



UbiatarPlay

White **PAPER**

Rev 4.3

DRAFT

Powered by ubiatar

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WHAT WE WANT TO GIVE TO THE PEOPLE

AND HOW WE WILL DO IT



We give to the people the **power** to be **instantly everywhere**, because we believe that exploration is **freedom** and life is **interaction**.

We do this with **modern mobile technologies**, converting into Avatars people willing to help others escalate their **full potential**.

We believe that **humans** are far **better** than any robot and good will is more powerful than computers.

We give an **easy** and **honest job opportunity** to anybody, anywhere.

We **help people** overcome their **physical limitations** to see and experiment any place, any culture, any interaction; **making mankind better** and each individual a **better human**.

Why UBIATAR



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TELEPORTATION POWER



TELEPORTATION POWER

Ubiatar inc is the company that offers the patented technology and the apps & softwares that make the UbiatarPlay project possible.

Ubiatar is the only technology offering a viable and real solution to the ancient dream of mankind: having the **power of ubiquity**, or instant transfer to any place.

We have seen this 'power' depicted in many productions, notably the teleportation devices in the *Star Trek* sci-fi TV shows and movies. Until today it has only been fantasy...
Until today



What is **UBIATARPLAY**

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THE PEER-TO-PEER PLATFORM
OF THE UBIATAR SERVICE

THE ELEMENTS OF THE SERVICE

P³ PLATFORM PARTNERSHIP PROGRAM:
YOUR HUMANAPP° ON THE STORE

CHAIN OF SUCCESS



THE PEER-TO-PEER PLATFORM OF THE UBIATAR SERVICE

UbiatarPlay will be the peer-to-peer platform of the ubiatar service.

Ubiatar delivers the power of ubiquity with **modern mobile technologies**, over a high-performance platform.

The starting point is a normal smartphone held by a local individual, the **Avatar**; everything that is seen and heard by the Avatar is sent over the network to the person at home, the Usar, that in turn directs the Avatar so that he/she acts as his/her remote body.

The directions are given with a **revolutionary GUI** (Graphical User Interface) superimposed over the live video stream.

Avatars and Usars will meet on the **UbiatarPlay platform**, just like publishers offer apps on the Apple Store and Google Play to customers all over the world.



THE ELEMENTS OF THE SERVICE



AVATAR

An “Avatar” is a person that offers his/her physical presence for hire, on a service by service basis.



USRAR

An “Usar” from home/office is a customer that pays to take control of an Avatar and direct him/her wherever wanted, to do any kind of things the Usar wants (as long as the Avatar is OK with it and is legal). The Usar sees and hears everything, so that it is like being physically there.



UBIATAR INC

Ubiatar Inc is the USA company in Silicon Valley that has already developed the base technology, the apps & softwares and the world wide cloud-based platform that supports these advanced telepresence services. UbiatarPlay AGsa has signed a contract with ubiatar inc that allows her to create the standard platform where these services will be sold on a peer-to-peer decentralized fashion.



UBIATARPLAY SA

UbiatarPlay sa is the owner of the platform where Usars will find Avatars, discovering who they are, what they offer and where they offer it. This platform will be central to the UbiatarPlay initiative and will work in a manner very similar to that of the well-known Apple Store and Google Play platforms, where publishers of apps meet with customers wanting to install/buy them.

The incomes from the platform will be used to fulfill the UbiatarPlay mission: maximize the number of users of the Platform and the number of tasks of our Avatars.

P³ PLATFORM PARTNERSHIP PROGRAM: YOUR HUMANAPP° ON THE STORE

You will be able not only to participate to the ICO Ubiatar Token initiative and to the Avatar/Usar standard peer to peer tasks Platform;

**you can partecipate
to more advanced, open
and creative projects
that we call HumanApp.**

The UbiatarPlay platform will support a complete range of small to large **third-party business projects**.

You will be able to brand your **Avatar identity**, or that of your group of Avatars, creating **a name, a logo, a description** and a **set of pictures and graphics** that will be your project page on the *HumanEmpowermentNetwork*°.

Your brand could be a business, a charity, a leisure group or any other kind of legal idea or organization.

When you brand your presence and take **full promotional power** into your hands you will keep more of the revenues and thus support paid advertising.

It is **like creating an App** on the Apple Store or Google Play platforms, but you can do that as a **HumanApp**°: without any coding and with little or no money, just by organizing and promoting your offer with standard social network-like tools. It will be up to your business, networking and peer-to-peer skills.



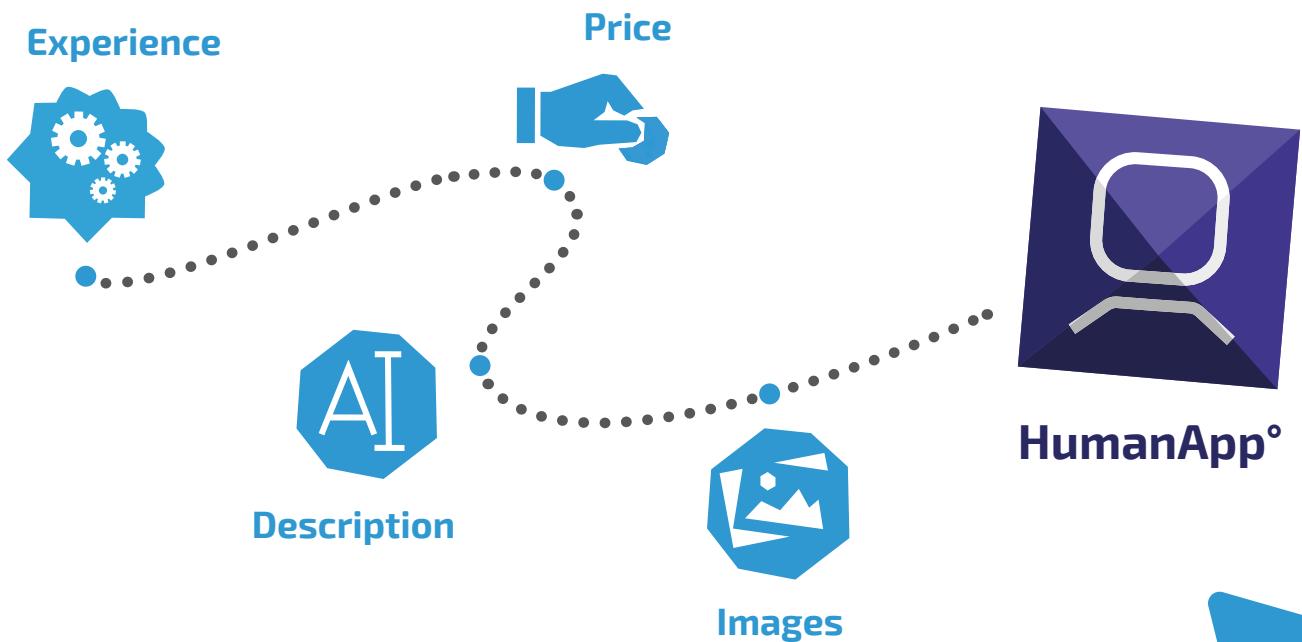
WHAT IS UBIATARPLAY

Just an example: if you live in **Cairo**, you could create the *Egyptian museum Cairo experience* as a Human-App° on the UbiatarPlay platform. You team with other people and offer a **30 ubiatar coins package** of **60 minutes exploration** in remote presence of the museum, **letting people** from all over the world **freely explore** any room, any masterpiece and any document as they like.

All you have to do is create a logo and a title for your *HumanApp*°, type some descriptions and add some pictures of the museum; then you are set. The

UbiatarPlay platform Package feature will **manage your scheduling** and your agenda so that **you will be up & running in no time**. Then all you have to do is advertise your service online; you will have a substantial share of your income left to you by the platform to fund and expand it.

The ubiatar technology also supports **third-party developers** with an industry standard API interface. It is possible to **create software** and **external sites** that interact with the platform to further brand and automate your projects.

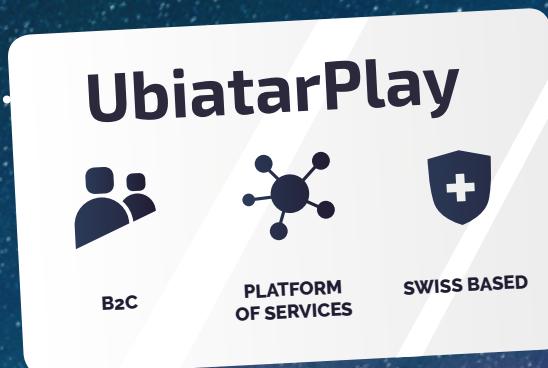


CHAIN OF SUCCESS

Ubiatar Inc is a **technology provider** and **global servers manager**. The ubiatar company, **based in USA**, does not deal directly with end users and does not provide any B2C service.

Business is conducted as **B2B relationships only**. Each deal is covered by a specific business agreement between **Ubiatar Inc USA** and **another partner** and has to abide by

the General Ubiatar Rules Of Conduct. Essentially, these rules state that no usage of the ubiatar technologies and/or service platforms can conflict with local laws in the country where the User or the Avatar operate. Also, some activities are deemed unethical and are forbidden (for example any mistreatment).



The **Terms of service**, the **Ubiatar privacy policy** and the **Ubiatar community guidelines** can be viewed at <http://ubiatar.com/tos>

The **UbiatarPlay platform** will be a service operated by a **Swiss-based company** and will be a platform where anybody from the general public will be able to register as an Avatar and offer his/her physical presence for hire. Users will also be able to act as Usars and hire any Avatar on offer on the platform.

The UbiatarPlay platform will also offer services that **support calendar operations** to book Avatar services in advance and selling of **pre-packaged Experiences** with full images and text descriptions.

The UbiatarPlay platform will also provide **escrow services** to assist Usars and Avatars when any disagreement arises.

The **main goal** of the UbiatarPlay platform is to grow the user base and the number of tasks performed by Avatars.



Human **EMPOWERMENT** Network

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MORE THAN A PLATFORM,
MORE THAN A SOCIAL NETWORK

HOW IT WILL WORK



MORE THAN A PLATFORM, MORE THAN A SOCIAL NETWORK

UbiatarPlay will be more than a platform and more than a social network: it will be all these things and also a philosophy geared toward the **empowerment of humans**.

The economic side of these new services is that they will be offered by people willing to act as Avatar to other people, in turn willing to direct them for a fee.

**We give an easy
and honest opportunity
to anybody, anywhere.**

There is a number of **people** all around the world that are **unemployed** and would be more than willing to **offer their physical presence** for a **reasonable reward**.

There are also lots of people that **need to be present in other places** and do not have the **time**, the **money** or even the **chance** to go there.

Just imagine busy businessmen, poor people or people with physical conditions that do not allow them to walk: the ubiatar service would be their **best** (or only) **chance** to do the things they want and explore the places they are curious about.

UbiatarPlay will develop and offer a **platform** where all these people will meet, discuss, learn from each other and **empower each other**. The empowerment will be measured in money, but also culture, emotions, knowledge and expertise.



HOW IT WILL WORK



The Avatar offers on the ubiatar platform his/her **physical presence** for any hourly fee he/she decides. The Avatar can offer a **generic telepresence** service in the place where he is (immediately) or **in a range around** one or more places (immediately or in a selectable moment of the future).

An Avatar can also offer **experiences** and **packages** for any total fee he/she decides (for instance a 20

minute exploration of the Colosseum for 30 ubiatar coins).

The Usar finds, on the ubiatar platform or via online advertising, an Avatar in **a position on the planet** where he/she would like to **be telepresent** (for instance a student in Hong Kong Kowloon area) or an **interesting experience/package** (for instance a 30 minutes walk on the Golden Gate bridge in San Francisco).



The Usar hires the Avatar immediately or books him/her for a future moment on the Avatar's calendar.

The payment is in **ubiatric coins**, not fiat money. In this way the **payments** are **decentralized**, secure, affordable and **do not exclude anybody** for reasons of discrimination, poverty, inability or other problems that prevent people from escalat-

ing to their true potential all over the world.

The platform offers a Ranking System, similar to that of popular platforms like Air b&b, Uber, eBay and many others.

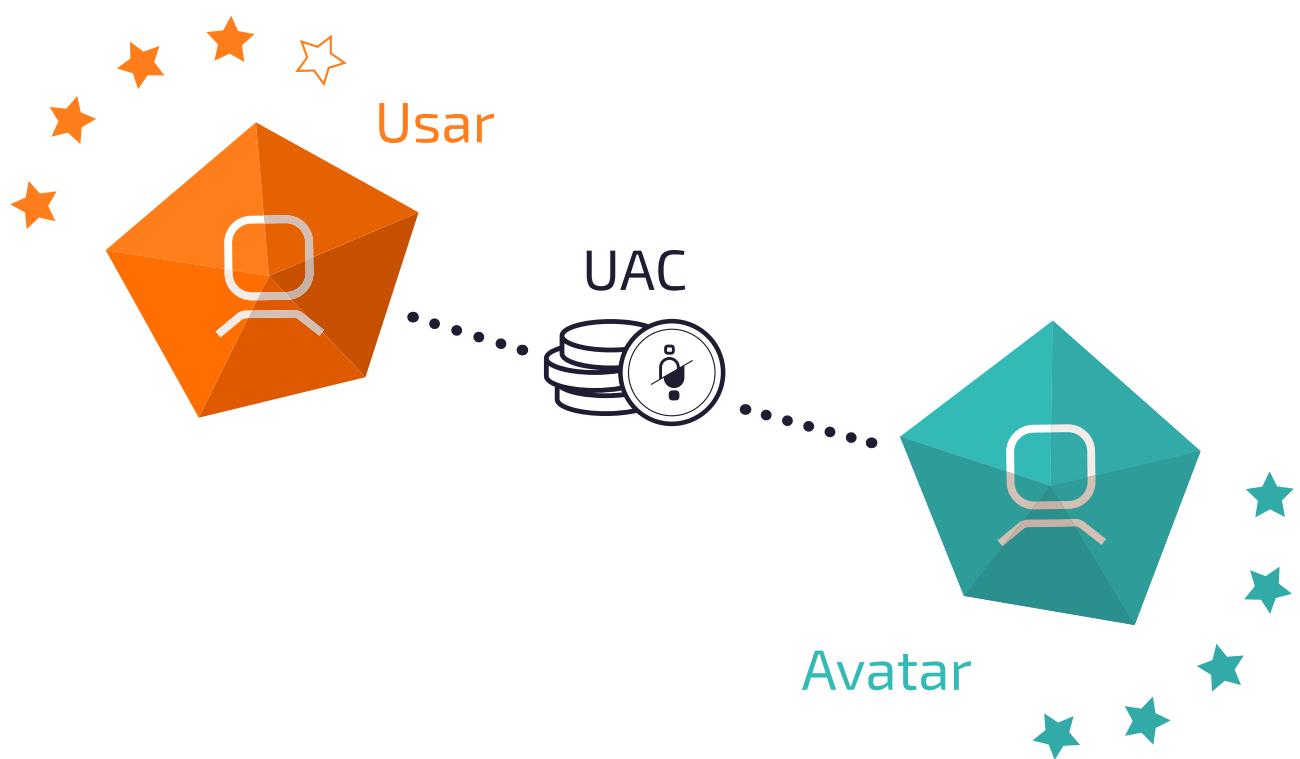




It publicly records the score of any user based on reports from other users he/she interacted with, so that all Usars rate all Avatars' performances and vice-versa. Any Usar can check any Avatar's ranking to decide if and how much trust him/her. Any Avatar can check any Usar's ranking before accepting a task.

The platform offers a personal page for each user, where images and descriptions of services offered/re-quested are described.

This 'social of telepresence', the HumanEmpowermentNetwork°, will be a completely new environment, where people from all over the world will meet, discuss and talk about virtual voyages and telepresence opportunities.



The **TECHNOLOGY**



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PLATFORM ARCHITECTURE

GUI FOR TELEPRESENCE
THE REVOLUTION

PATENT PENDING

SUPPORTED PLATFORMS

VR SYSTEM



PLATFORM ARCHITECTURE

The ubiatar network is a peer-to-peer cloud-based, autoscaling, cutting-edge system based on Amazon Web Services data centers.

Amazon is one of the biggest and most reliable provider of **cloud computing power** with worldwide data centers that are the same supporting the Amazon business operations. Uninterruptible, reliable and potentially without processing power limits, this system is the **perfect choice** for a **service** that must support and coordinate **millions of users** all over the world, exchanging low-latency high-quality audio and video streams, even if in a peer-to-peer fashion.

The UbiatarPlay platform **manages contacts** between Usars and Avatars. When two parties agree to start a session, the cloud platform delivers the requested service using specific servers to probe and set up the **best digital connection** between the two peers. All the networks and architec-

tures in every layer along the **specific path** between the two are automatically detected and passed in the most effective and low delay fashion. This is particularly difficult when company-specific networks, proxies and firewalls are involved. The software already developed **automatically circumvents** these complex barriers avoiding the need to open ports and channels on the users' devices. The development of a specific **high-performance web-based app** avoids the need to install any software or app on the users' devices; this is crucial in enterprise business environments.



HARDWARE INFRASTRUCTURE



GUI FOR TELEPRESENCE

THE REVOLUTION

It was difficult, at first. With DOS, instead of dozens of colorful icons that you just have to click upon, you had to memorize a lot of text commands: *dir*, *copy*, *mkdir*, *chdir* and so on...

There was, in more recent versions, the “**help**” command, but it was still demanding. Just the sheer mind work of expressing everything you wanted to do with text: writing, writing, writing,... and without any error. If you wrote “mkdit”, for instance, there was not the Google search box to suggest “mkdir”; it just printed “unknown command”.

And then 1984 arrived. The first time we saw the Macintosh commercial we knew it was **the next thing**.

We fell in love with the GUI, Graphical User Interface, immediately.

The **icons!** The **mouse!** The WhatYouSeesWhatYouGet! Amazing!

Suddenly, you had **not to memorize commands**. You had **not to write them!** You could just click on the graphical representation of a program or command to execute it.

And you could **move your focal point** wherever on the graphical screen instantly, just by moving the mouse!

Those of you that have not used DOS can not understand how a **revolution** and how a **liberation** that has been.



And from that on, all the way up to the touchscreen and iPhone and Android, the idea has always been to be **graphic**, to be **instantaneous**, to be **pointy** (not like the ears of mr. Spock, pointy as the act of pointing to anything with the mouse or even your finger).

In telepresence, current technologies are still back at the days of DOS. With any telepresence system, you **have to write down** your requests and **hope** that the person on the other side understands them.

An example of what is happening today is this image, where people try to ask something from a person that is broadcasting with Periscope:

The person could understand your language, could be inclined to listen to you instead of other watchers, could be willing to do what you request... or **could not do what you want**, that is usually the case.

The problem is that reading is **difficult**, listening to your spoken requests could also be a problem in noisy or outdoor environments; in all these cases you will not get the action or the angle of view that you want.



PATENT PENDING



Ubiatar technology, instead, offers a true revolution in telepresence products: the GUI (Graphical User Interface) that the Macintosh introduced in 1984 and that Microsoft offered with Windows (and that many good developers built into Linux).

It is that simple, but also so powerful.

Instead of writing or begging by voice, you simply **click on an icon**.

And the position where you click on the remote scene is also important: for instance, in this ubiatar telepresence session, you can select the '*goto*' icon and click, directly inside the video feed, on the shop window that you want your Avatar to reach.

No need to write a command, no need to explain by voice, no need to manually steer a remote robot around obstacles; since you are directing at high-level a fellow human and he/she **can understand simple iconic commands**, the trick is done. Instantly, quickly, effortlessly, precisely.

There is a **patent pending** on that, because it is simple but nobody thought about it before.

Then there has been a long work made which **icons**, the **format** of the menus, how a human Avatar **reacts in real world** environments and so on...

So ubiatar introduced the 'Macintosh GUI' in the telepresence field, and then evolved it up to the latest Windows versions and the best touch mobile interfaces.

Years of evolution, just to offer the best GUI instead of a DOS-era clumsy written interface.



SUPPORTED PLATFORMS



The ubiatar enterprise platform is already developed and the client applications are already publicly available on all the app marketplaces.

The **iOS native application** has been approved and is currently at release 2.1 on the Apple app store.

The **Android native application** is currently at release 2.1 on the Google Play app store.

The **webapp software**, that runs on any major browser and any computer system, executes on Windows, Linux and Mac OSx. No need to install anything, so it immediately works on any home computer and any PC of any company, without the need to contact the company system support.

Special versions of the client software are available for embedded systems such as **Raspberry PI cards**.

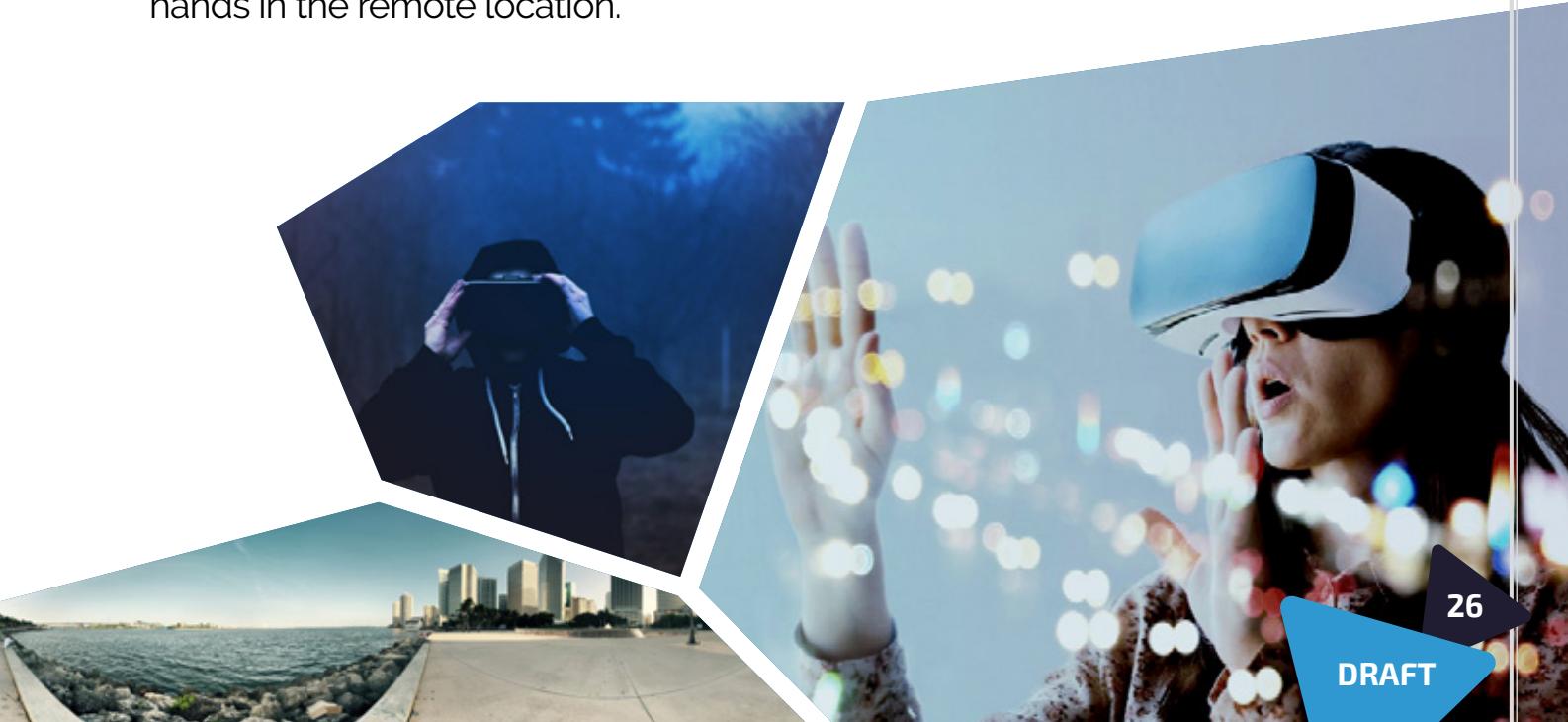
VR SYSTEM

Currently, ubiatar technology supports a **standard bidimensional video stream** from the Avatar's smartphone camera. This system requires control issued from the Usar on the position of the camera and an efficient Avatar to fulfill all requests.

With the **new VR system**, an **inexpensive special camera** will be connected to the Avatar's smartphone and will send a **360 degree video stream** of the environment, with a lot more informations. The Usar will then freely visualize a part of the scene, as if he is holding the smartphone in his hands in the remote location.

Visualization could be with a '*panorama*' system, by clicking and dragging in a normal browser, or with any VR visualization product.

Inexpensive VR visualizers are available in **open hardware** and Ubiatar-Play will offer its **official version**. With this product, at a very low cost, the Usar will be able to insert his smartphone into the device and move the head in a natural fashion; the software will move the visible portion of the panoramic scene accordingly, producing the effect of **looking around** in the **remote location**.



Ubiatar **TOKEN**



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WHY A NEW TOKEN?

PAYMENT SYSTEM



WHY A NEW TOKEN?

To support payments between peers all over the world, regardless of the local limits, the availability of bank accounts to poor people, women or other discriminated social groups.

The **Ubiatar coins** will be used for all payments on the UbiatarPlay platform, so that a uniform valuation of services will be possible. No other mean of payment will be supported.

Inside any **ubiatar app** there will be the **ubiatar wallet** to allow people to store and deal with their Ubiatar coin (UAC). No other currency and no exchange with them will be supported, people will be able to operate only with UAC and use them only for UbiatarPlay Platform services. The ubiatar wallet will operate on a **standard address** on the ethereum blockchain.

You will also be able to use a **ubiatar debit card** whenever a VISA or MASTERCARD card is accepted. (subject to approval by credit cards circuits based on the valuation of the Platform total market). The card will be sent as soon as the Avatar has sold **25 telepresence services** of at least ten minutes each.



The total of Ubiatar coin stored into the UAC wallet will unlock a series of advantages on the platform:



PRIORITY VISUALIZATION

During search and selection of an Avatar the users view before your offer



UNIQUE PALETTE

Special colors to prominently display your offer on the platform



STICKERS

Automatic offer of exclusive stickers on your profile on the platform



RANKING BOOSTER

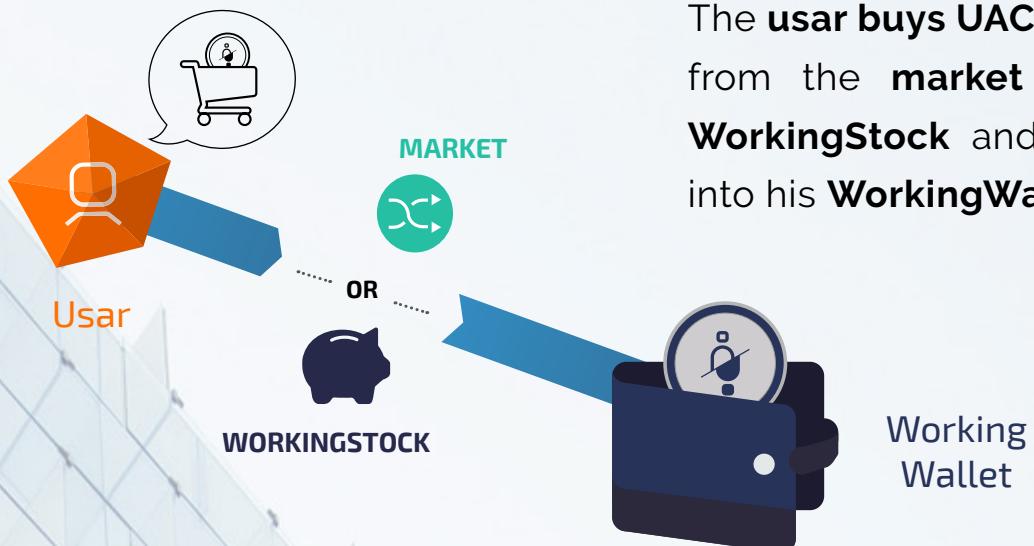
To enhance the level shown to prospecting Usars



FREE DEBIT CARD

With a minimum of one hundred Ubiatar coins into your UAC wallet the debit card will not produce a processing fee of 5 Ubiatar coins per month

PAYMENT SYSTEM



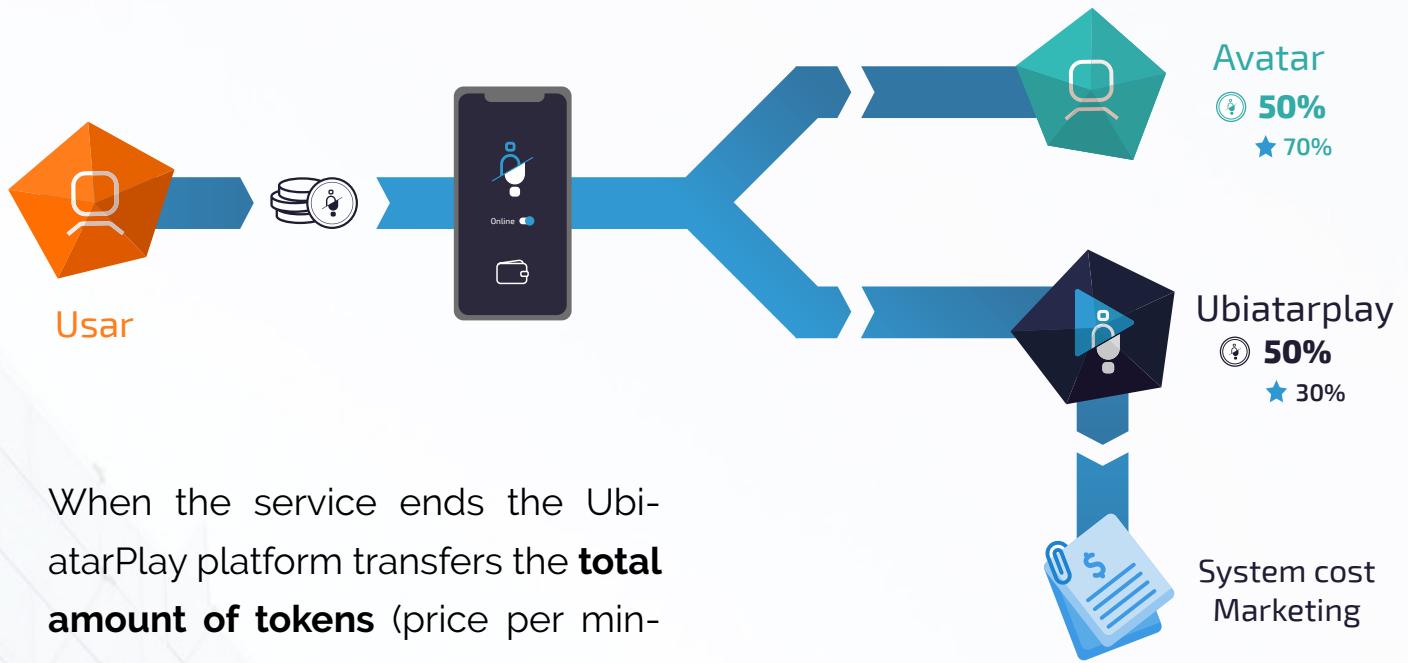
The user **finds an avatar** on the marketplace, based on location and **price for minutes** (for example 2 UAC).



User **directs avatar** for a **total amount of minutes**.

esempio

UBIATAR TOKEN



When the service ends the UbiatarPlay platform transfers the **total amount of tokens** (price per minute multiplied by minutes) from the **working wallet** of the **usar** to that of the **avatar**.

50% of the UAC go to Ubiatarplay for server cost, promotion and others internal costs.

★ **Special mode:** If the avatar is an **employee of a company** or a **HumanApp° teammate** takes 70% of UAC and 30% goes to Ubiatarplay.

This will happen thousands or million of time every day

A user can **also ask** the avatar to **buy something locally**. In this case the user sends an amount of **coins** equal to the **sum** of the **object price**, the **shipping cost** and the **purchase fee**.

The **object price** and the **shipping cost** are given to the avatar.

The **purchase fee** is **split** between the avatar and Ubiatarplay.



Why ICO

6

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REASONS

WHY SWITZERLAND

CROWDFUNDING A NEW PLATFORM

HOW WE WILL USE THE FOUNDS OF THE ICO



REASONS

Blockchain not only is disrupting the **way we distribute value**, but it is changing the way companies are funded. Crowdfunding **with intermediaries** and centralized platforms is **slow** and **expensive**, and less efficient too.

Instead to offer stock in an IPO, blockchain startup are offering tokens.

This procedure is called *ICO* (Initial Coin Offering), and allow companies to have a **direct access** to **capital market**.

The ubiatar coins are a **service Token** that are the only mean to access the UbiatarPlay platform and are **instrumental** to each payment between all peers on the platform.

WHY SWITZERLAND

We are based in Switzerland
for several good reasons:



Switzerland has a solid long-term reputation, solid legal foundation, and an attitude for security.



Switzerland has in the financial activities and fin-tech sector, one of his core business.



Switzerland is a global player, and an innovation leader, a lot of important companies have located here their R&D.



Switzerland is becoming a crypto-tech ecosystem, Swiss Federal Council want to attract new startup with a completely redesigned Swiss fin-tech license.

CROWDFUNDING A NEW PLATFORM

The UbiatarPlay platform will be created on the foundation of the **ubiatar technology** and extended **application services**.

Since the ubiatar platform is already available, **no part of the funds** of the ICO **need to be used** for that. UbiatarPlay can jumpstart immediately, leveraging the **two years of development** and the **extensive investments** that went into the ubiatar system. The platform will be developed with a **small part of the ICO** and will integrate over the ubiatar base platform, the rest of the funds will be used for **marketing** and **PR**.

The **software services** in need of new development are those related to the **HumanEmpowermentNetwork**: standard social network-like services, a **ranking system**, a specific **cryptocurrency wallet** and all those backoffice and ancillary **utilities** needed to keep the platform up and running.

After the platform is deployed, a growth hacking marketing phase is needed. Like all other startups creating new markets, UbiatarPlay needs to establish itself as the **market leader** in the least possible time.

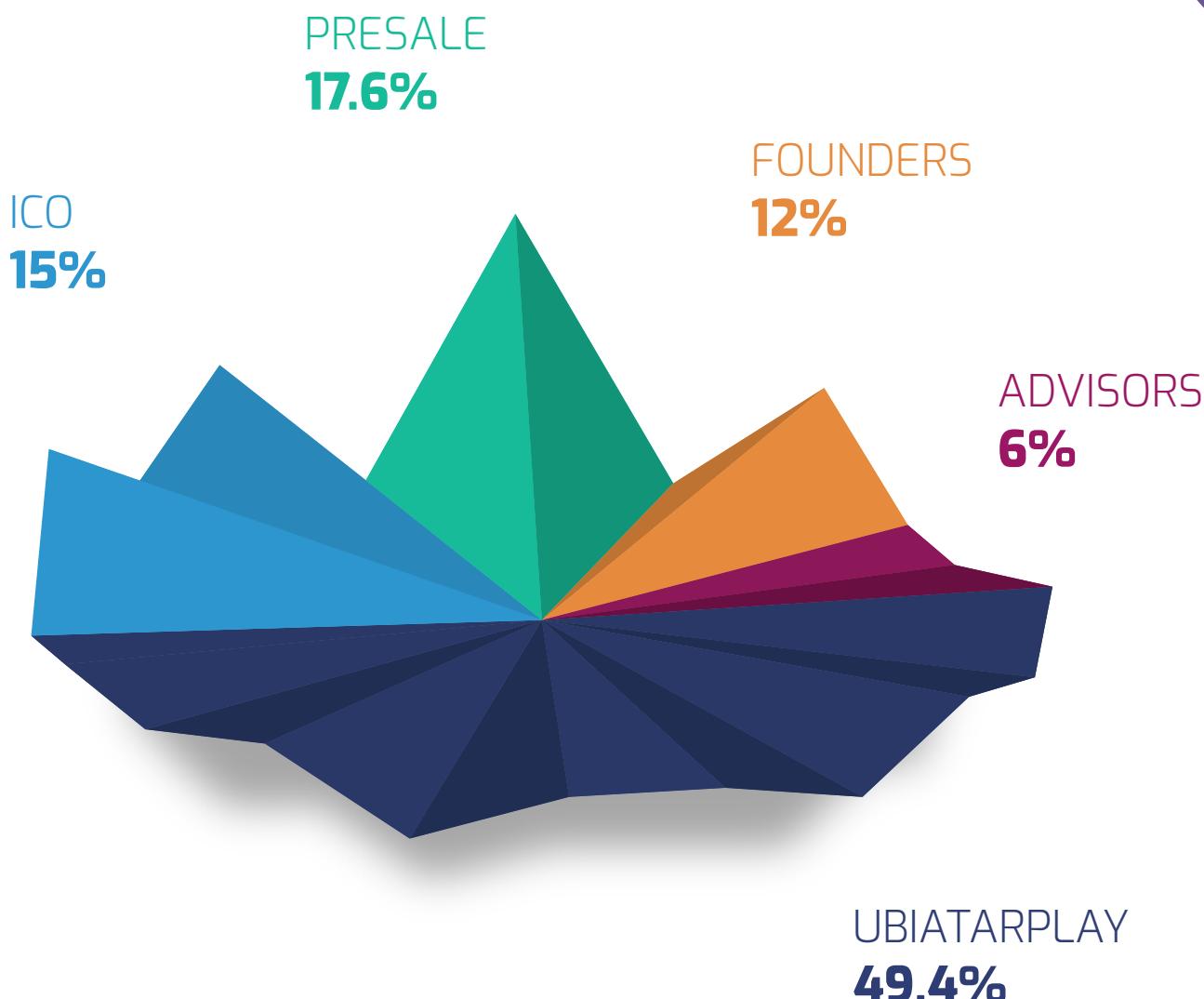
The faster the market start, the strongest and most profitable the business.

The most of the funds gathered with the ICO will be invested into **marketing operations**.

A continuous **marketing & communication initiative** will be fueled by the funds, the more the better and the stronger the resulting cash flow.

The growth hacking initiative will offer rewards in ubiatar coins (taken from the UbiatarPlay reserve) to one thousand Avatars that will broadcast live from their locations around the world, creating a huge hype and promotion for the UbiatarPlay platform.





UBIATARPLAY COIN SUBDIVISION

UBIATARPLAY: 49.4% is blocked and will unlock in this way: 2% three months after ICO, 4% six months after ICO, 6% nine months after ICO, 8% twelve months after ICO, 10% eighteen months after ICO, 20.5% twenty four months after ICO.

PRESALE: 5.8% is unlocked and will be released one week after ICO ending. 11.8% will unlock progressively starting 6 months after ICO; the total will be reached 12 months after ICO.

ADVISORS: 6% is blocked and will unlock progressively; the total will be reached 9 months after.

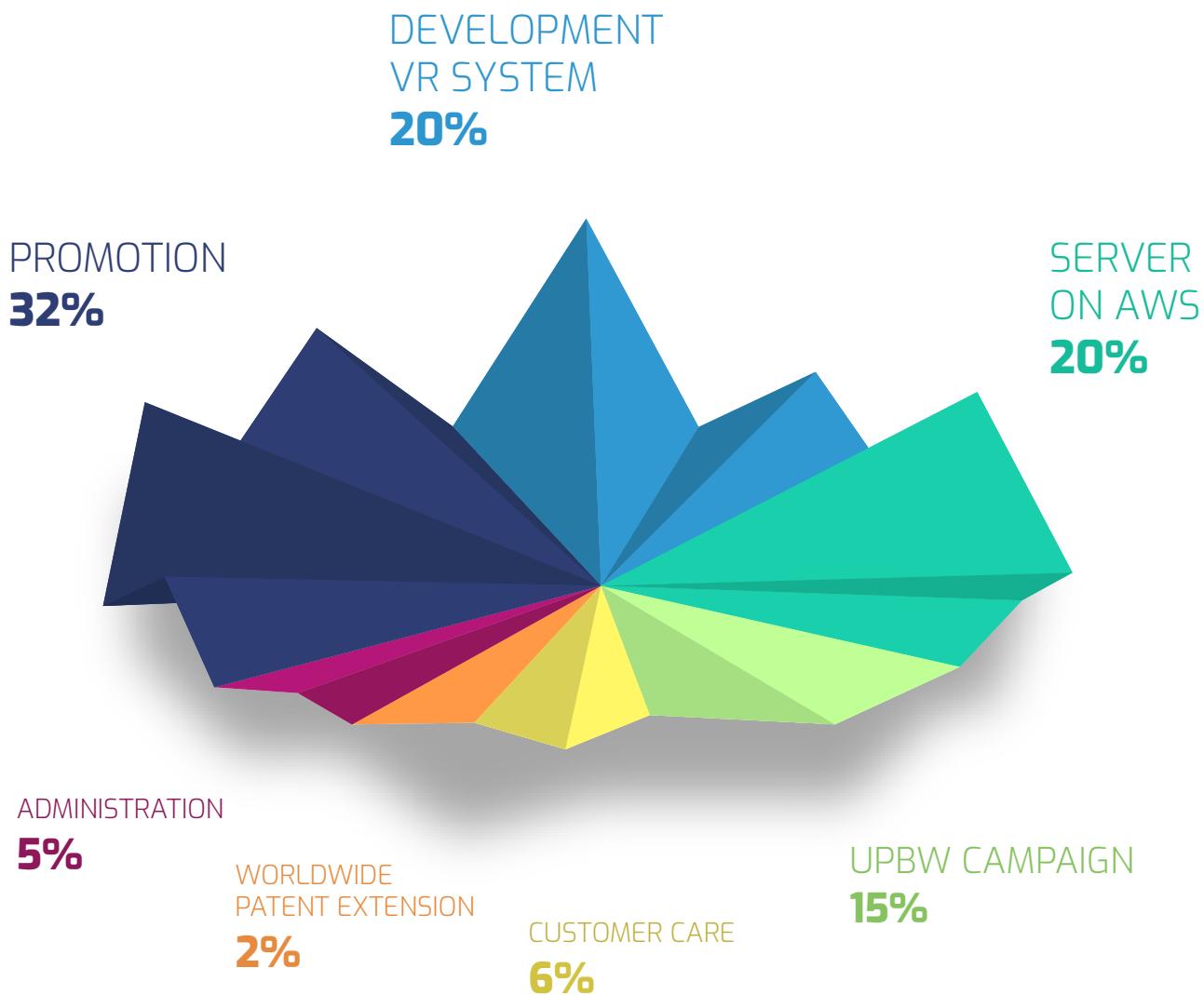
FOUNDERS: 12% is blocked and will unlock progressively starting 12 months after ICO; the total will be reached 24 months after ICO.

ICO: Tokens bought during the ICO will be unlocked immediately after ICO ending.

HOW WE WILL USE FOUNDS OF THE ICO

Founds will be invested for the **creation** and **bootstrap** of the platform, while those for the **following promotion** will come from the

stock of Ubiatarcoins (UAC) of the company, for the part not covered by the fees on the incomes generated on the platform.



INVESTMENTS BY YEAR

A first batch of fundings, covered by the founders, has already been invested into the initial development of the technology:

2016

400K dollars in patent request, office expenses, server costs on AWS (Amazon Web Services), development team.

2017

600K dollars in our presence at the CES in Las Vegas, server costs on AWS (Amazon Web Services), development team, App creations for the stores, development of hardware devices and the Ubiatar coin project.

The funds gathered with the ICO will be used for :

2018-2020

- *Service promotion: 32%*
- *Development team and VR system: 20%*
- *Server on AWS (Amazon Web Services): 20%*
- *UbiatarPlayLiveBroadcastWorldwide (UPBW): 15%*
- *Customer care: 6%*
- *Administration: 5%*
- *Worldwide patent extension: 2%*

The main share will be that of promotion, be it direct advertising or PR actions, for the platform startup and the quick creation of this new market.

UbiatarPlay could buy or sell coins on any market and take any other action to stabilize the token price. UbiatarPlay could acquire other activities that are functional to the fulfillment of the main project.

ROADMAP

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THE MAP

MILESTONES



THE MAP

- 
- 2017** Ubiatar technology development and worldwide distribution
- 2Q 2018** ICO
- 3Q 2018** Platform development
Wallet and ubiatar card
- 4Q 2018** HumanEmpowermentNetwork°
UbiatarPlayLiveBroadcastWorldwide° campaign
- 1Q 2019** Narrative and creative cross-cultural contests
- 2Q 2019** Partnerships and structures for large AvatarEcommerceServices°
- 3Q 2019** The Global Remote Sports initiatives
- 4Q 2019** Ubiatarplay AI system
- 2020** The Millions Avatars Initiative

MILESTONES

STEP 1

2017

Ubiatar technology development and worldwide distribution.

Ico founds to use: o

This step has already occurred. The **ubiatar platform** and **technology** are **available**; at this moment the current online production version is **2.14**. The mobile apps for Apple iOS products and Android devices are publicly available on the relevant platforms. Web-based applications, that do not require any installation and run on the fly, are available for all the **major browsers** and are currently working in the field over any operating system and any computer from private homes to big companies, even with closed systems.

See more at www.ubiatar.com or search for "ubiatar" content on social networks.

The concept and the technology have been presented at the **Las Vegas CES 2017**, raising huge interest into the startup investor world and the Silicon Valley ecosystem.

ICO has been presented at the **CES 2018** and during the CES 2019 the working platform and the AvatarE-commerceServices will be presented to the world.

STEP 2

2nd quarter 2018

ICO - Initial Coin Offer

Ico founds to use: o

Crowdfunding activity to collect resource to **develop the platform** from the **technological** and **commercial** point of view and for the following steps. The resources collected will be used for software development, blockchain creation and extensive promotion to grow the platform user base.



STEP 3

3rd quarter 2018

Platform development

Ico founds to use: **first 2M UAC**

Software development for the platform services: **list of users**, **social network-like user pages** with images, **world map location** and **description of services** offered and limitation to operations that can be performed. Ranking System development and integration.

The target of registered users is set at **1.000 unique signups**.

STEP 4

3rd quarter 2018

Wallet

Ico founds to use: **next 0.5M UAC**

We want to give to the users of the platform the option to **perform payments** with ubiatar coins directly into the ubiatar app.



STEP 5

Last quarter 2018

Human Empowerment Network°

Ico finds to use: next 3M UAC

Start of the platform with **advertising** and **special events** to spread the knowledge of this new platform. **Growth hacking initiatives** for the rapid dominance of this new market. The target of registered users is set at **10.000 unique signups** in the **first three months** after the start of this initiative. We expect the start of *substantial revenues* from this phase.

VR platform development, to create a **real immersive experience** for all Usars and free the Avatars form the camera positioning task.

STEP 6

Last quarter 2018

UbiatarPlayLiveBroadcast Worldwide°

Ico finds to use: next 6M UAC

A specific investment into **at least one thousand Avatars** that will be **paid directly from UbiatarPlay** to broadcast live from the streets and interesting areas of the places where they live. **Sponsors** will be found to cover in part or in full the amounts of ubiatar coins that will be given to the working Avatars.

This initiative will have **two effects**:

The **creations** and offer to the world of the largest *TV network* of realtime live video streams from **all over the planet**, something that has never been done until today.

The constant offer of free video streaming from live streets of the world will be a powerful and **permanent advertising campaign**, leading to clients **hiring in realtime** (for a price) the Avatars to explore interactively the interesting places they will see in the free broadcast.



STEP 7

1st quarter 2019

Narrative and creative cross-cultural contests and ubiatar card

Ico founds to use: next 0.5M UAC

To create **awareness** and **involvement**, UbiatarPlay will sponsor **contests** to publish the most **interesting narrative works** based on ubiatar technology stories.

UbiatarPlay will also support **cultural exchanges** the world over, using its telepresence technologies over the HumanEmpowermentNetwork°.

We want to give to the users of the platform the option to **perform payments** with ubiatar coins directly into the ubiatar app. and **use them when they need**, even in the real world with **standard debit cards**.

STEP 8

2nd quarter 2019

Partnerships and structures for large AvatarEcommerceServices°

Ico founds to use: next 3M UAC

A subsequent important step is to develop a pervasive **AvatarEcommerceServices° system**, to enter this very lucrative world now exclusive of platform like Amazon.

By leveraging the Avatars base we will be offering **powerful option** to **buy item** wherever in the world, directly from the shops while-you-watch, and have them delivered directly to controlling Usars.

The AvatarEcommerceServices° will be presented at the **Las Vegas CES 2019**.



STEP 9

3rd quarter 2019

The Global Remote Sports Initiative

One of the most promising sectors where to use the ubiatar technology is that of **live sports**. A specific initiative will boost the telepresence service for **sports events**: car racing, motorbikes, paragliding, scuba diving, windsurfing and other professional and amateur activities. People will be able to **follow official competitions** as well as **practice** any sport via **sports Avatars**.



STEP 10

Last quarter 2019

UbiatarPlay AI system

Artificial Intelligence is under development and will be used for users behaviour prediction with service offer optimizations. The AI system will prioritize offers shown to each user **based on past activities** and the **type of requests** seen by comparable classes of users.

STEP 11

2020

The Millions Avatars Initiative

A worldwide initiative will be held to reach the goal of **multiple millions of Avatars**, so that the service escalates to a level similar to that of other platforms like Uber, Air B&B and so on.

ATTACHMENTS

8

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LEGAL INFORMATIONS



LEGAL INFORMATIONS

This section provides important legal information regarding this whitepaper (the Document), the Ubiatar coins (or "UAC", "UACs"), and the sale of the UACs (the Coin Sale) by UbiatarPlay SA (the Company). Anyone who purchase the UAC (the Purchaser) or uses the service or platform (the Service) provided by the Company (the User), must agree to these terms. If you do not agree to these terms, you must not participate in the Coin Sale or use the Service.

General Information

The UAC does not have the legal qualification of a security, since it does not give any rights to dividends or interests.

The Coin Sale is final and non-refundable. The UACs are not shares and do not give any right to participate in the Company's general meetings. The UAC has no performance or a particular value outside the Company's Service. The UAC shall therefore not be used or purchased for speculative or investment purposes.

The Purchaser must be aware that national securities laws, which ensure that investors are sold investments that include all proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

The Purchaser also expressly acknowledges and represents that have carefully reviewed this Document, and fully understand the risks, costs and benefits associated with the Coin Sale.

Knowledge required

The Purchaser agrees that they understand and have significant experience with cryptocurrencies, blockchain systems and services, and that they fully understand the risks associated with the Coin Sale as well as the mechanism related to the use of cryptocurrencies (including storage).

The Company shall not be responsible for any loss of the UAC, or situations making it impossible to access the UACs, which may result from any actions or omissions of the User, the Purchaser, or in the case of hacker attacks.

Risks

Acquiring and storing the Ubiatar coin involves various risks. Prior to acquiring the UAC, Users and Purchasers should carefully consider the risks, costs and benefits of acquiring the UAC in the context of the Coin Sale and, if necessary, obtain independent advice in this regard.

Any person who is not in the position to accept or to understand the risks associated with the activity or any other risks as indicated in these Terms & Conditions, or elsewhere in this Document, should not acquire the UAC or use the Service.

Important disclaimer

This Document is not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should be considered as an offering of securities in any jurisdiction. This Document does not include nor contain any information or indication that might be considered as a recommendation, or that might be used as a basis of any investment decision. This Document does not constitute an offer or an invitation to sell shares, securities or rights belonging to the Company or any related or associated entity. The UAC is a mean of payment that can be used both on the Company's platform and on Independent Software Vendor ("ISV"), job agencies and portals that will adopt UbiatarPlay software and is not intended to be used as an investment.

The offering of the UAC on a trading platform is done in order to access the Company's platform, and purchase services related exclusively to the latter, and not

for speculative purposes. The offering of UAC on a trading platform does not change the legal qualification of the UAC.

The Company is not to be considered as an advisor in any legal, tax or financial matters. Any information in this Document is given for general information purposes only, and the Company does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token and -coin qualifications in most jurisdictions, each Purchaser and User is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of the UACs according to their nationality and place of residence.

The UAC confers no direct or indirect right to the Company's capital or income, nor does it confer any governance right within the Company; the UAC is not proof of ownership or a right of control over the Company and does not grant the controlling individual any asset or share in the Company, or in the Service. The UAC does not grant any right to participate in control over the Company's management or decision-making set-up, or over the Company's network and governance to the Purchasers or Users.

Regulatory authorities are carefully scrutinising businesses and operations associated with cryptocurrencies around the world. Regulatory measures, investigations or actions may impact the Company's business and even limit or prevent it from developing future operations. Purchasers and Users must be aware that the Company's business model, this Document, the Terms & Conditions and other material components of the Service and the Coin Sale may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, Purchasers and Users acknowledge and understand that neither the Company nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

The Company will do its best to launch all components of the Service, as outlined in this Document. Purchasers and Users must acknowledge and understand that the Company's platform will function and provide access and services within a reasonable time after the crowdsale. Depending on further potential developments of the Company's platform, other services may be released and offered to the Users.

On concluding the commercial aspect of Coin Sale, the UACs will be issued using a technical process known as a Blockchain. This is an open source protocol over which the Company has no rights or liability in terms of its development and operation. The UAC distribution will be controlled by a Smart Contract. This involves a computer program that can be executed on the Ethereum network, or on a different blockchain network that is compatible with Smart Contract programming languages. The Users and Purchasers acknowledge and understand that the Company (incl. its bodies, employees and associated entities) assumes no liability or responsibility for any loss or damage that results from or relates to an incapability to use the UACs, except in case of intentional misconduct or gross negligence.

The UAC is based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the Service or the UACs to malfunction or operate in a way that is unexpected. Ether, the native Ethereum Protocol unit of account may itself lose value, in a similar way to the UAC, but also potentially in other ways.

Representation and warranties

By participating in the Coin Sale, Purchasers and Users agree to the above, and in particular, they represent and warrant that they:

- have read carefully the Terms & Conditions attached to this Document, and agree to their full contents and accept to be legally bound by them;
- are authorised and have full power to purchase the UAC according to the laws that apply in their jurisdiction of domicile;
- are not a U.S. citizen, resident or entity (a "U.S. Person") nor are they purchasing the UAC or signing on behalf of a U.S. Person;
- are not a Chinese resident or entity (a "Chinese Person") nor are they purchasing the UAC or signing on behalf of a Chinese Person;
- live in a jurisdiction which allows the Company to sell the UAC through a Coin Sale without requiring any local authorization and are in compliance with the local, state, and national laws and regulations when purchasing, selling and/or using the UACs;
- are familiar with all related regulations in the specific jurisdiction in which they

are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;

- will not use the Coin Sale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of cryptographic tokens and coins and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- purchase the UAC because they wish to have access to the Company's Service; and
- are not purchasing the UAC for the purpose of speculative investment or usage.

Governing law – Arbitration

Purchasers and Users acknowledge and accepts that the Coin Sale is taking place within a Swiss legal environment that is still under development. All parties agree to seek an amicable settlement prior to bringing any legal action.

All disputes arising in connection with the Coin Sale or this Document shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be Lugano, Switzerland. The arbitral proceedings shall be conducted in English.