



## The decentralized world scale augmented reality platform



### Over Holding Srl

Industry: Augmented Reality and Blockchain

Website: [www.ovr.ai](http://www.ovr.ai)

Mail: [info@ovr.ai](mailto:info@ovr.ai)

### WHAT IS OVR?

OVR makes it possible for users provided with a **mobile device** or a **smart glass** 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** in the world 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 and long lasting over time.

### THE TOKEN SYSTEM

OVR token is a utility token based on the **ERC-20** standard which, in addition to powering all the exchanges within the ecosystem, enables the entire platform to interface complaints with **Ethereum and Loomx**. OVR Lands are parcels stored inside a blockchain-based ledger that make up the digital layer of subdivision of our planet into hexagons.

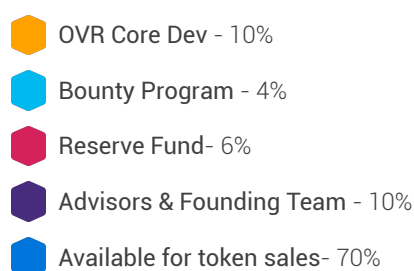
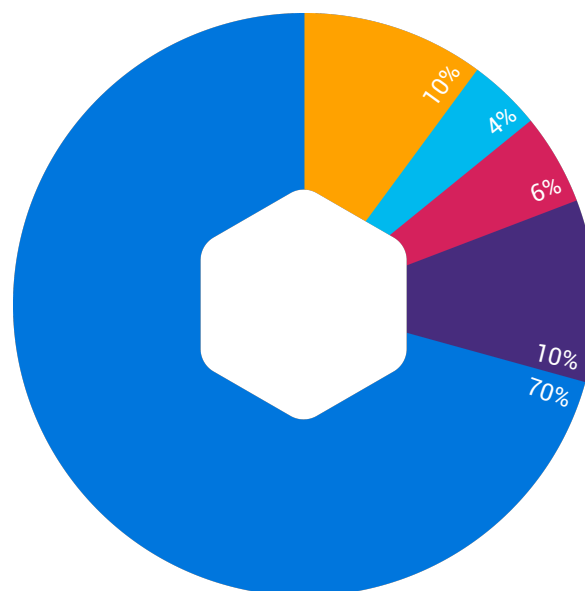
**OVR Land token** is a non-fungible token based on the **ERC-721** standard that also allows decentralization of the possession of digital assets such as OVR Lands and OVRExperiences, that superimposed on reality through the eye of a mobile device or a smart glass, give life to augmented reality experiences.

### THE OVR ECOSYSTEM

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

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

### OVR TOKEN EMISSION



## AUGMENTED REALITY EXPERIENCES

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 activities 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.

## DECENTRALIZED OVR PLATFORM

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 not controlled by a central organization** 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.

## THE FUTURE IS HERE

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
- Artificial Intelligence

