his device in a given geographical position. Following the activation of the GPS and the framing of the surrounding environment by means of the camera, two data blocks are identified: the position in geographical coordinates, and the position of the camera relative to the framed environment. We assume latitude α , longitude β and a position related to the surrounding environment equal to coordinates in metres $x = 0$ e $y = 0$ (point of origin). The GPS reports an hypothetical accuracy datum of 5 meters.

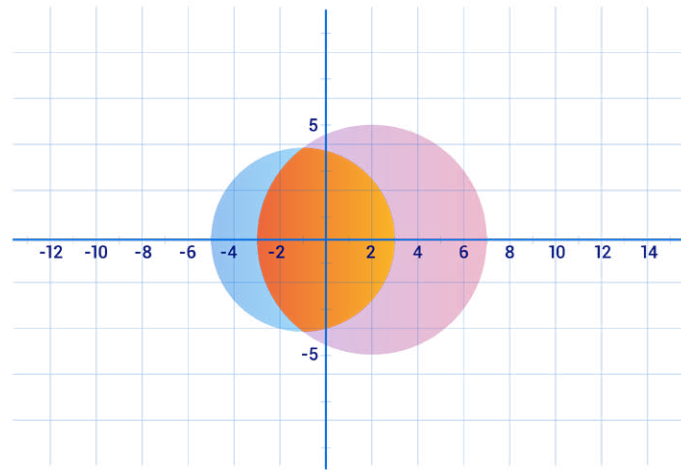


If the user moves two meters to the right, given the accuracy of the SLAM technology, the coordinates of the position become $x = 2$ and $y = 0$.

The expectation is that the GPS also registers the same position but, given its inaccuracy, notifies a shift of one meter in the opposite direction with an accuracy of 4 meters.



The purple area represents the expected GPS data, the blue the recorded ones.



Analyzing them independently we have no possibility of understanding which of the two data shows the information of the correct user coordinates, but intersecting the uncertainties of the two data we identify a more accurate uncertainty area (orange area). The geolocating datum is then approximated at the center of the intersection zone. The consideration of more than two recorded moments allows to constantly improve the determined position provided by the GPS.

5.1.3 Target and Scanning

This technology makes it possible to better compensate for the inaccuracy due to GPS geolocation technology, without additional tools, technologies or methodologies that help to correctly position the virtual elements in the world.

Two possible techniques have been identified. The first involves the use of a graphic “Target” recognizable by the system. Given its size, position and exact inclination in the world, the “Target” can provide the device with its correct geographical coordinates.

We assume that we are in a historical square where, on a façade of a building, a fresco has been painted, or, in front of the door, at a shopping center where a sign is affixed. Framing one of these images, if previously uploaded to the system, the app is able to recognize these images thanks to the use of computer vision algorithms (SIFT / SURF).

These technologies provide the inclination with which we are framing the “Target” images and, consequently, the direction in which the user is positioned respect to the latter. By also entering the “Target” image size, you can calculate the exact distance between this and the device (user). In this way we obtain the relative distance vector (offset). Adding the information previously obtained, that is the geographical position of the image and its inclination, to the relative distance vector you can easily calculate the exact geographical coordinates of the device.

Once these coordinates are obtained, SLAM technology proceeds with anchoring the contents, which can be positioned at the desired point with higher precision compared to the information given exclusively by GPS.

The second methodology for the recognition of the user’s coordinates consists in the prior scanning of the place of interest by recording the points that the SLAM uses to anchor the contents.

To use this technique, a figure is required (OVRlandscanner) that goes to the physical

place during the development phase and that, through the OVR app, scans the surface where you want to show the experience. The information collected (position and scanned points) provide a precise map of the environment in which the augmented reality contents will appear.

5.1.4 Next Development

New generation GPS, GNSS, is already present on the market and represents a possible strengthening of the methods adopted for OVR. SLAM technology is in constant development and the implementation of 2D image recognition or 3D models would improve the AR experience. Bluetooth Beacons, on the other hand, will allow accurate for location recognition even in places where GPS does not provide accurate data, such as building interiors.

5.2 The OVR SDK and Unity 3D

OVRExperiences are implemented in the Unity3D realtime 3D development environment. The development libraries that are part of the OVR SDK.

5.3 OVRNode

At the launch of the OVR platform a OVRNode only manages asset storage with an IPFS P2P protocol ensuring decentralization of assets.

OVRNode in the first phase will not manage a remuneration and OVR Ltd will install 40 initial nodes around the world to guarantee the startup phase.

Subsequently a version of OVRNode will be developed to remunerate the node based on the space and the bandwidth made available.

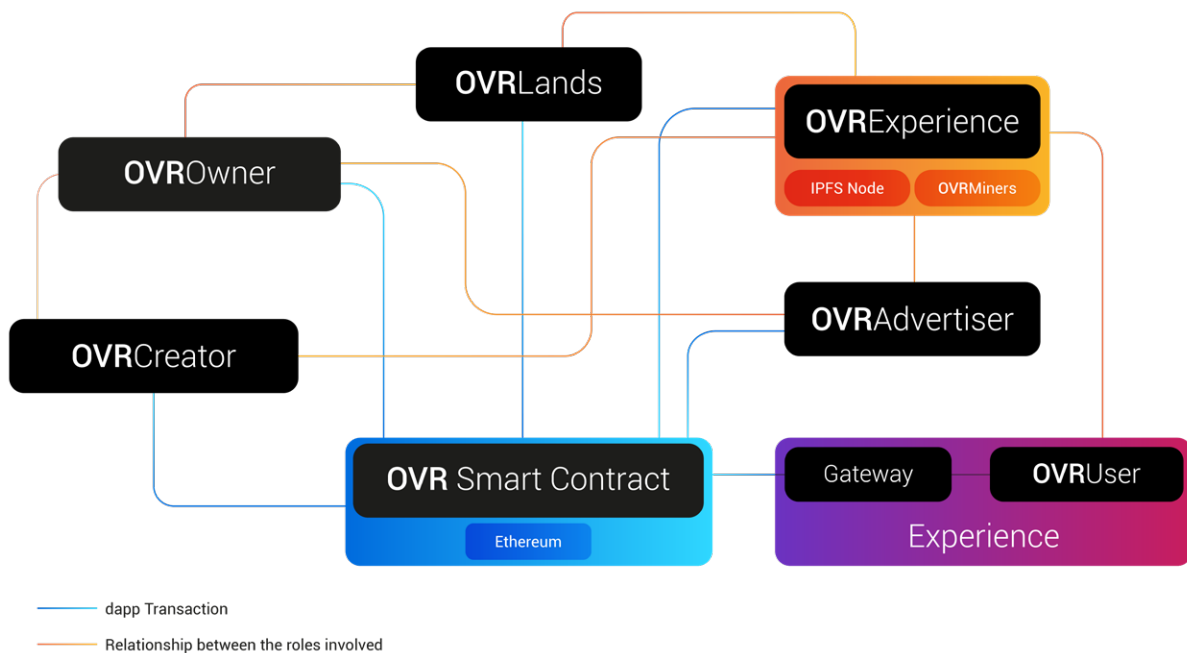
5.4 OVR Land scanner

The OVR SDK allows the content creator to define the tracking modalities of the AR experience. The most precise mode provides a pre-scan of the OVRLand with the help of the mobile OVR app. The OVRLand scanner is a community user paid by the OVRLandOwner to scan with the assigned OVRLand. This service is purchased through a marketplace where the OVROwner defines the willingness and the price reserved for the interested OVRLand scanner.

04 Token Economy

The OVR token is a utility token based on the ERC-20 standard, and acts as an exchange medium in the whole OVR ecosystem.

The token makes it possible to fully leverage the Ethereum Blockchain and easily integrate with the existing infrastructure (i.e. wallets & exchanges).



The OVR Token

The OVR Token is used to interact with the platform in the following ways:

- Buy OVRLand;
- Buy products on OVR marketplace to create your own OVR experience;
- Pay an OVRCreator to build an OVRExperience for you;
- Get paid in OVR by users that want to interact with the experience:
 - User may pay to make the experience start;
 - User may pay to buy products from OVRExperiences.
- Get paid by advertisers;
- Virtual space rent
- Pay per view/interaction
- Use all services present on the OVR platform and marketplace.

OVR Lands Token First Acquisition Mechanic

The first assignment of an OVR Land owned by nobody is based on a bidding war where every bid extends the period of closing of 24h.

The first minimum value is fixed at 1 OVR with a 50% increment of the minimum value for every following bid.

In the first month after the ICO closing, to stimulate the first phase of land acquisition, all the OVR token spent to buy the lands will be redistributed with this schema:

1. 95% to the OVR Land owner (after the end of the promotional month)
2. 5% fees

So basically the winner of an auction will cash back the 95% of the OVR tokens after the end of the promotional period.

After the first month, the redistribution schema will change in this way:

1. 50% for the OVR Token Rewards programs
2. 45% for the token holders based on owned OVR token quota
3. 5% fees

The first acquisition phase will end definitely when the last OVR Land is sold so it's not a OVR lifetime token redistribution.

OVR Lands Token After First Acquisition

A user can buy an OVR Land owned by another user through the decentralized marketplace following the dynamic of demand and supply. In this case there will be only a fee (5%) applied on the transaction and not redistribution activities.

OVR Token Rewards

The OVR Token will also be the way to stimulate the growth of the OVR platform, rewarding users based on their interaction and value added to the platform. Token rewards will also decrease over time as the OVR platform grows.

The OVR Token will also be used in bounty programs and campaigns aimed to acquire new users and stimulate their engagement with the platform:

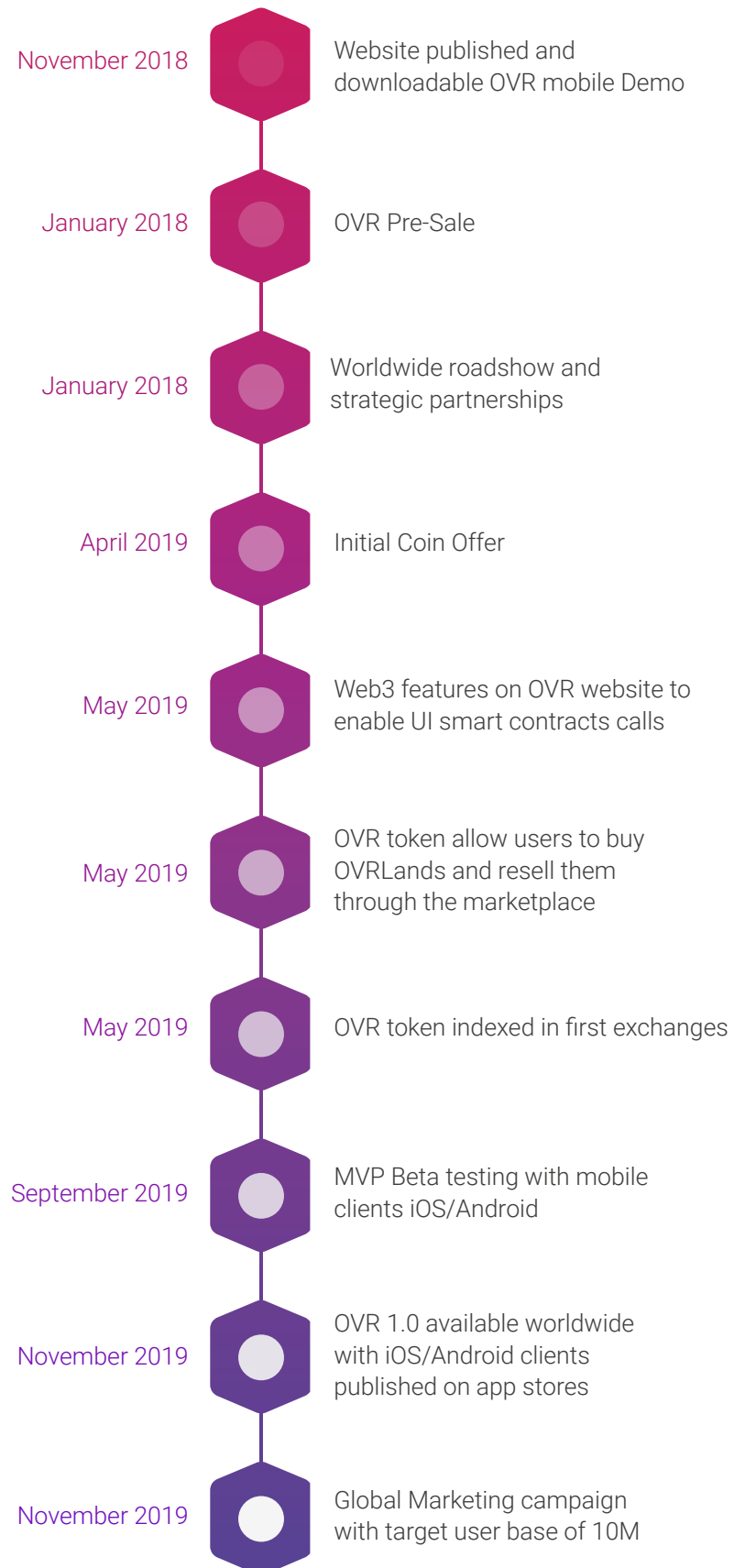
- **Bounty (App download):** OVR Token given as a reward to users for downloading the OVR app at launch;
- **Bounty (OVR engagement):** OVR Token given as a reward to users who [create experiences] and [interact with experiences].

OVR Revenue model

- OVR is open source and decentralised
- The platform will gain revenue exclusively from fees derived from:
 - General Transactions and sale of lands (5%)
 - OVRLand ownership monthly / yearly fee
 - Payment for content creators on marketplace (5%)
 - Advertisement (5%)
- All fees of the platform will be used to:
 - Pay for OVR development (platform & community maintainance, core dev work, new features release)
 - Reward OVRNodes
 - Monthly Token Redistribution



7.1 Roadmap



7.2 Marketing plan

Goals

1. Position OVR website as industry leader for augmented reality apps aimed at highlighting opportunities related to at OVRToken.
2. Favor a long term conversion strategy linked to the use of the app and the time spent by the user on the same.

Definition of Target audience

The general target audience is man and woman of different age groups. They include:

Financial investor: a type of user who seizes investment opportunities in the purchase of OVRlands and identifies a financial return on them. Has a high educational qualification aged 25 and over and interests related to investments and the finance of digital markets.

End User: the most heterogeneous target including types of users of different age groups, educational qualifications, geographical origin and interests. The interests to be considered as for segmentation are augmented reality and games via app. In this target you can find users interested in the purchasing OVRlands.

Companies: a specific target with a good chance to buy OVRlands, specifically linked to their physical locations, and which sees the app as one digital marketing possibility.

Digital Marketer: specific target with medium-high degree, mainly aged from 25 years over, with interests in the field of digital marketing and advertising. To be taken into consideration as he/she will be able to advice customers to invest in the target company.

Developers: a specific target that falls into subjects with, probably, a medium-high level of education, with a high percentage from 25 years on, with interest in the field of apps, software, gaming and development. To be considered as a possible content provider for the app.

Digital Marketing Strategy Channels - (RACE -Reach, Act, Convert, Engage)

Use the following digital platforms to attain the reference targets previously mentioned.

PHASE 1 / REACH

Content Publication and promotion with the aim of attracting users to OVR.

The communication means will be as follows:

Google ADS

1. Strategic analysis of the main search keywords related to apps and augmented reality world to assess CPC and setup multilingual ads (Initially English and Spanish);
2. Creation of campaigns on search network and display network aimed at the four target groups;
3. Create ads with A/B tests to evaluate performance

Measurable value: Site visits.

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic:** bring people to the site or digital stores
2. **Engagement:** to entice users to interact with content
3. **Brand positioning:** to make the brand more and more recognizable.

Measurable values: Site visits, app downloads, user interactions with contents.

Listings on specific platforms for advertising on the app and possibility of monetization such as:

- a) **AdMob:** setting up promotional campaigns for the app using channels like Search for Google, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi:** campaigns focused on use habits of apps downloaded from users;
- c) **ChartBoost:** campaigns focused on target players.

Measurable values: Download of the app.

FASE 2 / ACT

Publication and promotion of content with the aim of informing users that have already shown interest in OVR.

Means used will be as follows:

Google ADS

1. Strategic analysis of collected data and navigation flows;
2. Creation of remarketing campaigns on search network and display network addressed to the four target groups;
3. Create ads with A/B tests to assess performance.

Measurable value: Visits to specific site sections, contact acquisition.

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic:** on digital stores;
2. **Engagement:** to entice users to interact with targeted content;
3. **Lead:** acquire data on users.

Measurable values: app download, user interactions with content; contact acquisition.

Advertisement on specific platforms for advertising on apps and possibility of monetization as:

- a) **AdMob:** arranging promotional app campaigns using channels like Google Search, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi:** campaigns focused on use habits of the apps downloaded by users;
- c) **ChartBoost:** campaigns focused on the target players.

FASE 3 / CONVERT

Publication and promotion of content with the aim of piloting the collected users from the ACT phase to a conversion.

The means used will be:

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic:** on digital stores;
2. **Engagement:** targeted content following the download of the app linked to marketplace;
3. Use of the **App Events** and specific campaigns based on the events completed by users. (<https://developers.facebook.com/docs/app-ads>).

Measurable values: app download, interactions of users with the app.

- a) **AdMob**: arranging promotional app campaigns using channels like Search for Google, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi**: campaigns focused on the use habits of the apps downloaded from users;
- c) **ChartBoost**: campaigns focused on target players.
- d) **Fyber**: cost-by-engagement campaigns in order to reward users
- e) **Unity ADS**: revenue campaigns through video insertion. This strategy can be connected to a “rewards” system related to the OVR world and therefore to encourage the user to view the advert.

FASE 4 -ENGAGE

Publication and promotion of useful contents for people who are already app users such as:

- selfie related to the use of the app and sharing (eg PS Share of Playstation);
- recording of experience through screen recording and sharing (eg PS Share Playstation).

The means used will be,

Facebook

Setting up multilingual campaigns with the goal:

1. **Engagement**: targeted content following the download of the app linked to marketplace;
2. Use of the **App Events** and specific campaigns based on the events completed by users. (<https://developers.facebook.com/docs/app-ads>)

Measurable values: user interactions with the app.

Advertisement on specific platforms for app advertising and possibility of monetization as:

- a) **Fyber**: cost-per-engagement campaigns in order to reward users;
- b) **Unity ADS**: revenue campaigns through video insertion. This strategy can be connected to a “rewards” system linked to the OVR world and therefore stimulate the user to view the advertisement.

Direct Email Marketing Support

Sending users targeted emails with weekly promotions:

- land of the week;
- experience of the week;
- discounts coupons at some brands if the experience is lived.

Branding and offline marketing strategy

Local events

Organization of local events targeted in major cities such as Milan, Tokyo, New York, Berlin, London, Sydney, Los Angeles and Paris aimed at specific segments of identified public . (Roadshow).

Exhibitions

Attendance at the most important technology-related conventions with public events speaking and demonstrations on the stand, setting up purchase and virtual simulations experience.

Media Offline

Press releases to traditional media related to brand and innovation technology. Ad-hoc press releases related to blockchain and ICO will be targeted at specific media.

Guerrilla Marketing

Creation of flash mobs in major cities such as Milan, Tokyo, New York, Berlin, London, Sydney, Los Angeles and Paris where they will live experiences by groups of users thus creating an attention towards passers-by who will use their Smartphone to highlight the event on their profiles social transforming it into something viral. Organization of thematic flash mobs within the brand franchises that have become early app adopters and advertisers (eg from Burger King, McDonald's, Apple Store etc) inviting people to download and use the app to live experiences related to the brand and that will give access to information, discounts or exclusive services.

Influencers

Involvement of youtubers from different countries belonging to the gaming world who will become app promoters and will highlight the possibilities of play and purchase in the marketplace.

Involvement of sports champions or high-level sports teams like testimonials that promote experiences and services related to the use of the app in sports facilities during events

8.1 Terms and Conditions

OVR Ltd is a company based in Malta managing the issuing of OVR utility token.

The token will act as the only medium to interact with OVR, as well as to be used on services and products available on the OVR platform.

During the pre-sale and ICO, OVR Ltd will issue up to 300M OVR Tokens ("Crowd sale") for a total value of € 30M.

The value of each OVR token will be € 0,1.

The exchange rate of ETH to EUR will be set within 24 hours prior the Crowd Sale.

Tokens sold during the pre-sale will have a 30% discount.

Any unsold token will be burned at the end of the Crowd Sale.

The following table summarizes the planned OVR's distribution:

Token name	OVR
Token issuer	OVR Ltd
Tokens Total Supply	500M
Tokens to be sold in the Crowd sale	300M
Token for platform development & launch	100M (lock-in up to 14 months)
OVR Liquidity reserve	30M
Tokens available for Bounties	20M
Tokens reserved for advisors & Founders	50M (lock-in up to 14 months)
Type	ERC-20
Currencies accepted	ETH
KYC required to participate in the Token Sale	Yes

8.2 OVR Allocation Summary

Emission of OVR token is programmed by a smart contract running on ethereum and will be distributed as follow:

60% Available for token sales (pre-sale/ICO)

20% OVR Core Dev*

10% Advisors & founding team*

6% Reserve Fund

4% bounty program

*3/4 of allocated tokens will be locked by the smart contract for 14 months

8.3 Uses of Funds

Funds will be used to ensure the development and launch of the platform, as well as to maximise its success and growth chances .

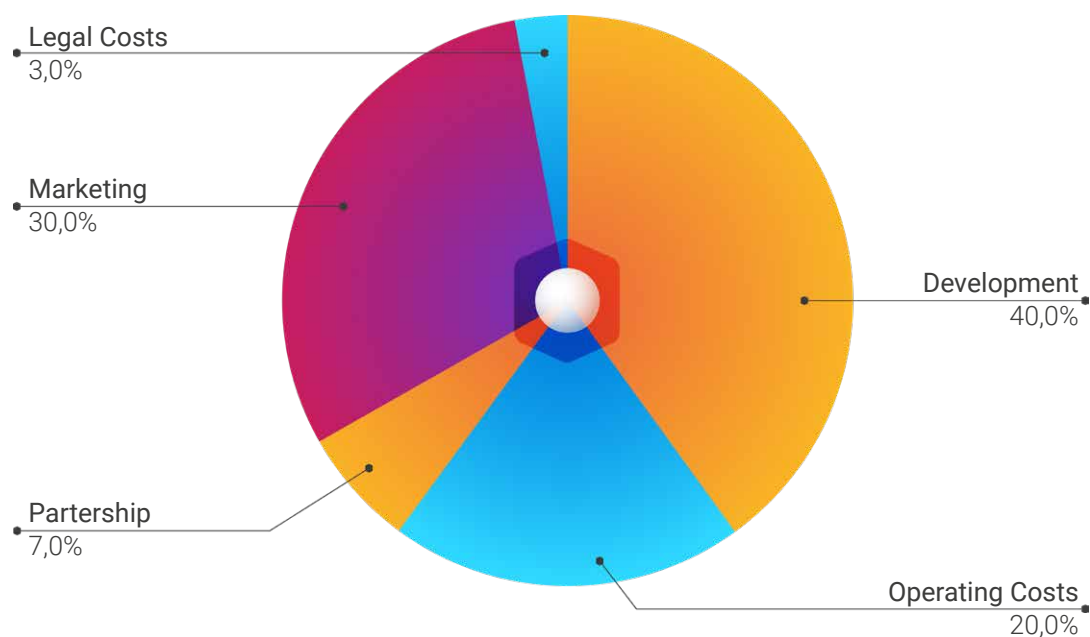
Development (40%): Dedicated dev team focused on managing the launch of OVR most amazing features. They include all expenses related to product development;

Marketing (30%): Marketing expenses serve to to guarantee OVR's worldwide diffusion and success;

Operating costs (20%): ICO & Blockchain-related costs, general operating costs;

Partnerships (7%): Investments finalised in creating partnerships and initiatives;

Legal costs (3%): ICO-related legal costs, ensuring continuous legal compliance over the growth of the platform.





Davide Cuttini

CEO

Davide is a Software Engineer with expertise in augmented reality, deep learning and blockchain smart contracts.

Davide has a wide experience in the development of engine for augmented reality; engine development within computer vision on mobile and embedded systems; machine learning models for videos, audio and text use;

He also has interests in System Integration, and Robotics with specific application in the industrial field. He works out solutions in the industrial field for companies like Bosch and Danieli Automation and he collaborates with IBM to scale up industrial AI solutions.



Mattia Crespi

CSO

Futurist, technology evangelist, entrepreneur. Mattia interacts with innovators and innovation centers globally, to bridge research on new technologies, future ecosystems and the business environment.

Technology strategist and innovation expert, Mattia is a Research Affiliate of the Institute For The Future, and a Member of the NATO ACT Innovation Hub. In 2012 Mattia founds Qbit Technologies, an award-winning Start-up, developing Virtual and Augmented Reality solutions for enterprises, after over 15 years of experience working on virtual reality and virtual worlds projects such as Second Life and High Fidelity and many virtual reality implementation projects, for both research and industrial purposes



Diego Di Tommaso

COO

Graduate in Theoretical Philosophy and MBA in SDA Bocconi with specialization in Finance at UCLA. Diego has an extensive expertise in innovation management. He has been working in the fashion industry for over 10 years with positions of growing responsibility up to the CEO. Lately collaborating with PwC as Senior Advisor working on strategy, open innovation, operation excellence and internationalization. Diego is also a startup advisor and one of the founders of Unicorn Trainers, a club focused on new technologies and startup support. Since 2014 Diego developed a specific interest in blockchain and decentralized consensus mechanics, he has been Keynote Speaker and organizer of several Blockchain events.



Michele Lucchini

DEV OPS

Two bachelor degrees in Computer Science at Udine University. His background is rooted into software development for home automation and public informations systems for Airport and Railways. Expert in web accessibility and mobile technologies, since 2014 he is the Global Head of Delivery Operations for an International Company focused on Accessibility and Digital Transformation, leading a group of 200+ people.

Team



Marco Antonelli

CTO

Marco is a Full Stack Developer with a strong passion for research and prototyping. His main skills are in web development with 7 years of experience in frontend and backend development and database management.

He cooperated to different IoT projects mainly as a part of the EuropeanPioneers and INCENSE acceleration programme within the Fiware European project.

Marco promote the theory of “technical sophistication” as part of his recognized capacity in problem solving.



Davide Carlo

AR Architech & Developer

Senior Developer specialized in the development of experiences in Augmented Reality and Virtual Reality. Expert of Unity platform. Constantly researching about potential developments of new technologies for Mixed Reality experiences.



Marco Da Rin Bianco

CCO

Creative director, interactive designer with a particular attention to human behaviors, expert in communication and marketing logics. Marco is a rising entrepreneur from North-East of Italy with his own company based on an innovative model: a collaborative network of young creatives and professionals in digital technologies, IOT, communication and marketing.

Marco worked 3 years for Watly, an international start-up, where he realized a futuristic interactive user interface.



Angelica Bordon

Head of Communication

Graduated from the Academy of Fine Arts in Venice. It is specialized in the application of new technologies in the field of visual communication. Expert in UI / UX design and concept design.

Team



Gianluca Chiap

Blockchain Developer

Full stack developer, with Master degree in computer engineering from Politecnico di Milano. Working on blockchain technology and smart contracts since 2016, he has managed the development of several applications of blockchain technology. He is co-author for a major Italian publishing house of a book about blockchain technology and its business potential.



Raffaele Bianchi

Business Strategy Manager

Associate Consultant for a renown strategic consulting firm, with experience in distribution models and organizational transformation for large corporations. He has extensive experience in strategic planning and project management. Engineer with academic background at Politecnico di Milano, Imperial College of London and Shanghai Jiaotong University.



Antonio Dal Cin

Full Stack Developer

Enthusiastic Web Designer and Full Stack Developer. Constantly improving skills and knowledge acquired through his University studies. Interested in BlockChain systems since.



Jacopo Ranalli

Product Development Manager

Startup founder active in the Italian and UK ecosystems, with experience in the AR and blockchain industries. Expertise lies in lean project management and product development. Jacopo acquired technical and business knowledge from managing several projects based on blockchain technology. He learned how this technology can be implemented in businesses of every sector and the impact it can have on them, leading him to speak at events and becoming co-author for a major Italian publishing house of a book about blockchain technology and its business potential. Engineer with academic background at Politecnico di Milano and Imperial College of London.

Team



Fabrizio Barachino

Digital Strategist

Web-technologies and writing enthusiastic started his working path as freelance social media manager and screenwriter for music and corporate videos. During his job gains experience in data, SEO and digital marketing strategies analysis.

Fabrizio has a Search Engine Optimization Specialization by UC Davis and his training passes through Facebook Blueprint, Google Academy, he's accomplishing the Digital Marketing Specialization by University of Illinois Urbana Champaign and now is a digital strategist, content manager and copywriter for a digital technologies company based on North-East of Italy.



Marco Toppano

UX/UI Designer

Passionate User Interface Designer blending his IT background with design thinking approach.

He's graduated in Science & Multimedia Technologies at Università di Udine with a thesis on "Designing a User Interface for Microsoft HoloLens". For the past 5 years he has been working with brands, startups and digital agencies to help them enhancing their digital presence. Marco is currently interested in BlockChain and he is developing an art platform based on Ethereum

Advisors



John Henry Clippinger

Advisor

Throughout my career I have always been interested in complex - self organizing systems and new approaches to organizational and institutional design to address fundamental civic, economic and ecological issues. I have held senior positions in government, large enterprises and founded 4 software companies. I been engaged with non profit organizations and institutes - Santa Fe Institute, Aspen Institute, World Economic Forum, Kauffman Foundation and I have started new programs and institutes at Harvard and Harvard Law School, Brandeis Florence Heller School, MIT Media Lab, and , co-founded ID3 with Sandy Pentland of MIT Media Lab.



Michael Min

Advisor

Michael Min began his career at Industrial Light & Magic as a Technical Director on such films as "Men In Black II", "The Mummy Returns", "Star Wars: Episode I", "Sleepy Hollow" and "Mission Impossible", with over a dozen film credits. Michael also worked at Dreamworks Animation, where acted as the Supervising Technical Director on the DreamWorks CG-animated feature "Madagascar". While at Dreamworks, he worked to develop global film productions through their joint-venture with Technicolor. Currently, he is working as the Workflow Architect for the Moving Picture Company visual effects house in SoHo, London. Michael is also a Partner at Zvky Design Studios and Zinfinity Games.



Richard Shibi

Advisor

Richard Shibi has more than 15 years of experience in the IT industry. He has served as a senior management consultant and a regional account executive for IT projects deployed at global scale in the Telecommunication industry (North America, Europe, Russia, Middle East, China & South Africa). Richard is currently studying MBA at Imperial Collage Business School in London, running a Blockchain consultancy development start-up in Europe (PureGo OOD) and is serving as a board member and ICO advisor for Coinnup, TYDO, Cyber Capital Invest, MyEarthID, WMpro and ZeeRing blockchain projects.

10 Legal Disclaimer

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